

YOUR PROFESSIONAL LAND BROKERAGE & AUCTION COMPANY

LANDPROZ

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in the Country* p. 16

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PROFESSIONAL LAND BROKERS, APPRAISERS, AUCTIONEERS & FARM MANAGERS

To date the LandProz team has sold more than 200,000 acres in the Midwest.

LandProz brokers and agents are 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!



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, most of them were very successful...and some very interesting to say the least!

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 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

NEW HIGHS FOR LAND SALES

Interest in land purchases has skyrocketed since the onset of Covid-19. In the 4th quarter of 2020 land prices started rising and have not looked back since. Each month seems to set new highs in nearly all sectors of land sales. This fast climb is not only in land prices, but land available for purchase and the number of buyers that have come to the marketplace to purchase land.

MULTIPLE TYPES OF INVESTORS

There is an evolving and untold class of buyers appearing. "Investors" have long been thought of as non-farm operating buyers. There is a shift in that class, and we are now seeing the onset of multiple types of investors. First, there are smaller investors that have owned other real estate properties like apartments or residential real estate rentals that have watched their investments climb in value and are now selling at highs and trading into the land class for more stable and "easier" real estate class. Then, the classic investor that buys and holds land for a set time and collects a rent dividend each year. Some of these investors sell at a set time and others continue to add to their portfolio's. Also, there are the large investors that are looking for an inflationary hedge, and land is it! They are looking for larger holdings to add to a portfolio to protect their investors pensions or retirement holdings. Add to this the traditional farm families and operators in the mix. They have started buying more land because the farm economics have changed to the positive substantially this past year. With great yields and fantastic prices tagged with pent up demand to buy land over the past 5-7 years of break-even profitability, the perfect storm has arrived to set these new record land prices each month.

AUCTIONS LEAD THE WAY TO RECORD LAND SALES

Auctions have led the way to record high prices in certain geographies. As many of you have witnessed, in land real estate sales, auction volume at LandProz has risen over 60% since 2020. The increase in land auctions has provided a view into the true open market prices for land and they are at record highs and climbing. Individual county by county land sales information is impossible to fit in this update for you for each land class. The extensive LandProz team of Brokers and Auctioneers located in 9 midwestern states can help you with your questions about specific county results if you wish to learn more.

INCREASE IN BUYER ACTIVITY

I wanted to hit on the averages across the landscapes to help paint the picture of the latest land sales trends to give you an update of where we are at this time. With the increase in buyer activity mentioned above the tillable land class leads the way. We have witnessed sale prices climb steadily from November of 2020 up to now. We have watched tillable land climb, on average, approximately 25-30% across the Midwest's grain belt in just one year. Farmland in Southeastern Minnesota that sold strongly in 2020 for \$7,500 per acre could now be selling strongly at auction for \$11,000 + per acre. A farm in North Central Iowa that was selling for \$9,000 per acre in 2020 is averaging at auction for \$13,000 + per acre. It is the same story in all the 9 states that LandProz serves. There are also spot record high land prices in each state that make headlines. Iowa has had land auctions above \$26,000 per acre, Minnesota has had land sales of over \$17,000 per acre and the story continues in each state as the tillable land market continues to reach higher each month.

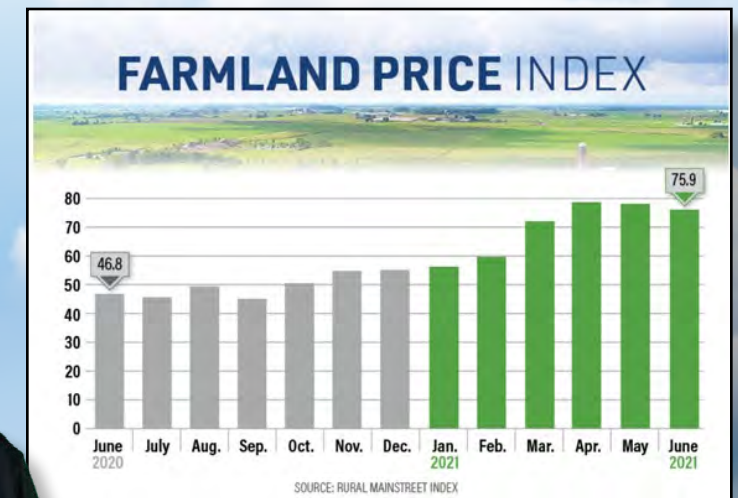
The non-tillable land classes like recreational hunting properties, pasture and development land have all climbed similarly in percentages of increase as the tillable land class. A mixed-use recreational hunting tract that was selling for \$3,000 per acre in Northern Missouri in 2020 is selling for on average \$4,250 today. A timber tract in Northern Wisconsin that was selling for \$1,800 per acre in 2020 is now selling on average for \$2,500 or more, per acre, in today's market. These are just a few examples of average price climbs in spot areas. The numbers are telling in all areas of each state with all land classes.

MOVING TO THE COUNTRY

Another unexpected result of the pandemic was the massive retreat for purchasing rural acreages for residential homes. As masses of city and suburban residents wanted a safer and more spacious area to raise families, the rural home and acreage market has also realized record prices. The demand is exceedingly high for these acreages and LandProz Country Living rural experts are available for your questions on this highly specialized real estate class. Most rural acreages continue to receive excellent prices via the traditional private treaty or listing method of sales.

LOW INTEREST RATES & HIGH DEMAND

In summary, as we all know from looking at the history of land sales, soaring prices bring on more land for sale thus leveling out the demand and cooling of the land prices. The low interest rates and high demand are pressing on. The auction method of selling is leading the way in establishing the markets true price of real estate for most farmland classes. To realize lands true value, open competitive bidding is necessary. LandProz Real Estate employs today's best technologies and techniques coupled with local knowledge by the absolute best Brokers and Auctioneers in the business and LandProz Country Living Realtors bring in true competitive bidding via the Multiple Listing Service to invite all perspective buyers to the properties and clients they serve. If you are thinking about selling, this climb in prices is a true indicator that it is time for sellers to capture and enjoy the record prices.



BRIAN HAUGEN

Farm Manager &
LandProz Broker
MN, IA, SD, WI, IL & KS

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, 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 our 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, with well over 1,000 of them sold 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

MORE SALES METHODS THAN OUR COMPETITION

Each property is unique and the sales method should be customized to each situation. Our team will work with you to market and sell your property in a way that gets you the most money and makes sense.

SALES METHODS

- ADVERTISED LISTING
- NON ADVERTISED LISTING
- LIVE AUCTION WITH ONLINE BIDDING
- ONLINE AUCTION
- SIMULCAST AUCTION
- SEALED BID AUCTION
- BUYERS CHOICE AUCTION

ADVERTISED LISTING Also known as a 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 seller(s), a unique property that may take 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 This is 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 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.



WHY AN AUCTION?

The auction method of selling 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 also give potential buyers a sense of urgency and competitive outlook during the bidding process. Each property is unique so we offer multiple types of auctions.

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 & 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. 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.

LIVE AUCTION WITH PRE-BIDDING ONLINE This is a live public auction held at a venue or on-site on a specific day and time. Each live auction has online and phone bidding available, but we open the online bidding ahead of the live portion of the auction to generate a higher starting bid.

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.



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

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.

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.

BUYERS CHOICE TIMED ONLINE 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.

OUR TEAM IS HERE FOR YOU

Our auction team will gather at the auction venue that morning to meet and greet potential buyers in the hours leading up to the sale. At 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 the auction process. Bidder assistants will walk through the crowd, collect bids and answer questions as the auctioneer calls out the asking price. We then 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 when buying a farm at auction we want everyone to have an opportunity to bid. Sometimes buyers need a break to make a phone call to a father, wife, son, daughter, banker, or investor. At this point we open the bidding back up and eventually sell the farm to the highest bidder.

EXPERIENCED & TRUSTED

With over 40 years in the auction business we have sold over 200,000 acres. Our company brings you one of the strongest selling teams in the country.



LOCAL SERVICE & KNOWLEDGE WITH NATIONAL MARKETING & RESULTS!

INNOVATIVE MARKETING

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 were enough to reach who you needed to reach. 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.

OVER 1,000 FARMS SOLD AT AUCTION




JJ WISE

2019 IA State Champion Auctioneer
Land Agent
Northern Iowa

WHAT IS MY PROPERTY WORTH?

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, yet challenging. Here are a few things to think about, which will 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?
- Should it be surveyed?
- What are the soil types and ratings?
- Is the land tiled? If so, are there maps? Where is the outlet?
- Are there any lakes, ponds, fences, or outbuildings?
- Are there currently any lease agreements?
- 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



LOVE FOR THE LAND

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 part 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. 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



COUNTRY LIVING REAL ESTATE PRESENTED BY LANDPROZ

Within our family of land agents is Country Living real estate services! Country Living provides a home 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. 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.

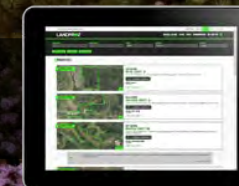
Our Managing Broker is Amy Willett who has over 20 years of rural acreage and land sales experience. Contact Amy or any one of our team members to experience the Country Living difference today!

WE SPECIALIZE IN

- Acreages – Any Size
- Hobby Farms
- Build-able Sites
- Equestrian
- Small Town Country Living
- Recreational Land
- Professional Drone Services
- Matterport Virtual Tour
- Multiple Listing Service (MLS)
- Fully Produced Video



Through the use of our state of the art 3D mapping camera, buyers can virtually 'walk' through Country Living listings on their smart phones or computers without actually setting foot on the property. Check it out at LandProz.com!



VIEW ALL OF OUR PROPERTIES AT LANDPROZ.COM

THE EXPERIENCES ARE ENDLESS

A move to the country could be just what you need; the country life can provide a more relaxed pace with time to enjoy nature. Animals, birds, wide open sky, starry nights, and fresh air. The experiences are endless.

- Imagine waking up to the beautiful sunrise.
- Imagine walking outside in your pajamas to get your morning paper.
- Imagine hearing a baby bird chirp for the first time.
- Imagine a deep breath of fresh air as you watch the wildflowers dancing in the breeze.
- Imagine relaxing while watching the sun set over the hill.
- Imagine seeing a doe & fawn by the light of the moon.
- Imagine seeing more stars in the huge night sky than you ever thought possible.
- Imagine sleeping with a quiet breeze blowing through your window.

Imagine.....

Let our expertise make your move to the country the refreshing change you need in your life, and find out for yourself why life in the country is better!

“ We could not have asked for a better Realtor! From the very first home we looked at, to finding the home of our dreams it could not have been done without Jordon. He is honest, thorough, upfront, and tells you what you need to hear, not what you want to hear. Although we know he has other clients, he always made us feel like we were it! He was quick to answer any questions and concerns and his communication with us was impeccable. Any issues that came up in the process, Jordon handled with professionalism and we always knew he had our well being at heart. There aren't enough ratings stars or words to explain how grateful we are for Jordon and we will be recommending him to anyone we know that is looking for, or selling, their home!!

”
| MELISSA B

“ I really enjoyed working with you and LandProz. Both Jen and Alex Wayne are to be commended. Alex sold property that several other Realtors couldn't even get a bid. You sold the house for more than I thought possible, and you didn't hesitate to put things in order, know how to present the product, and get the job done. All I can say is that LandProz is a top notch company that has great people working for it. Thanks once again for your efforts, understanding my trying difficulties, and working with all of the people concerned with survey, well, septic, staging, etc.

”
| ROLAND RUTZ

“ I lived in the cities and decided to find a property in the country, I found the property I bought online. My first contact was very professional and informative, as it would be a difficult sell on her part. My property in the city was a country style lot, she knew the market and we closed in 8 days. Working with Jen was a very pleasant and enjoyable experience. She knows the market and will get you the best price possible.

”
| BRUCE

At LandProz, our belief is the old way of managing farms as a service is an outdated and extremely flawed model. We feel the old way is merely a one-sided transaction where the traditional farm manager looks for the highest payer year in and out. That model is ill received by operators and most importantly what we have witnessed is your 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" to LandProz is not a one-year payment plan.

"Return" to LandProz is a solid consistent steward of the land.

"Return" to LandProz 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 its uniqueness to better care for it over time.

"Return" to LandProz 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" to LandProz is providing accurate data to you in real time each time an operator is active on your farm.

THE NEXT GENERATION OF FARM MANAGEMENT

Our model of Farm operations and preservation is replacing the old model of outdated farm management with proven success. LandProz provides this equitable structure by working with the nearest and best Farm Management Pros in your area that know the local land and have been raised in and around the farm. Our Farm Management Pro's earn our designation by their past farm experience, their locale, and our proven Farm Operations and Preservation 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 best operators/farmers nearest to your farmland. LandProz believes that no one, besides maybe Grandpa or Dad, knows and understands your location, what works best, 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 that 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 high 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 in the future the pool of qualified farmers continues to decline. It begins to be a small world amongst these folks and word spreads very quickly through the communities about the dated model of depleted managed farms.

Landproz knows that your farm is a long-term hold asset. Investors typically hold for a 10-year period and farm families hold for 3-5 generations in some cases. We believe we need to align that same

principle by allowing our great operator/farmers to keep farming these fields as a long term hold. This best serves your farm, also.

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.



\$499
FLAT FEE FARM
MANAGEMENT pg.20



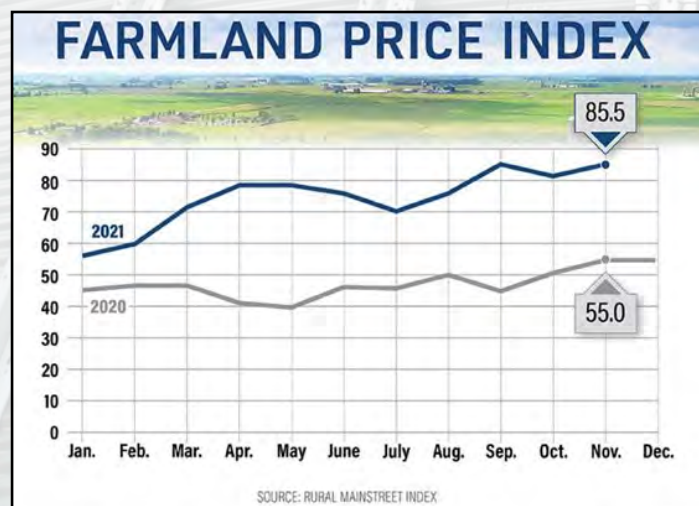
YOUR LOCAL FARM MANAGEMENT TEAM

Farm & Cropland Management can be time-consuming, stressful, and for many a loss in optimal revenue and depletion of valuable farmland. 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 client's specific needs we secure the "best return" to you and your valuable farmland.

FLAT FEE FARM MANAGEMENT REDEFINES FARM MANAGEMENT

Technology has dominated the farm landscape for many in this new day of farm operations. Computers, GPS, auto steer, remote sensing, and drone technology are just a few pieces essential in today's farm operations. This technology has helped create many efficiencies over the past 10 years. Getting more done, with less, is a farm operator's goal. This has not been the case in professionally managed farms. The land values have risen over time and so have the rent values as a return to farmland owners. Unfortunately, most farm management firms have and do continue to charge a sizable percentage fee, sometimes 10% or more of the gross rents to manage client's farms. With all the technology making managing farms much easier, and electronic records to help monitor the applications and operations of your farm, we at LandProz Farm Management continue to ask, "Why has the price gone up for farm managers to do less, since technology has made it

much more efficient?" The times; they are a changing' at LandProz Farm Management. We understand that we need to be more efficient, so we have employed our own proprietary software and made use of all of today's best technology, to best monitor and manage your farm. This has made it easier and faster than ever and we feel we should pass those savings on to you, (the landowner), since you are the largest stakeholder with the high cost of investment in your valuable land.



SWEEPING CHANGES

We are pioneering sweeping changes in the way we charge clients for managing services. These days it seems everything just goes up in price. We are here to tell you that is not the case with our farm management services. These all so important services are a must for most landowners who are removed from farming operations.

MORE MONEY  IN YOUR POCKET

90% SAVINGS FOR LANDOWNERS

Historically a 100-acre farm managed by a firm would cost approximately \$27 per acre or \$2,700 annually. Most landowners own, on average, approx. 400 acres; for an annual bill of \$10,800. The new model that only LandProz Farm Management provides, is a flat fee structure.



OLD WAY	NEW WAY
100 ACRE FARM X \$27.00/ACRE	100 ACRE FARM \$499 FLAT FEE
\$2,700 X	\$499 ✓

For more information contact our farm management division today!
844-227-2825

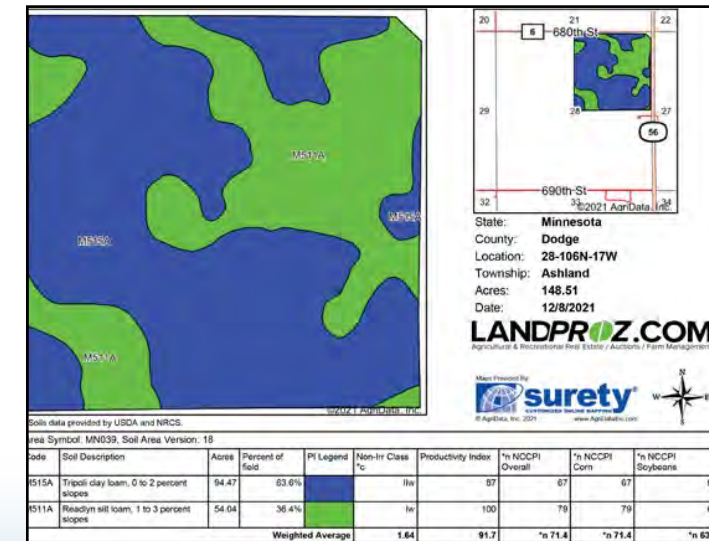
ANNUAL FLAT FEE OF \$499

Regardless of acreage size, your first farm managed is an annual flat fee of \$499. That includes all the monitoring and reporting services to keep a close eye out on your farm's operations and overall health. Any subsequent farm(s) can be added for only \$199 each, annually. This is a huge savings of over \$2,200 on 1 farm! If you own 4 farms that used to cost you almost \$11,000 annually, now could cost you less than \$1,100 annually. A savings of \$10,000 dollars. We have found the best way to save landowners 90% off their farm management bill.

WHY SOIL RATINGS AFFECT PRICE

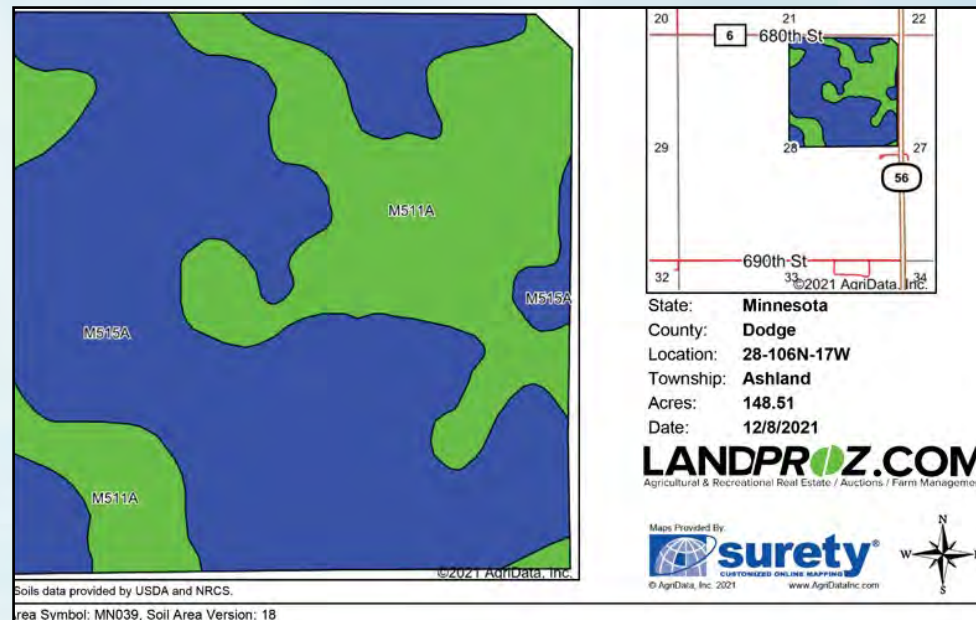
EACH STATE HAS ITS OWN UNIQUE RATING SYSTEM

Here at Landproz we are often asked about soil ratings. Currently, each state has its own unique rating system. This can create 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.



CROP SUITABILITY 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, (least productive) to 100; which is the most productive. Selling per point is also relevant with CSR2 numbers showing how strong the market is.



MINNESOTA

Farms in Minnesota are only graded based on CPI ratings ranging from 0-100. Higher numbers indicate higher productivity 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.

HIGHER THE NUMBER BEING MORE PRODUCTIVE

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.

SOIL RATINGS

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.



ALEX WAYNE
Land Agent
Southern Minnesota

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.



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!



KALEB LEHMANN LandPlus Appraisals
Email: appraisals@landplusappraisals.com
Telephone: (507) 317-8035



View others use to evaluate the property



Realistic view we use to evaluate the property



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

Professional, Unbiased, Expert Appraisers

MARKETS HAVE BECOME MUCH MORE SOPHISTICATED

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 have a better advantage than decades before to make a great purchase.

Twenty years ago, a potential buyer couldn't dial up an experienced 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.



JAKE HOFER

Land Broker
North Central Illinois



Lands of America™ LAND MAGAZINES LandAndFarm

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 and lands of america.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 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.

GOOGLE EARTH



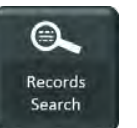
There are many great satellite options on the Internet. Google Earth is one of the best options for seeing topographical features in a 3D scope. Google Earth is key for qualifying in on properties before going out and physically walking the parcel.

SOCIAL MEDIA



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 can give insight into how connected they are to the local land market.

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.

 Photography

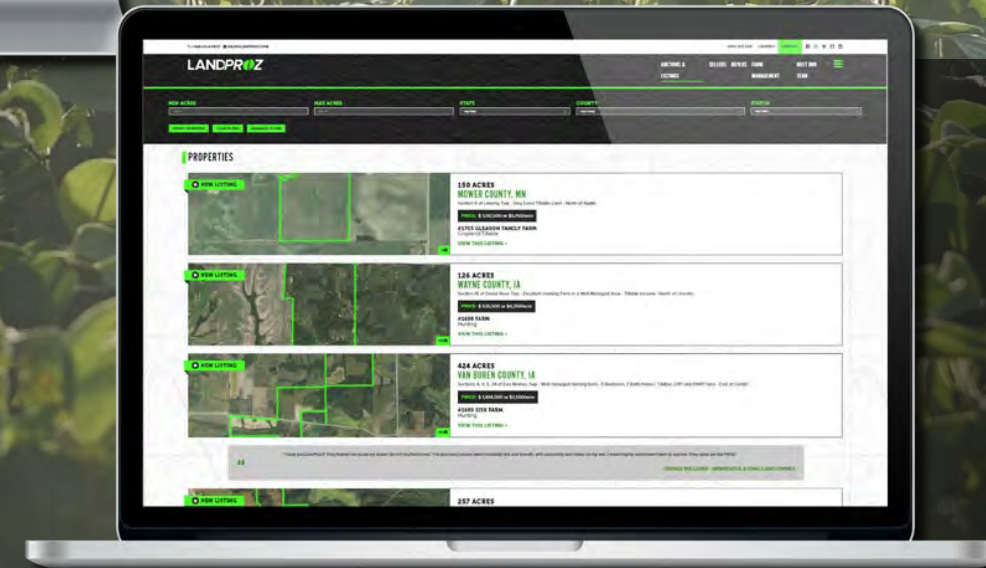
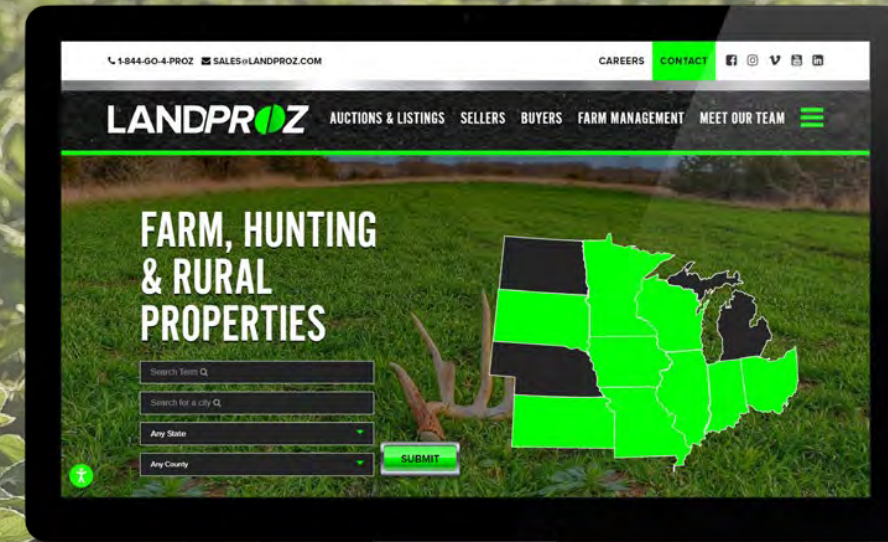
 Videography

 Drone Services

 Production

 Networking & Social Media

 Print & Signage




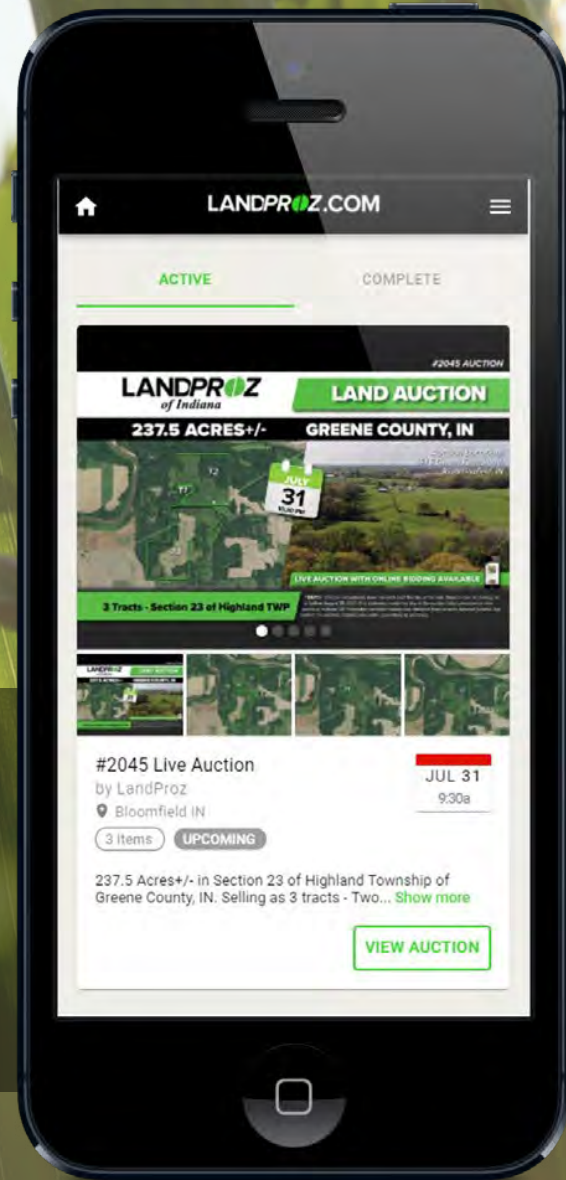
500+ LAND SPECIFIC WEBSITES – we start with landproz.com which is one of the industry leading land company websites and from there put your property on hundreds of other land specific websites including landwatch.com, landsofamerica.com, landandfarm.com, and land.com just to name a few.

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

LANDPROZ.COM



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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.



REGISTER HERE FOR ONLINE BIDDING



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.

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. This 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.



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 print materials are full color and laminated to ensure that they showcase your property at it's best!

We mail directly to thousands of BUYERS.



POSTCARDS / BOOKLETS

Our marketing team creates 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.



EYE CATCHING SIGNAGE & HARD COPY ADS

We provide vibrant high quality signage to each of our clients who wishes to have one placed on their property. We also produce full color quarterly books, property booklets, postcards, fliers, 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.



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 their network to personally promote your property. Sometimes, as the saying goes, "it can be who you know!"



conservis



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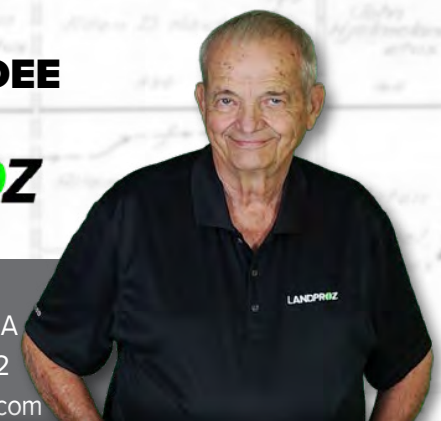
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IS A CAREER IN LAND YOUR PASSION?

Whether you are brand new to the business or a seasoned professional, we are interested in hearing from you. After all, there is so much more that goes into this business than just a title. To us the background of the individual, knowledge of the Ag, Rec or Residential industry, experience in any relevant field, and personality, is what makes a great team member.

POSITIONS

We realize that one size does not fit all. That is why we offer 3 agent levels, so individuals with the proper qualifications can be part of this industry and pursue their careers.

- Full-time Broker or Agent
- Relationship Agent
- Referral Agent

WHAT WE HAVE TO OFFER

Company Appeal to Farmland, Hunting Land, Country Living and Properties of all Types – our company is branded to serve not just one industry, but many! If you notice many land and acreage specific companies focus on and are promoted in a way that it only appeals to certain types of properties. This can really put a limit on their brokers and agents, and that can lead to lost sales. We have a brand and team that fits a very wide range of property types and marketing that properly promotes them. This serves all of our clients to the highest level and puts more money in their pocket, and yours.

So, if you love farming, hunting, the country lifestyle, making your own schedule, and believe in building a career – we want to hear from you!

www.landproz.com/careers



TESTIMONIALS

“ I tried to sell my farm on my own and almost took an offer. I contacted Beau about what LandProz could do for me and he suggested an auction. The sale was held about 45 days later and my farm sold for over 20% more than the offer I had. Beau and his staff did a tremendous job! ”

| KATHY R

“ Tyler at Land Proz was fantastic to work with. He took what seemed like an impossible task for my 3 brothers and I purchasing my parents farm which involved commercial, residential, wooded and crop acreage and made it a very simplified process. There is ZERO chance we could have ever done this without him. Thank you Tyler for your hard work and expertise! ”

| KEVIN SCHULTZ

“ What I appreciate most about Scott is his understanding of the recreational land market. He walked our farm and quickly identified it as a top-end farm that deserved a price point higher than we had envisioned. We trusted Scott, he listed the farm, and it sold it the same day! We look forward to working with him on our next opportunity. ”

| RYAN BOYINGTON – TROPHY BUCKS OF IOWA

“ The land purchase that I made went very smoothly. Nate did a terrific job of representing his seller, while helping me as the buyer. I couldn't have been happier with the service that Nate provided throughout the process. ”

| BART C

“ When I was thinking about selling some real estate, I decided to contact Kyle. I had received a mailing that offered his services with LandProz. After talking to him on the phone, we met and walked the property together. He listened intently as I shared the family history of the property. It took me about four months before I was ready to list the property. Once we had it listed, it sold within a week! Kyle kept in contact with me during the entire process. The whole process went smoothly and I am very happy with my experience with Kyle and LandProz! ”

| TAMI RAMBERG

“ I've worked with several agents through the years and Glen is one of, if not the best I've ever had the pleasure of working with. He was extremely thorough through every aspect of two different deals. I really enjoyed working with him and appreciated his utmost professionalism! It was easy for me to see why he closes so many deals. He did all of the work and made each transaction seamless for me. Top notch in my humble opinion! ”

| MARK DRURY - IOWA LAND OWNER

TESTIMONIALS

“ I am thankful for Kaleb's assistance with negotiating a fair price on our neighbor's farm. His assertiveness and willingness to do whatever he can to help, makes him one of the best to work with. He has done a tremendous job. Thank you! ”

| JB - BRICELYN, MN

“ Amazing! Amazingly helpful and professional to work with us on our family estate. Amazingly skilled to know how to group items for the best photos and sales potential for our online auction. Amazingly supportive with answering our questions and worries. Amazingly honest for us when the auction bidding scaled up just like he said it would. Amazingly expert and helpful in working with bidders and buyers after the auction ended. Just amazing all-around! We can't praise JJ Wise enough for all he did! ”

| TOM AND JUDY K. AND ANN H.

“ If you're looking for a genuine and informed land specialist, look no further, Jake is your guy. He helped make the buying process a breeze. He was extremely knowledgeable of the property. Due to his close ties to the community, he was able to reach out to locals for additional information and history of the property. I had many questions since this was my first land purchase and Jake showed patience and guidance throughout the entire process. Jake is a straight shooter; no games. I'd recommend him to any family or friend. Couldn't be more satisfied with my buying process. ”

| BRENNAN THOMAS - ILLINOIS LAND OWNER

“ I'd like to comment on Brian Haugen and his LANDPROZ team. It really was a pleasure and a relief to work with him and his very professional approach that offered light years advantages over doing it alone. Brian originally was engaged to provide farm management services for the family farm and he found qualified farm operators to lease at fair rental rates and annually managed it and gathered valuable data with annual reports on the leased cropland. The farm management information and production data that was gathered while leasing the cropland was extremely valuable when it finally was decided to sell. Brian and his team put a sales program together with a very well-presented digital marketing package and worked their strong networking buyer connections and ultimately did a successful auction of separate land tracts which attracted favorable sale prices. Brian's professional recommendations including an appraiser and closing agent/attorney helped immensely to move seamlessly through the process. If you are considering how best to manage your farm or sell your farm or both, and you like dealing with enjoyable, knowledgeable, fair, professional people, I'd recommend starting with a conversation with Brian Haugen to discuss your situation and find out what LANDPROZ can do to help and I'd predict success for you too. ”

| ROD MILLER



THANK YOU FOR CONSIDERING
LANDPROZ

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BROKER AUCTIONEER GREG JENSEN - MN, IA - 24-21 • BROKER GLEN SALOW - IA • BROKER CHAD STAVNES - MN
BROKER TIM YOUNG - OH • BROKER ANDREW FANSLER - IN
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