

LANDPROZ

Agricultural & Recreational Real Estate / Auctions / Farm Management



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 190,000 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!

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Family Business Beginning

Something pretty neat happened today. As I was working, I realized that since I've been in the real estate and auction business, I've now been part of successful land sales in over 100 counties in the Midwest. Now that fact is pretty cool and could not have been accomplished without my team and all the hard work they have put in these past few years. But the part that struck me was what would my grandfather Howard Jensen have thought of this...and how the real estate and auction business has changed since he started in 1946.

You see he began all those years ago by having a personal property sale for his dad. He eventually went on to sell farms, homes, machinery, and more. I remember many stories he told me over the years about auctions in particular... some good...some that didn't go so well.

I also remember attending auctions with him and my dad since I could barely walk. At first, it was for fun but when I could help, well kind of, they put me to work. Holding up items and clerking a bit. As I got older, I helped at the real estate sales with small things until I got my real estate and auction license in 2002.

By then my grandfather had retired but he would come into the office and check on dad and me almost daily. And if not, he'd call and say, "Beau, what happened in the office today?" Listening intently to every detail on each new property we were working on and asking me more about them. I miss those visits and calls.

His love and interest for the business never faded. Even though he never got to see even the beginning of my dream of LandProz he is where it all started. Selling 123 head of livestock, machinery, and even an old steel bed back on Nov 3rd, 1946. I'm proud to be a 3rd generation auctioneer and

broker and could not have gotten where I am today without the knowledge my dad and grandfather gave me.



Beau Jensen
LandProz Owner
Broker MN, IA
Auctioneer



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.

WHAT MAKES US DIFFERENT?

This is a question our agents get asked often. Is it the company, our marketing, our culture, our team, our networking? The truth is it is all of it and more. To start with we have team members that have been in the real estate and auction business for over 40 years. If you pair that experience with innovation and the flexibility we offer our clients we believe we have a company that can serve their clients to the highest degree.

EXPERIENCE – We have brokers, agents and auctioneers that have been in this business for decades. Together we have sold countless properties and well over 1000 at auction.

MULTIPLE SALES METHOD OPTIONS – Each property is unique and that is why the sales approach should be customized as well. We offer listings, live auctions, Online auctions, sealed bid sales and more.

SPECIFIC PROPERTY SPECIALISTS – We have designated property specialists for cropland, hunting properties, rural homes and more. As a seller you will be working with an agent that understands your property and how to market it.

INNOVATIVE MARKETING – In a world that is changing by the minute the need for a diverse and well planned approach to promote your property is needed more than ever. We create a customized marketing plan for each property.

THE TEAM APPROACH – We work for our clients as a team. The old model of one agent working alone limits the reach and potential of a sale. We believe in having multiple professionals there 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.

ADVERTISED LISTING – Also known as private treaty is a great way to sell and publicly market your property. You as the seller set your asking price. 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.

NON ADVERTISED LISTING – Also a private treaty offering but is commonly referred to as a pocket listing. The difference here is that we do not publicly market your property. You as the seller set your asking price. 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.

LIVE AUCTION WITH ONLINE BIDDING – This is a live public auction held at a venue or on-site on a specific day and time. Some members of our team have been conducting live 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. And each Live Auction has Online and Phone Bidding available. This is usually a 60-75 Day process from when the first advertising is sent out, the auction takes place, and the closing is completed.

Information for Sellers

LIVE AUCTION WITH PRE SALE ONLINE BIDDING – This is a live public auction held at a venue or on-site on a specific day and time. And each Live Auction has Online and Phone Bidding available but we open the Online bidding up ahead of the live portion of the auction to generate a higher starting bid. This is usually a 60-75 Day process from when the first advertising is sent out, the auction takes place, and the closing is completed.

SIMULCAST AUCTION WITH ONLINE BIDDING – This is a virtual live auction conducted by the auctioneer in real time while the bidders and sellers watch Online. All bidding takes place Online or by phone but the bidders and auctioneer can communicate in real time with one another. This is usually a 50-60 Day process from when the first advertising is sent out, the auction takes place, and the closing is completed. As you will this is a slightly shorter timeline than an auction that requires a venue.

ONE TRACT TIMED ONLINE ONLY AUCTION – This method of auction is Online only and involves one property. We set a start and end date and time for bidding to take place. The bidders will register and place their bids and can increase them up until the time expires. We also assist any bidders that are not as tech savvy bid over the phone as we place bids for them. Usually a 50-60 Day process from when the first advertising is sent out, the Online auction takes place and the closing is completed. As you will this is a slightly shorter timeline than an auction that requires a venue.

COMBO TRACT TIMED ONLINE ONLY AUCTION – This method of auction is Online only and allows us to sell multiple tracts as individuals or combinations to increase buyer interest and maximize the sale price. We set a start and end date and time for bidding to take place. The bidders will register and place their bids and can increase them up until the time expires. We also assist any bidders that are not as tech savvy bid over the phone as we place bids for them. Usually a 50-60 Day process from when the first advertising is sent out, the Online auction takes place and the closing is completed. As you will this is a slightly shorter timeline than an auction that requires a venue.

BUYERS CHOICE TIMED ONLY AUCTION – This method of auction is Online only and allows us to sell multiple tracts using the buyer's choice method. This method puts all bidders against one another and the highest bidder gets to choose one or multiple tracts. This will repeat until all tracts are sold. This also increases buyer interest and maximizes the sale price, plus it takes the guess work out of creating tract combinations. We set a start and end date and time for bidding to take place. The bidders will register and place their bids and can increase them up until the time expires. We also assist any bidders that are not as tech savvy bid over the phone as we place bids for them. Usually a 50-60 Day process from when the first advertising is sent out, the Online auction takes place and the closing is completed. As you will this is a slightly shorter timeline than an auction that requires a venue.



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 the 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

SELECT AND CONTACT YOUR LANDPROZ AGENT – 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

LOOK ONLINE OR CONTACT A LANDPROZ AGENT TO GET STARTED – 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



**“When you buy a farm you don't buy it for a day, a month, or even a year.
You buy it for a lifetime!**


–Greg Jensen, LandProz Broker

SOIL RATINGS



We here at Landproz are often asked about soil ratings. Currently, each state has its own unique rating system. This sometimes creates confusion for buyers and sellers looking at multiple states. When comparing more than one state many have started referencing the National Commodity Crop Productivity Index (NCCPI) model. This is a “national soil interpretation that is not intended to replace other crop production models developed by individual states. At present, NCCPI is generated in the National Soil Information System (NASIS) environment and is reported in the Soil Data Mart and on Web Soil Survey. It presently deals only with non-irrigated crops, but at a later date, it will be expanded to include irrigated crops, rangeland, and forestland productivity. The NCCPI uses natural relationships of soil, landscape, and climate factors to model the response of commodity crops in soil map units according to the value of ranges from 0 to 100, 100 being the best. Some states like Wisconsin, for example, have moved in this direction.

Farms in Minnesota are only graded based on CPI ratings ranging from 0-100. Higher numbers indicate higher productive potential in the soil. The CPI does not take into account the climate in which the soils are based, such as growing degree units or precipitation that ultimately controls the production. Often, we as agents will talk about the different grades of soils/farms based on these ratings. An “A” grade farm often has a soil rating in the 90s, a “B” grade farm has soils in the 80s, and so on. It is always a very interesting and relevant scale to see how farms have been selling “per point” which is taking the sale price divided by the crop rating.



In other places in the country, there can be different soil rating scales such as CSR, CSR2, and PI. CSR stands for crop suitability rating and has recently been updated (2012) to a new standard for soil rating called CSR2. CSR2 rates a soil's potential to produce row crops and is the standard used in states such as Iowa. CSR2 ranges from 5 which is the least productive to 100 which is the most productive. Selling per point is also relevant with CSR2 numbers showing how strong the market is.

PI is used in other states such as North Dakota or Illinois. The range varies from state to state but in a state such as Illinois, it is a range of 47-147 with the higher the number being more productive for row crops.

Overall Soil ratings are a very important thing to keep an eye on when purchasing/selling a farm. Here at LandProz, we are experts on soils and keep up with the markets knowing where farms are trending "per point" and where we should be trying to sell/purchase for the current times. I hope this article helps you understand how farms are ranked using a weighted average of a soil rating.



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



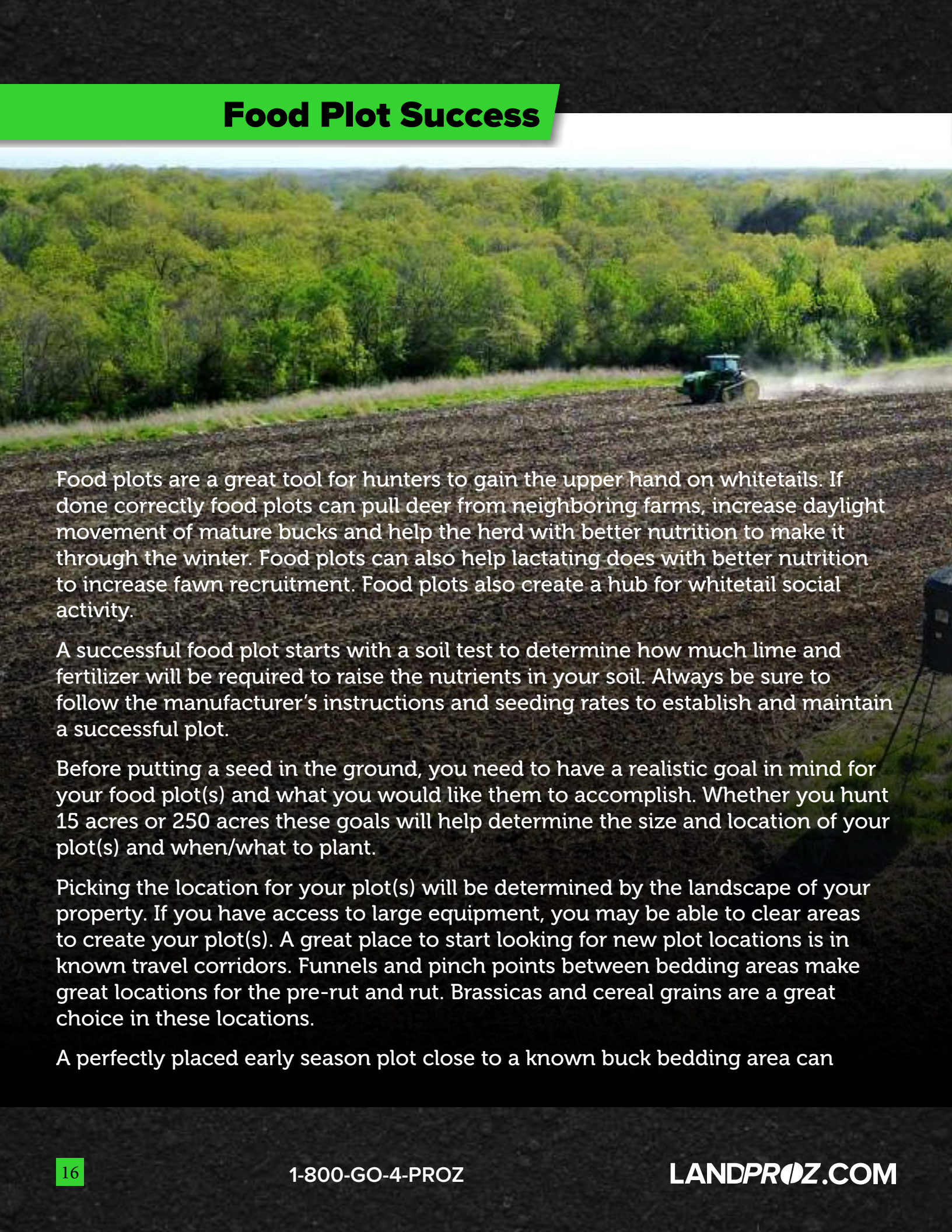
the highest paying bandit that comes from afar and robs your valuable land of high yields and leaves it depleted after a short 1, 2, or 3 year term. The dated farm management system of yesterday has developed these unfortunate examples. After the next guy swoops in and offers \$5 or \$10 more an acre 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

Food Plot Success

A green tractor is shown from a side-rear perspective, plowing a dark, tilled field. A cloud of dust or soil is being kicked up behind the tractor. In the background, a thick line of green trees stretches across the horizon under a clear sky.


Food plots are a great tool for hunters to gain the upper hand on whitetails. If done correctly food plots can pull deer from neighboring farms, increase daylight movement of mature bucks and help the herd with better nutrition to make it through the winter. Food plots can also help lactating does with better nutrition to increase fawn recruitment. Food plots also create a hub for whitetail social activity.

A successful food plot starts with a soil test to determine how much lime and fertilizer will be required to raise the nutrients in your soil. Always be sure to follow the manufacturer's instructions and seeding rates to establish and maintain a successful plot.

Before putting a seed in the ground, you need to have a realistic goal in mind for your food plot(s) and what you would like them to accomplish. Whether you hunt 15 acres or 250 acres these goals will help determine the size and location of your plot(s) and when/what to plant.

Picking the location for your plot(s) will be determined by the landscape of your property. If you have access to large equipment, you may be able to clear areas to create your plot(s). A great place to start looking for new plot locations is in known travel corridors. Funnels and pinch points between bedding areas make great locations for the pre-rut and rut. Brassicas and cereal grains are a great choice in these locations.


A perfectly placed early season plot close to a known buck bedding area can

A landscape photograph showing a dark, tilled field in the foreground. In the background, there is a dense line of green trees under a bright sky. A bright green horizontal bar is at the top of the page.

make for an incredible experience. These plots need to maintain very low hunting pressure, it is also recommended to screen these plots with tall grasses or screen mixtures. The extra cover will allow you to enter and exit your stand or blind with minimal intrusion. Clover, cereal grains, and late-maturing soybeans have proven to be successful in the early season.

If you are looking to add a late-season food source, these plots should be placed near the interior of your property if at all possible. These plots should be large to sustain the heavy browse pressure early in the growing season and in the winter. Standing corn and soybeans are a favorite in the late season, corn is high in fats and carbohydrates while soybeans are high in protein. Over-seeding brassicas and cereal grains into standing soybeans during the early stages of defoliation is also a great strategy. By over-seeding, you will create a food source that will last well into shed season. It is also a good idea to screen these plots for accessing stands/blinds in the late season as well as overall seclusion of the plot.

Just like anything in life, when it comes to food plots you will get out of it what you put into it.

A man with a beard and a baseball cap, wearing a dark vest over a striped shirt, standing in a field.

Levi Mason,
Land Agent
Central Illinois

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!

Acreages - Any Size | Hobby Farms | Buildable Sites | Equestrian Small Town Country Living | Recreational Land

- Professional Drone Services
- Matterport Virtual Tour
- Multiple Listing Service (MLS)
- Fully Produced Video
- Professional Photography
- Realtor[®] Association Member


Knowledge is power in today's market and we are happy to provide a free consultation to help you determine exactly what your country acreage is worth. If you or your friends have a questions regarding how today's housing market affects YOU, we're happy to help there as well.

Moving to the Country

Thinking of buying a home in the country? It can be a fun and exciting new lifestyle change if you're coming from living in an urban area. The activities and freedom you will get to experience living in the country don't compare to in-town living. Both lifestyles have their pros and cons, here are a few things to consider when moving to the country.

- Be prepared to think about septic and wells. In the city, people rely on city sewer and water and don't think twice about how that works. In the country, you own your well and septic system. It is your responsibility to maintain these yourself.
- Be prepared to maintain a longer driveway and road conditions. Plows don't always come quickly in the country, so having a flexible career may be necessary.
- Get used to smells. Sometimes folks surrounding you in the country own livestock and the smells can be great, but then again not so great either.
- Get the opportunity to be loud! In the country with minimal neighbors, you can be loud, have the toys and rip around the yard a bit.
- Take advantage of the night skies in the country. You won't have the city lights to compete with at night, it can be very dark in the country.
- Enjoy the quiet and be one with nature. Listen to the frogs and crickets at night, not cars and sirens.
- Relax and watch nature. Have bird feeders, livestock, dogs, cats, and camp out at night.

The country can be such a wonderful place to live and experience, remember to take it all in. Rely on an experienced real estate professional to guide you to the country living lifestyle.



Jen Busch,
Country Living Realtor
MN, IA, WI

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!



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



Modern Tools Every Land Buyer Should Use

It's tough to imagine, but could you picture being a prospective land buyer looking to shop for land before the adoption of Online listing services? Thankfully, markets have become much more sophisticated for buyers and sellers to gather more facts and information than ever before.

With the emergence of the Internet, land sales have been completely reinvented. With just the advancement in specialized brokerages and technology, buyers and sellers are at a greater advantage than decades before to make a great purchase.

Twenty years ago, a potential buyer couldn't dial up an experience land agent affiliated with a brokerage that specialized in recreational land. In the past, they'd call a real estate agent who knew the local market, but few real estate agents were specialized in land. In the pre-Internet era, buyers who were hunting for a piece of recreational land would have to scour local newspapers, look at classifieds, and ultimately get creative on finding potential parcels for sale.

It's unthinkable the number of hours and miles the Internet has saved buyers when searching for land. In the past, real estate agents and sellers typically held the most amount of information, and in any transaction, whoever has the most information and patience wins. However, with modern tools available for buyers, things have been slowly tilting in their favor.

INTERNET LISTING SITES

It's best to head to land sites that specialize in land listings to narrow down the properties syndicated to the feed. Some of the most popular sites are landwatch.com, landsearch.com, landsofamerica.com. These sites are synced to receive listings from all major land brokerages. These listing sites are a great place to do your homework and quickly learn what's currently available for purchase in an area. Most of these sites have more advanced search features that are tailored for land buyers. Brokerages also have their company listings along with helpful information, tips, and contact information to find an agent,

ONLINE PARCEL MAPS

Over the last few years, Online parcel maps have become extremely accessible. One of the most easiest and helpful tools is OnX Maps. With current private land ownership and boundaries, you're able to scope out the neighborhood and see who owns what and how much.

Online parcel maps are essential to making a fully informed decision. Knowing who might be a potential neighbor when purchasing land is crucial. Some quick things to look for: does the farm for sale border a federal refuge, manufacturing plant, or some other entity that doesn't allow for hunting? Those types of neighbors don't change hands often and can provide a stable neighbor for many years to come. It's also likely the hunting pressure with neighbors like that would be much lower, which have their obvious benefits.

GOOGLE EARTH

There are many great satellite options on the Internet. Google Earth is one of the best options for seeing topographical features in a 3D scope. Google Earth is key for qualifying in on properties before going out and physically walking the parcel.

Sometimes, it's even possible to tell the type of trees on a farm from Google Earth just by looking at the shades of leaves. You can also change the time when the satellite image was taken to see if the parcel has a large standing of oak trees that are still holding leaves deep in the year.

SOCIAL MEDIA


Anymore, almost everyone is on social media. It's emerged as a great tool to share information, advice, photos, and ideas about the land buying journey. More and more buyers are staying up to date with current inventory and tips by following firms, agents, lenders, and more. Following the business pages of local brokerage firms and agents give insight into how connected they are to the local land market.

Also, it's not a bad idea to look at the owner data from parcel maps and see if you can find them on social media. It might seem strange, but you can quickly gather if they are avid hunters and possibly even see some of their past success.

PUBLIC PROPERTY RECORDS DATABASE

For a long time, to review public property records you'd have to head to the courthouse, but thankfully most counties' real estate transactions are public record and can be searched efficiently on the county tax assessor's website. For most counties, this is a free tool and can provide insight into the property.

At the end of the day, purchasing land will likely be one of the biggest purchases of your life and it's crucial to prepare yourself with the most information possible.

A man with short brown hair, wearing a black vest over a dark long-sleeved shirt and a black baseball cap, stands in front of a green field. The vest has a small logo on the left chest.

Jake Hofer,
Land Broker
North Central Illinois

Marketing



Photography



Videography



Drone Services



Production



Networking & Social Media

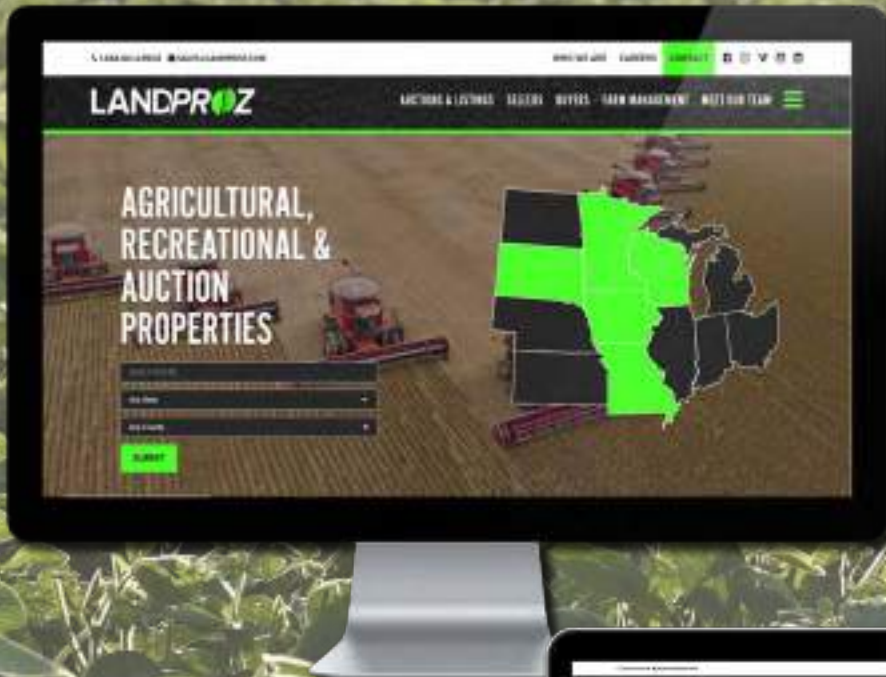


Print & Signage



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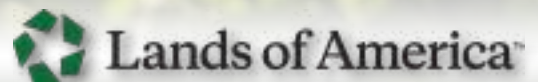
LandProz.com



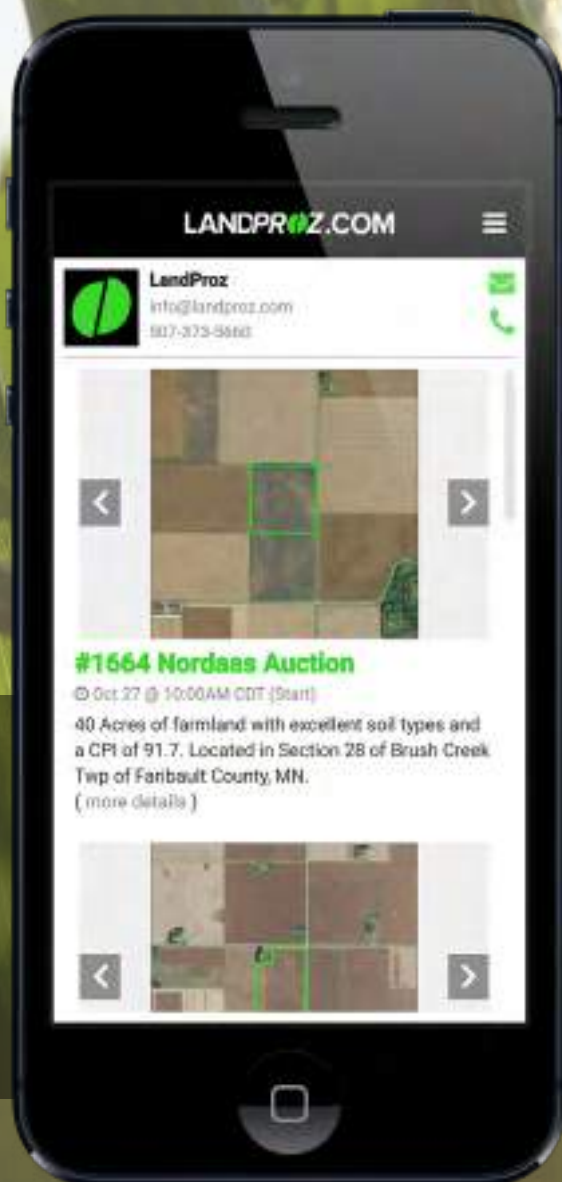
500+ Land Specific Websites – we start with landproz.com which is one of the industry leading land company websites and from there put your property on hundreds of other land specific websites including landwatch.com, landsofamerica.com, landandfarm.com, and land.com just to name a few.



LANDPROZ.COM



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.

**CLICK HERE TO
REGISTER FOR
ONLINE BIDDING**



Social Media



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



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THANK YOU FOR CONSIDERING

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