

LANDPROZ

Agricultural & Recreational Real Estate / Auctions / Farm Management



LANDPROZ
OVER
181,000
ACRES
SOLD IN THE MIDWEST

PROFESSIONAL LAND BROKERS AND AUCTIONEERS

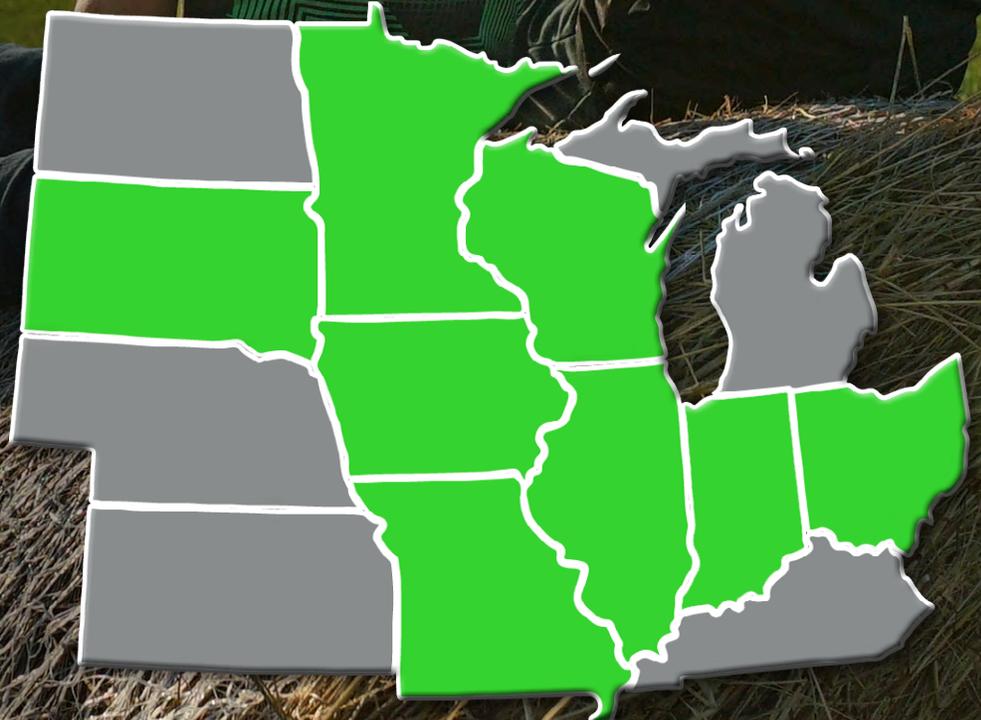
LANDPROZ

We are Proud to Partner With:



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Who We Are

PROFESSIONAL LAND BROKERS, APPRAISERS, AUCTIONEERS & FARM MANAGERS

To Date the LandProz Team has SOLD more than 181,000 Acres in Midwest

LandProz brokers and agents were hand selected because of their extensive knowledge and expertise in the agricultural and recreational land industry. Our team can help you find that perfect farm you have been looking for, or help you with the sale of your current property.

Many of us have been selling and specializing in land sales for years, with some being in the business for the better part of four decades. Combine that experience with the newer generation of brokers and agents who understand innovative marketing strategies, modern networking, and the future of farm management, and that is what makes our team one of the best in the industry!

LANDPROZ



Information for Sellers

We appreciate your interest in LandProz and our team. Our goal is to provide as much information as possible so you can make the right decision for you and your property.

WE SPECIALIZE IN

- Cropland / Tillable / Large Farms
- Hunting Properties / Timber
- Ag & Rec Land Auctions
- Government Programs / CRP / WRP
- Livestock Facilities
- Build-able Sites
- 1031 Exchanges
- Family Estates
- Investment Properties
- Exit Options for Land Owners
- Multi-Parcel Auctions
- State & Federal Acquisition

SALES METHOD

This is a very important part of the process once you have decided to sell. All are great, but for each situation one is best, and working with the right company and agent will ensure you will have help selecting the correct type of sale.

LIVE AUCTION – or public auction has gained popularity in recent years more than ever, and why, because it works! Some members of our team have been conducting live land auctions for over 40 years and have the process down to a science. Every detail matters right down to the day of the week to have it, how to sell multiple tracts, and creating an exciting atmosphere at the auction for bidders. Usually a 60-75 Day process from when the first advertising is sent out, the auction takes place, and the closing is completed.

ONLINE ONLY AUCTION – with this method our company promotes your property just like the previous two types of auction options, but all of the bidding is done online through our app. We set a sale time frame with a start and end date/time. The bidders will register and place their bids and can increase them up until the time expires. Usually a 50-60 Day process from when the first advertising is sent out, the online auction takes place, and the closing is completed.

LISTING – also known as private treaty is a great way to market your farm also. This method is used for many reasons including comfort of the sellers, a unique property that may take an extra effort to find the right buyer, no real time limits on when the property has to be sold, and more! With this method there is not a set time frame, but once the purchase agreement is signed it usually takes around 30 to 45 days to close.



We offer **ONLINE BIDDING** for all auctions via the **LandProz App!**



Auctions

The auction method of marketing is by far the preferred and most popular way to market land. Why is that you might ask? True price discovery or fair market value in that location on that day. Auctions are not only fun but give potential buyers a sense of urgency and competitive outlook during the bidding process.

What can I expect on auction day? Our auction team will gather at the auction that morning meet and greet potential buyers in the hours leading up to sale time. Sale time our auctioneer will go over all of the terms and conditions. Once we have answered any and all questions

and the bidders are comfortable we will start in with the auction process. Bidder assistance will walk through the crowd and collect bids and answer questions as the auctioneer calls out the asking price, then we hold the bid and break for a few minutes. Many times we get asked the question what if my farm doesn't bring enough? This break is where we will talk with the seller to establish if we have reached their expectations. We believe in taking breaks because buying a farm at auction we want everyone to have an opportunity to bid and sometimes buyers need a break to make a phone call to call a father, wife, son, daughter, banker, or



JJ Wise,
2019 Iowa State
Champion Auctioneer
Land Agent
Northern Iowa

investor. Once we have ok from the seller or sellers (in private) that they are willing to sell their farm for the amount we have bid we will come back from the break and inform buyers that the farm will be sold that day. At this point we will open the bidding back up and eventually sell the farm to the highest bidder.

With 75 years of combined experience in the auction business and over 181,000 acres sold our team brings you one of the strongest selling teams in country. With technology changing constantly our team has made vast changes along the way to bring our clients a state of the art

marketing approach. With the Internet and social media on the rise you have to look outside the box to reach every potential buyer. There was a day when a few fliers and a small print ad in the local paper was enough to reach who you needed to reach, well today we have implemented online bidding, drone videos, television commercials, paid Facebook ads, Instagram, Twitter, online classifieds, online land sale websites, general for sale sites, and bulk post card mailers just to name a few. We also take time to connect with neighbors on a personal level to inform them of your up and coming sale and answer any questions they may have.

Go With The PROZ

WHAT IS MY PROPERTY WORTH & GETTING STARTED

Many factors are evaluated in order to determine your farm's value. Our LandProz agents will complete a No Cost Land Evaluation and provide you with a complimentary analysis of your farm.

Find out what your property is worth in today's Market!

What Type of Property Do you Have?

No two farms are alike. This is what makes the sale process unique and challenging. Here are a few things to think about, which will eventually help determine how we market and price your farm. Do not be concerned if you don't know all of the answers, this is where your LandProz Agent can help!

- Do you have mostly cropland, timber, or pasture?
- Where is the farm located and how is it accessed?
- Has the Property been surveyed?
- Does it need to be surveyed?
- What are the soil types and what is the soil rating?
- Is there tile and tile maps? Where is the outlet?
- Are there lakes, ponds, fences, or outbuildings?
- Is there currently a lease agreement with a tenant?
- Are there any farm-able acres enrolled in CRP?
- Are any acres in WRP, RIM, or other similar programs?

How do I find a LandProz Agent or Auctioneer for my area?

To find one of our specialized agents near you, browse our team on our website at www.landproz.com. Not finding the agent that you're looking for? Contact LandProz for additional assistance.

- sales@landproz.com
- 1-844-GO-4-PROZ



Information for Buyers

People own land for many different reasons but one thing that they all have in common is their love for the land. There's something to be said about being able to work the ground, watch the crops grow, experience a frosty fall morning in the woods, and just simply enjoy God's creation.

HOW LANDPROZ CAN HELP

If you have gotten this far, you are looking to purchase a property or at least thinking about it. This can be an exciting yet stressful process, and the most important is finding the right farm to pursue and hopefully buy. At LandProz we take pride in being able to make this experience a little easier for you. Our expert staff and industry leading marketing ensures that you will have as much information as possible that is detailed and easy to understand when selecting your farm.

FINDING A PROPERTY

Contact one of our LandProz agents to get started today. Browse our available land for sale using our specialized online listing inventory system. Don't forget to sign up to receive email alerts about upcoming properties that meet your criteria.

VIEWING A PROPERTY

At LandProz, our agents are always there for you. We will assist you throughout the entire buying and selling process and will always be there to answer any questions you may have about the property. Our Agents will do their best to work with your schedule to view properties and do so in a timely manner. Please notify your agent of any special transportation needs.



View all our properties
at LandProz.com

"You Don't Buy A Farm For A Day, A Week Or Even A Year. You Buy It For A Lifetime"

-Greg Jensen, Minnesota and Iowa Broker

SPRING FARM PREP

In the upcoming months farmers will be very eager to start pulling equipment out and get to some spring planting. There are a few things that are always good to think about when coming up on the biggest decision a farmer makes. First off, it is always a decision on whether plant or not early. The last few years the earliest planted corn has been the best stand and best yielding we have planted. One great thing to do to check if fit or not is dig 2-4 inches into the seedbed, take a handful of soil and squeeze. If it feels tacky or forms a ribbon, soils are too wet for spring tillage. If you decide to continue on working soil make sure to let the soil lay for a minimum of 12 hours before planting into it if possible. This can sometimes be difficult to do especially with the narrow planting windows but it will help with even emergence dramatically. Plant emergence, plant population, and evenness of plant spacing are three of the initial factors that will ultimately affect your final yield. Some of the factors that lead to even emergence and good overall stand are checking over the planter. Making sure each row unit and the bar in general are level, will help with





even emergence. You want to make sure your opening disks are making a true V and not a W. Having a true V will increase seed to soil contact dramatically and will help with emergence. Almost all planters have a diameter of opening disk between 13.5-15 inches. Anytime you lose a half inch of diameter it is time to replace the opening disks. There are many other things to check over with your planter prior to spring planting but those are some of the bigger ones. When planting, the yield potential of the seed is at stake. The environment in which the seed is placed has a tremendous impact on what that seed will produce and we only get one chance at having the highest yield possible.



Alex Wayne,
Land Agent
Southern Minnesota

Farm Management

THE "FUTURE" FARM MANAGEMENT

Farm and Cropland Management can be a time consuming, stressful and for many a loss in optimal revenue and a depletion of valuable farm land. This is where your local LandProz Farm Management Team can help. We work very closely with each landowner to create a favorable Farm Operation and Preservation Plan that reflects their needs and goals, after that you can feel confident to leave the work up to the LandProz Team. Depending on each of our clients specific needs we secure the "best return" to you and your valuable farmland.

REDEFINING FARM MANAGEMENT

The Next Generation of Farm Operations and Preservation

At LandProz, our belief is the old way of managing farms as a service is an outdated and extremely flawed model. We feel it is merely a one sided transaction where the traditional farm manager looks for the highest payer year in and out. That model is very ill received by operators and most importantly what we have witnessed is the farm does not receive this well either. We sincerely agree that a favorable rate of return is of utmost importance for your valuable land asset but it cannot be the only determining factor. LandProz believes that there are many more definitions of "return". "Return" is not a one year payment plan. "Return" is a solid consistent steward of the land. "Return" is safe best management practices on every farm. "Return" to LandProz is vetting the best operators and giving them time to know and understand your farm and all of its uniqueness to better care for it over time. "Return" is sharing in the profits of the "great" times, maintaining in the "average" times and surviving the "tough" times together, just like Grandpa or Dad taught. "Return" is providing accurate data to you in real time each time an operator is active on your farm. LandProz delivers to you the very "best return"

Our model of Farm management is replacing the old outdated model of farm management with proven success. LandProz provides this equitable structure by working with the nearest and best Farm Management Pro's in your area that know the local land and have been brought up in and around the farm. Our Farm Management Pro's earn our designation with their past farm experience, their locale and our proven farm management policies and procedures. LandProz is not your outdated suit and tie salesman trying to make the biggest dollar, we are dirt on our boots farm guys and gals who know how best to operate and preserve your farm. LandProz Farm Management Pros partner with the very best operators/farmers nearest to your farm land. LandProz believes that no one besides maybe Grandpa or Dad know and understand your location, what works best, and what improvements would yield the best long term value and return for your farm as our great operators/farmers who we honor to preserve your land. We strongly believe and value our operator/farmer relationships and they are key to delivering you the very "best returns," LandProz decided we did not want the operator/farmer who is many miles away, who does not spend much time on your farm or truly does not understand the uniqueness of the area your farm is in. LandProz decided to best serve you and your farms legacy we wouldn't just decide to go with



the highest paying bandit that comes from afar and robs your valuable land of high yields and leaves it depleted after a short 1, 2, or 3 year term. The dated farm management system of yesterday has developed these unfortunate examples. After the next guy swoops in and offers \$5 or \$10 more an acre the vicious cycle continues. As many operators/farmers retire or exit farming, the pool of qualified farmers continues to decline. It begins to be a small world amongst these folks and word spreads very quickly amongst the communities about the dated model of depleted managed farms.

LandProz knows that your farm is a long term hold asset maybe 3-5 generations in some cases. We believe we need to align that same principal by allowing our great operator/farmers, if they are performing well, to keep them as a long term hold as well, to best serve your farm. Our strategy is a 2 sided, 2 way street that delivers you the “best return” and that friends, is the next generation of Farm Operations and Preservation.

WHAT WE SPECIALIZE IN

- Full Service Cropland/Pasture Management
- Lease Negotiations & Agreements – Annual or Multi Year
- Locating Tenants/Farmers
- Securing Payments
- Drainage/Tile/Terrace Improvements
- Access/Driveway Improvements
- CRP Sign-up/Maintenance
- Wetlands
- Timber Harvest
- Full Reporting and accounting in easy to understand forms
- Buffer and Land Regulation Compliance
- Farm Government Program Sign Up
 - Farm Crop Planning
 - Farm Profitability / Budgeting
 - Farm Scouting
 - Fertility Management

Plotting for the “One”

It was late July and I just pulled my first trail camera cards of the 2018 season. After clicking through so many pictures my finger went numb I finally ran across a deer that was definitely worthy of being one to go after. He was the widest buck I had ever seen and all I could think about was how I was going to figure out a way to kill this particular deer. I knew this buck from the year before so I had an advantage on where I believed he would end up once hunting season started so I played those odds and planned my ambush in that area. I had already planted a 4 acre corn food plot there so I knew I had late season covered if this deer made it to then. But I didn't want to give him that chance. I wanted to kill him in October before the rut and before he became way more unpredictable or killed by other hunters in the area. The corn plot was in the perfect spot except I didn't believe corn was going to get him close enough to me in daylight throughout October. So I put together a plan to plant a green food plot on the north end of the corn being 70 yds wide and 40 yds deep in size that was very close to the timber I expected him to come from. I decided to plant an annual combination of oats, rye, winter wheat, and Austrian winter peas. I love this combo for a last minute food plot since it's so easy to plant and establish to a certain bucks core area. In my experience you want to plant it 30-45 days before your first avg frost. As long as you can get most of this seed rolled under the dirt this stuff will grow with a little added rain. Ideal height is a lush, palatable 6-8" tall. Much taller and it gets hard and stemmy. So you really have to try to time it right. Here in Southeast Iowa I generally try to get mine in around Sept 1st give or take the timing of rains. But once this plot starts sprouting deer will find it.

Now to get to my real plan and to show you what is in my opinion one of the most deadly hunting setups out there for certain early season October bucks. So now I've got a lush green plot on the north end of a 4 acre corn field. I then place a ground blind right in the edge of the corn in the center of the south end of the green plot and completely brush it in with corn stalks. The design of the food plot makes all my shots with my bow no more than 40 yds long the second any deer steps into it. The corn surprisingly acts like an illusionary fence and keeps most of the deer in the green plot in front of the blind and more importantly so they don't go downwind and smell me. I then mow a path through the corn to the back end of the ground blind so I can get in and out ultra quiet without any deer hardly knowing I'm coming in and out. Then, I just wait for one of those early October cold fronts.

October 15th was a day I knew I would have a chance at him. It was the perfect recipe for October hunting. The temperature went from mid 70's the day before to low 60's for a high. I had a perfect Northwest wind for the setup and the barometric pressure had been rising all day to around 30.2.

I headed to the blind to get everything adjusted early or so I thought. A couple deer were already in the plot feeding. That's what I love about this setup though as I was able to very slowly get in the blind without spooking them off. About an hour later a couple 1½ year old bucks decided to check out the plot. Deer were shuffling in and out of the plot all late afternoon/evening with the age class of deer slowly getting older. About an hour before dark a couple big bodied 4 year olds slowly made their way in. One was a beautiful 150 class 10 point that was somewhat narrow but pretty tall. Now there was also a couple does with fawns on the opposite side of the plot from them. The 2 bucks slowly walked across to 25 yds in front of me. They were definitely a little leery of the blind



though despite how well it was brushed in but continued in the does direction. But their attention soon went away from the blind to peaking behind them. I looked to the northwest and sure enough it was him. My heart definitely started thumping hard with the anticipation that he was going to make it to the plot and possibly give me a shot. He looked like a combine coming in with that wide rack of his. He came to the edge and started feeding. He was 39 yards away now. His head was down but his body was quartering hard at me. He slowly fed closer but always quartering towards me while also keeping a close eye on the blind. He had me nervous and I thought he was going to bust me somehow as I felt he was looking right through me with each glance. He was now slightly quartering to at 30 yards and I knew could make that shot but despite him staring intently at my blind he was still very slowly getting more broadside now with each step. He got directly in front of the blind and I had to switch windows and at the same time I drew my bow. He was very nervous now and staring at the blind. I put the pin low right behind the shoulder and pulled the trigger. He immediately dropped and sprinted back where he came from and just as he was going out of sight I saw him get wobbly. I knew I had killed him. I went out and grabbed my arrow out of the plot to confirm it was a good shot and it was. I could see a blood

trail heading the way he ran. I called a couple friends to come help before I went and got him and to give him a little more time just in case. We were able to drive right to him. Those huge, wide antlers couldn't hide in the grass as the headlights went across the area.

Using last minute micro kill plots like these has been essential to consistently getting old, mature bucks in front of me. Designed correctly in the right area for easy in and out access as well as timing the weather right will without a doubt in my mind put you on your next giant whitetail for this upcoming season.



Tyler Tisue,
Land Agent
Southeast Iowa

Country Living Real Estate presented by LandProz

We are very excited to announce an addition to our family of specialized real estate services! Country Living provides a service that we have noticed is needed in the rural property and acreage real estate industry. Country Living specializes in country properties including homes, acreages, cabins, hobby farms and horse facilities and we work daily with items like septic systems, wells, large outbuildings, animals etc.

Country Living combines innovative real estate marketing with our local knowledge and service. We are also Realtors and offer MLS services for all of our client's properties.

Our Managing Broker is Amy Willett who has over 20 years of rural acreage and land sales experience. Contact Amy or any one of our team members to experience the CL Difference today!





Visit the link below for an example
<https://landproz.com/listing/?id=390>



Through the use of our state of the art 3D mapping camera buyers can virtually 'walk' through County Living's listings on their smart phones or computers without actually setting foot on the property. Buyers can also see the floor plan on each floor of the home with the "dollhouse" effect which shows the home from an aerial view. Check this out!



AMY WILLETT
Country Living
Real Estate Broker



JEN BUSCH
Country Living
Real Estate Agent

LANDPLUS APPRAISALS

At LandPlus Appraisals, we specialize in land and rural real estate appraisals. Whether it be tillable acres, a barn or a house, we use the same three approaches to value that are included in the Uniform Standards of Professional Appraisal Practice (USPAP).

As professional appraisers, we provide an unbiased, third party opinion of value by weighing these approaches and determining what the market would allow as a fair price. Along with appraising real estate using the current market conditions, we can also use a retrospective date to determine how the property value has changed over time.

When you choose LandPlus Appraisals, you are going with the experts. Our extensive Ag and real estate background give us the edge when it comes to determining a fair value through the appraisal process. In order to ensure the highest quality in our reports, we are FAA certified drone pilots and we drone every property we appraise, in order to spot things that other appraisers may miss.



View others use to evaluate the property



Realistic view we use to evaluate the property



Professional, Unbiased, Expert Appraisers

There are many reasons for getting your property appraised. Whether you are looking to buy or sell, planning an estate, leveraging a new loan, contesting high taxes, or even prepping for a 1031 property exchange, getting a third party opinion of fair market value will help you make the right decisions for the future. By choosing to get an appraisal, you can better protect yourself from selling low, buying high, family property disputes and outrageous tax burdens. Our appraisal reports provide the peace of mind needed when making decisions with real estate transactions. The next time you need a certified appraisal, contact the ProZ at LandPlus Appraisals, who are proud to be partnered with LandProz Real Estate!

LANDPLUS+
A P P R A I S A L S

Email: appraisals@landplusappraisals.com

Telephone: (507) 317-8035

Contact us now for a free homestead drone photo with any land appraisal!



Kaleb Lehmann,
LandPlus Appraisals
Central Minnesota



Marketing



Photography



Videography



Drone Services



Production



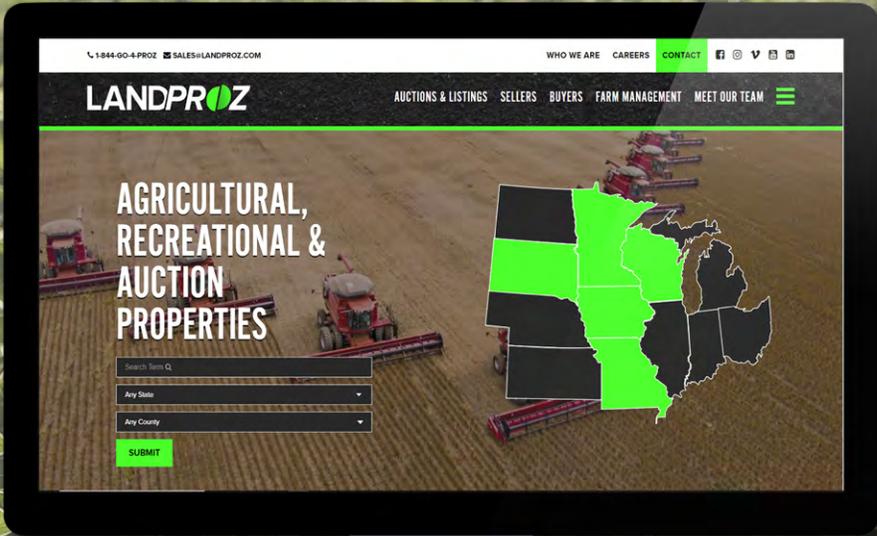
Networking & Social Media



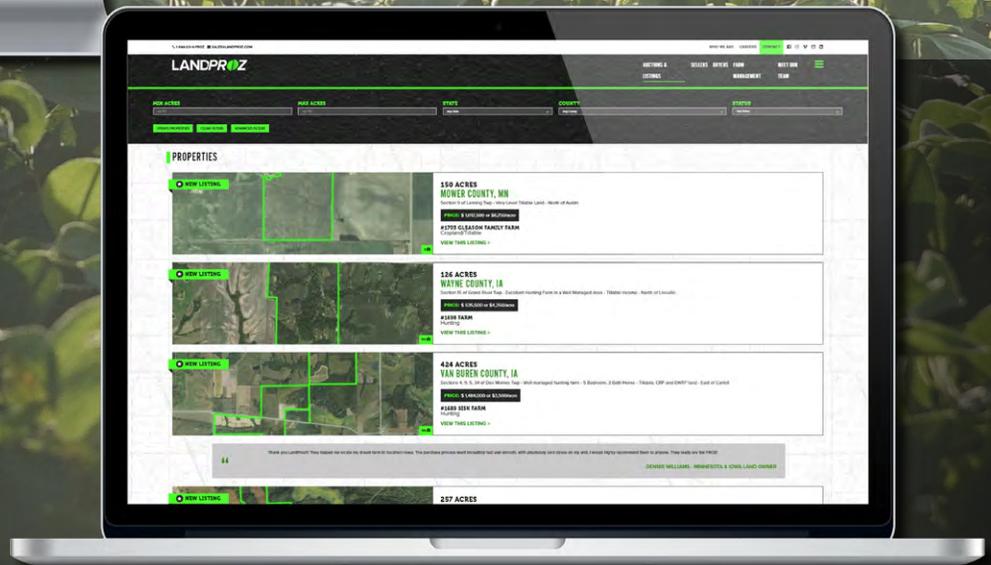
Print & Signage



LandProz only offers advertising options to its clients and does not claim to be affiliated or in partnership with the following media unless otherwise stated.



500+ Land Specific Websites – we start with landproz.com which is one of the industry leading land company websites and from there put your property on hundreds of other land specific websites including landwatch.com, landsofamerica.com, landandfarm.com, and land.com just to name a few.

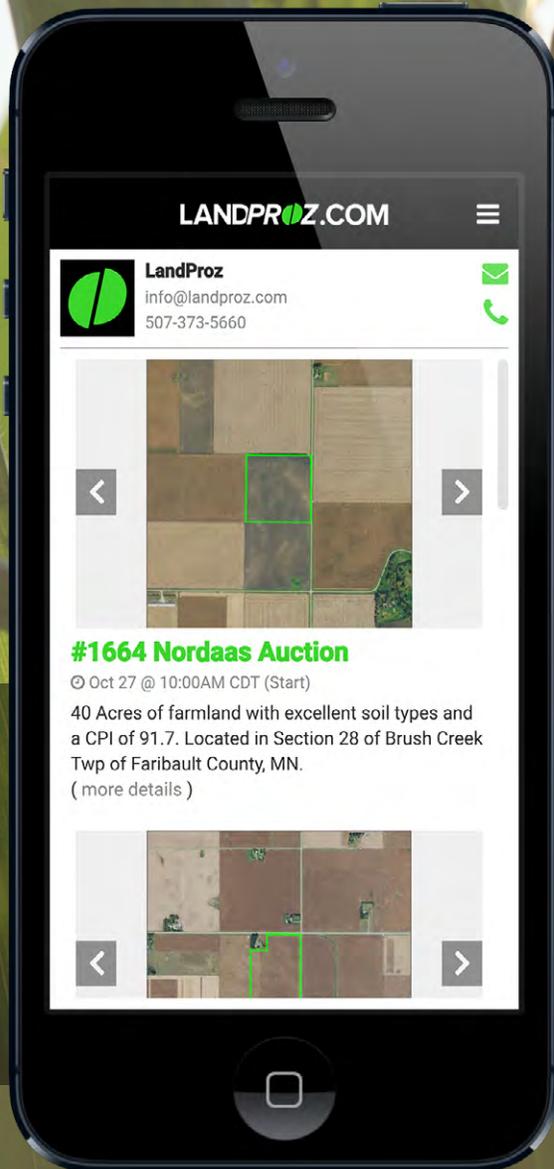


LANDPROZ.COM



Lands of America™

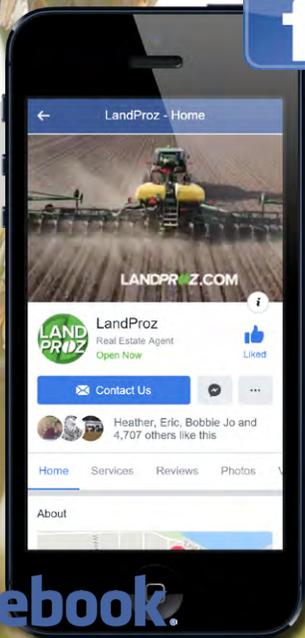
Online Bidding



Online Bidding via LandProz App – we offer an online bidding option to all of our buyers that are unable to attend an auction or want to bid anonymously. This is an easy to download app and requires money down to register to bid.



Social Media



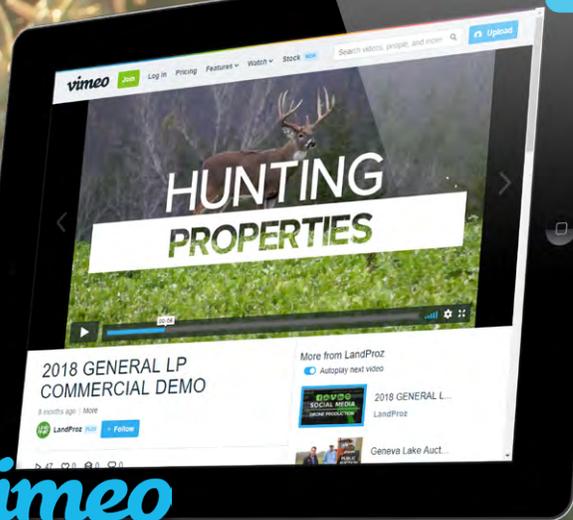
facebook



Instagram



YouTube



vimeo

Over 2 Million Social Media Followers in Our Network –

with social media becoming more important in the real estate market, we have a full time staff dedicated to the promotion of every one of our properties we sell. We utilize our company and professional broker and agent Facebook, Instagram, Twitter, Youtube, Vimeo, Snapchat, and LinkedIn pages to feature your listings and auctions. We also partner with other industry companies that promote our properties so our reach is in the millions organically and in the hundreds of millions when boosted.

TV & Video

National & Local TV Advertising – we offer both locally and nationally televised ads for our featured properties and land auctions. In addition to custom 15 and 30 second ads that we produce in house for local news and television stations, we also are partnered with Driven with Pat and Nicole on the Outdoor Channel and Team 200 hosted by Adam Hays on the Pursuit Channel, which allows our company to showcase your property to millions of viewers nationwide.



Professional Full Time Video & Drone Production Staff – we have a full time in house staff that produces fully finished drone videos, television ads, featured property highlights, power points, and more. Each video may have graphics, aerial maps, soil maps, important statistics, directions to the property, pictures, and a professional voice over.



Print Marketing

Exclusive Direct Mailing List of Buyers & Investors – we produce and send out 1000's of custom postcards or booklets on our featured listings and auctions. This includes resident and non resident potential buyers and investors alike. We update our lists monthly so we are making sure to reach the most recent and active clients looking in your area. All are full color and laminated to ensure that they showcase the property at it's best when they arrive.

Eye Catching Signage & Hard Copy Ads – at LandProz we provide vibrant high quality signage to each of our clients who wishes to have on placed on their property. We also produce full color quarterly books, property booklets, postcards, flyers, banners, and newspaper ads to promote all of our listings and auctions. We have a full time in house graphic design team, so if you have any special requests we are happy to accommodate you.

We mail directly to thousands of BUYERS.



POSTCARDS / BOOKLETS

Our marketing team can create custom mailers and books for each property. The postcards are sent to thousands of land buyers from our exclusive client list. Booklets are made specifically for your property and are available digitally and in hard copy as needed. We also place custom newspaper and magazine ads.



Networking

Partnerships with Industry Leading Companies – we know that working well with others can provide better results in almost any situation, and the land industry isn't any different. Our partners include both Ag and Rec companies like AcreValue, Conservis, Trophy Bucks, Driven, Team 200, The Moonguide, and Wicked. These great relationships allow us as a company to network and promote your property farther and faster than we could alone.

NETWORKING

The agent and company will utilize its network to personally promote your property. Sometimes as the saying goes it can be who you know!



conservis



Our Team - Brokers

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