

## **TRANZON BUILDS PRESENCE IN MID AMERICA WITH APPOINTMENT OF VANCE LUKSETICH**

**Richmond, VA January 5, 2004 – Tranzon LLC** – one of the nation’s fastest-growing accelerated marketing and auction firms – expands its professional base with the addition of **Vance Luksetich** as a Tranzon marketing consultant.

Luksetich, who operates from headquarters outside of **St. Louis, MO**, will work to develop Tranzon’s business in its Mid America region.

"We are excited that Vance is joining the Tranzon team. Boosting our presence in the Midwest is one of Tranzon's current priorities. Vance's proximity to the St. Louis metropolitan area will provide us great exposure in that important market. In addition, I expect that Vance's expertise in commercial real estate, including a special concentration in the gas station and convenience store arena, will strengthen Tranzon's commercial real estate expertise throughout the Midwest. Vance is another quality professional adding to Tranzon's industry leading talent pool," says Tranzon LLC President **Jeff Levin**, who directs the Tranzon network from the company’s Richmond, VA headquarters.

Luksetich, who holds a real estate brokers license, was most recently affiliated with K & K Real Estate, Inc. in Highland, Illinois, listing and brokering convenience store and truck stop chain package deals that ranged from one to 34 stores, typically selling them as going concerns. He has been involved in mergers and acquisitions in this field as well as the sale of commercial real estate property.

The Des Moines, Iowa native also served as a marketing consultant to Inland Marketing Services, Inc., also located in Highland, IL, where he performed site analyses, market/competitor evaluations, feasibility studies, demographic research and other related consulting for convenience store, truck stop, car wash and fast food operators seeking to expand by adding new locations, remodeling existing facilities or pursuing the “raise and rebuild” route.

Much of Luksetich’s expertise in this area was acquired as general manager of Clinton County Oil Company, a post he held for more than a decade. There he coordinated the operations of nine companies - owned and operated convenience stores with gasoline, as well as one unattended Shell Express station and a Firestone Tire dealership.

He oversaw remodeling and new construction projects, working with architects, zoning administrators, traffic specialists, equipment suppliers, construction foremen and store personnel to complete projects on time and within budget; managed tank system upgrades, removals, remediation activities and tank fund reimbursement as well as annual system compliance. Additionally, he was involved in the wholesale and retail marketing of Shell gasoline, diesel fuel and lubricants to convenience stores, service stations and commercial accounts.

A Certified Public Accountant, he was engaged in investment analysis, contract negotiations, collections and managed the company’s banking and insurance needs.

Before he entered the gas and convenience store business he actively worked as a CPA, in management for Miller, Cremers & Associates, P.C., CPA's in Des Moines, Iowa and as a senior auditor for Wagner, Matthias & McGinn, P.C., CPA's, also in Des Moines. Clients included corporations, manufacturers, grain cooperatives, non-profit agencies, as well as federal and state governmental departments.

Luksetich, who has two children and lives with his wife Karen in Breese, IL, holds a bachelor's degree in business administration – accounting from the University of Iowa, in Iowa City. He served for six years on the board of directors of the Illinois Petroleum Marketers Association; seven years as brand chairman for IL & MO Shell Oil Co. Jobbers and two years on Federated Insurance Co.'s Petroleum Marketers National Advisory Council.

Active in the community, Luksetich also held a four-year board of directors' appointment on the Breese Chamber of Commerce in Breese, IL; was on Clinton County Rehabilitation Services board of directors for five years and for more than a decade, was on the board of directors of the Breese Lions Club.

Tranzon has 11 member companies and 22 offices coast-to-coast that together conducted auctions, sealed bid sales and liquidations in 32 states and the District of Columbia last year. Tranzon professionals specialize in providing real estate and business asset, liquidation auction and accelerated marketing services to corporations, financial institutions, trustees, individuals and estates throughout the U.S.

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