



Roscoe the snake!



Photos by Mary Morgan • Ida County Courier

Roscoe the snake is a painted rock snake at the Odebolt Library that kids help him grow by painting a rock and adding to him.

Mason Auctions is a worldwide dealer in farm toys and ag memorabilia

■ by BRENT HARM
IDA COUNTY COURIER

Justin Mason, owner of Mason Auctions in rural Odebolt, is living out his dream of auctioneering farm toys and ag memorabilia. Mason explained the services that his business provides.

“We’re a full-service auction business located here in rural Odebolt,” he said. “We sell anything from farm equipment to construction equipment, real estate, and personal property. A focus of our business is specialty collections, like farm toys and ag memorabilia.”

Justin talked about the far-reaching impact of his auctions.

“Our busy season for our specialty collections is generally November through April,” he stated, “but we do auctions year ‘round. In the busy season, it’s usually every other week. This time of year, it’s as needed. We’ve sold farm toys and ag memorabilia for people from Arizona to North Carolina. We’re in the top three in the country for farm toys and ag memorabilia. In 2022, we sold to 39 countries in four continents. We have a worldwide footprint.”

Mason Auctions is located six miles north, two miles east, and a half-mile south of Odebolt, and was incorporated in April of 2015. Mason, who also farms, is a fourth generation Odebolt native. Justin shared how he came to be an auctioneer.

“Auctions and auctioneering have always been kind of a passion of mine,” he said. “In 2014, my wife and I decided we were each going to pick one bucket list item in our life that we wanted to do. Going to auction school is what I chose, and I attend-



Photo by Brent Harm • Ida County Courier

Dream Big!: Justin Mason, owner of Mason Auctions in rural Odebolt, is living out his dream of auctioneering farm toys and ag memorabilia.

ed Worldwide College of Auctioneering in Mason City, in November of 2014. Then, in April of 2015, we started our business. We started out doing a lot of household and estate auctions, then realized that wasn’t the path we wanted to choose for our business. I reached out to a couple mentors of mine from the business, and they said ‘find something that you like, or like to sell, and sell it every day.’ I’ve been an avid farm toy and ag memorabilia collector since I was a kid, so we started focusing our business on that, and it has slowly kept growing and growing up to where it is today.”

Mason discussed some ways in which his business has grown.

“We built our brand new facility here this past fall and winter,” he said. “We’ve got our own in-house shipping, and we ship worldwide. It added a little bit of legitimacy to our business now. We had either been working out of our farm shop, or we rented a building in Odebolt for a while. We finally reached a point in our business where

“ I never would have dreamt 10 years ago that I would have a weekly conversation with a guy in New Zealand, who’s a great customer of ours. — Justin Mason ”



Photo by Brent Harm • Ida County Courier

Worldwide dealer in farm toys: Mason Auctions, with a new facility in rural Odebolt, is one of the top dealers in the country for farm toys and ag memorabilia.

we needed to put down some permanent roots. Last fall, Dad and I built this building, and I’ve got my own office, and we’ve got our own shipping department now. We completed the building in March.”

The auctioneering indus-

try has changed since Mason first started.

“Around 2014 or 2015 is when the online auctions really started to take off,” he explained. “When I went to school up in Mason City, it was just a small part of our training. Now, probably 50 percent of the training is on online-only auctions and online simulcasting, and the internet aspect of it. It’s allowed us to streamline our business, and allowed us to reach a much larger audience. Now we can go worldwide. Essentially, there’s no limit to who we can reach, and our sales have proven that. So that’s been the biggest

change in the last nine or ten years, the use of internet auctions and bidding platforms, and those types of things.”

Justin mentioned one of the most difficult aspects of running his own business.

“The hardest part is brand awareness,” he stated, “and getting your name out there. I’m a first generation auctioneer, so I don’t have the luxury of having the name to back me. So it’s just full-blown brand awareness, getting your name out there, and starting from the ground up.”

Finally, Mason summarized the most rewarding part of his job.

“The best part is our customers, and the people we meet. I’ve become good friends with people all over the world. I never would have dreamt 10 years ago that I would have a weekly conversation with a guy in New Zealand, who’s a great customer of ours. I’ve got a customer down in South Africa that I stay in pretty close contact with. And, I like hearing the sellers’ stories, who are selling their lifelong collections. Basically, they can tell you where they got every piece of their collection, where it came from, and what they paid for it.”

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