



Northern Investment Company merges with Hansen Auction Group

Hansen Auction Group has recently acquired Northern Investment Company based in Independence, WI. Northern Investment Company has been a pillar in the real estate and auction business for many years in this regional marketplace and Hansen Auction Group, LLC is excited to join this team. With the merger, Northern Investment Company will be offering all the same services as in the past. The Hansen Auction Group will bring a much more robust marketing team to provide a supreme service for marketing all types of real estate as well as personal property. From conventional listings to all auctions, the marketing department will focus on the most in-depth marketing strategies and develop a customized marketing plan to bring the most attention to each project we undertake.

The conventional real estate will still be operated under the Northern Investment Company name with the same staff, but with a much larger marketplace to advertise your properties. On the auction side of things, Northern Investment will now be offering Online Only auctions, Live auctions, and Live and Online auctions on the Hansen Auction Group's platform. We are excited to offer an even larger online audience to the future online auctions, as well as, to real estate listings throughout this region and beyond.

Hansen Auction Group has been setting the standard in auctions for over 20 years, marketing and hosting several hundred online auctions every year. There are now five offices across WI and MN with specialists serving the farm, construction, transportation, estate, and industrial industries. Hansen Auction Group also has real estate agents who specialize in hunting and recreational land, waterfront, farm, and residential listings. We look forward to serving all your real estate and auction needs!

Call (715) 985-3191 today!