

EAGLE LAND  
BROKERAGE

AFR

## 2023 MARKETING PACKAGE

It is often hard to describe in words the beauty of Western Colorado and all that it offers. From the rugged snow-capped peaks of the Rocky Mountains to the lush green farms that cover the valley floor, you can easily say that there is nowhere else like it on earth. It's truly a place of un-surpassing beauty and life.

For over 30 years we have had the honor of helping our clients become a part of this incredible place we call home.

Eagle Land Brokerage was established with a very simple philosophy; We would be a real estate company that focuses on our clients' buying and selling needs of ranch and recreational properties in Western Colorado and that we would provide them with the best possible information, service and experience the ranch market has ever seen. Our clients will testify ... we have reached our goal! We look forward to earning your business.

While it took some time to get established, this unique Colorado ranch real estate office has been responsible for some of the largest land transactions in the region. Our closed sales now rival one billion dollars. A lot of brokers claim to be ranch specialists - our numbers prove: **we are the ranch specialists.**



office@eagleland.com • www.eagleland.com • (970) 249-4300

PRESENTING WESTERN COLORADO'S FINEST *Ranch Properties*





## In-House Media Team

We have discovered over the years that hiring a third-party company to do photos and videos has its challenges when dealing with ranches specifically. To get the logistics right just for getting scheduled for the right conditions and lighting on a ranch shoot can be difficult to pull off. We have found that it's been best to just own the equipment ourselves and do multiple shoots over visits to the ranch.

We are fully equipped for making high quality informational videos, lifestyle shoots, and crisp clear ranch photos with our in-house photographer and videographer. Everyone is an online shopper, and the first impression of a property is often found in the photos and videos taken.







## Showing Equipment

Having spent the past 25 plus years showing ranches, we have equipped ourselves with the tools that are essential in the business. With larger ranches, a single showing can take up most of the day and we provide a safe and enjoyable ranch tour. These times are critical when you sometimes have just one shot at a qualified buyer - first impressions can be everything. All the marketing comes down to the moment when a real buyer shows up. So, when listing a ranch it's important to understand the ability of your broker to give the buyer the best experience on your ranch at any time of the year. We are insured and equipped to provide the best experience on your prized possession.





## *Our Focus*

Our focus is to provide our clients with the best real estate sales experience on the market, ultimately resulting in the successful sale of their property. Established as a boutique farm and ranch real estate firm, we offer a high level of comprehensive service in many facets focusing on the ranch industry.

Our expertise allows us to administrate the most unique and complex transactions. We operate many times as a general contractor, orchestrating various professionals to provide the very best service to the benefit of our clients. We have been involved in various land exchanges; water, access, estate, and charitable intent issues; conservation easements; complex legal matters; construction; and big game outfitting just to name a few.

Our success has come from implementing our professionalism. We are capable of getting our arms around the nature of a property as well as articulating the asset to the most demanding of clientele. In order to market a ranch effectively, there are two arenas we must excel in. First, we must have a comprehensive understanding of a property and display it effectively. Second, we must implement a modern and strategic marketing plan targeted to the designated buyer group.





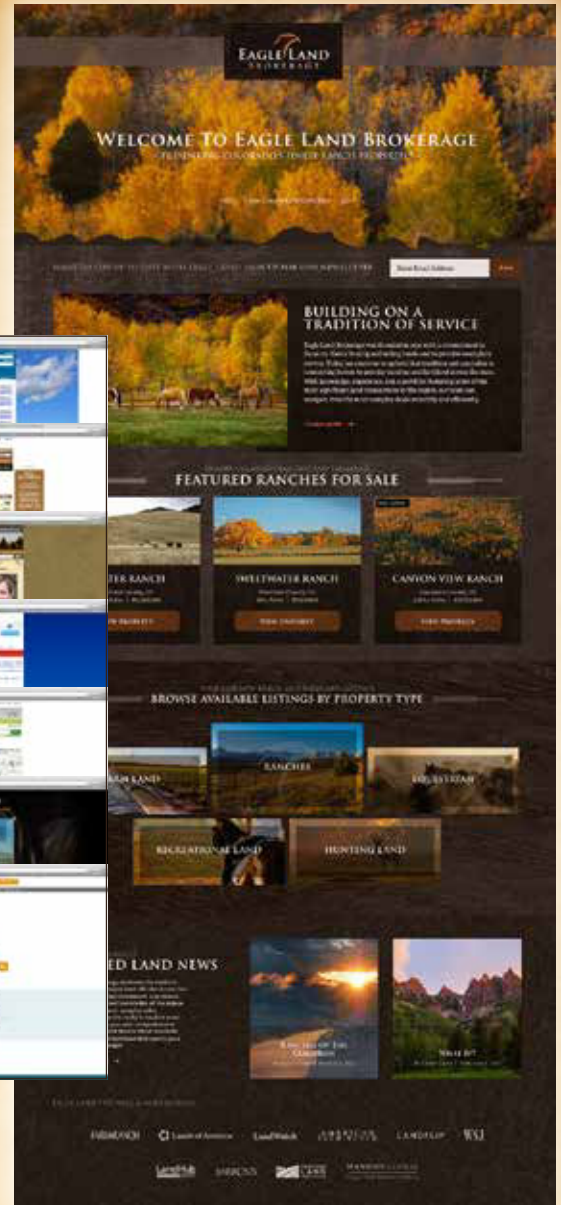
## RANCH MARKETING STRATEGY

In today's ever-changing market we have to focus our marketing efforts to achieve the greatest exposure and reach the appropriate target market. The internet has quickly become the dominant tool to reach the masses. It allows the most discreet buyers to review product with little to no contact. We are forced to provide effective, clear and concise content that is easily accessible to the consumer. Driving buyers to our individual site is necessary, but in order to reach a broader buying group we have to utilize powerful internet media sites to maximize exposure.

### INTERNET:

- EagleLand.com
- LandFlip.com
- Land.com
- LandWatch.com
- LandBrokerMLS.com
- LandsofAmerica.com
- LandsofColorado.com
- LandandFarm.com
- LandBroker.com
- Realtor.com
- Upload to Montrose Multiple Listing Service
- Upload to Telluride Multiple Listing Service
- Upload to Grand Junction Multiple Listing Service

Shown to the right are examples of our eagleland.com homepage & other websites we advertise on. Shown below is a current analytics report for our Youtube page. We have had over **731,569** unique pageviews and over **2.8k** subscribers so far.





## BROCHURES AND SIGNS:

- Custom Signs
- Complete information packet
  - » Custom Flyer
  - » Comprehensive Photo Gallery
  - » Comprehensive Map Set
  - » Local Area Information
  - » Complete Marketing Report



Custom Real Estate Signs



## MARKETING REPORT

PORTER RANCH

3,526± ACRES | \$15,900,000 | NEW CASTLE, CO



LISTING AGENT:  
JOSEPH BURNS  
970.249.4300 | JOEY@EAGLELAND.COM

AMERICAN  
FARM + RANCH

Ranch Marketing Summary (shows all exclusive listings)



## LEATHER RIDGE ESTATES

COLORADO | MONTROSE COUNTY | MONTROSE

18.6± ACRES | \$1,300,000

Leather Ridge Estates sits in a quiet neighborhood in Montrose, Colorado. This luxury 18-acre property is in a spectacular location with breathtaking views of the San Juan to the South. The 3,619 sq ft home had a complete custom remodel 2 years ago and is sure to amaze as you walk in the door. Granite countertops, custom cherry cabinets, steam shower, surround sound stereo indoors and out, natural stone and hardwood floors, gas log fireplace, and the list goes on. The master bedroom and suite bath offer a deep soaking jetted tub, separate tiled steam shower, dual vanities, and the soothing sounds of the canal as you step out onto the private balcony. Magnificently landscaped with mature trees and a well-irrigated yard with an underground sprinkler system, this property offers a low maintenance upkeep. The 24x26 shop, 3-car and 2-car garages offer spacious workspaces for all summer and winter projects. The 17 irrigated acres have been split into 8.5 parcels, each with their own water tap. The gated pipe irrigated land produces on average 3 hay cuttings per year. The open 72x138 arena has its own sprinkler system to keep the dust down and the area cool during the summer months. Leather Ridge Estates horse facilities are adequate for the ideal size equine enthusiast, a few stalls, automatic waterer, and heated tack room.



LISTING AGENT: BROOKE SNYDER  
970.379.5433 | BROOKE@EAGLELAND.COM

AMERICAN  
FARM + RANCH



Ranch Flyer Example Pages (full ranch flyer usually has 18-22 pages)



# 2023 MARKETING PACKAGE

## PRINT MEDIA:

### Newspaper advertising

- Local newspapers
  - » Montrose Daily Press
  - » The Telluride Watch
- Newspaper inserts where appropriate
- San Juan Hunting Guide



Local Newspapers

### Magazine Advertising

- Various publications on specialized basis (shown below):



Hunting Guide Ad

Telluride Film Watch

Telluride Style Magazine

duPont Registry

The Land Report

Farm & Ranch West

Land Broker MLS

Land Magazine



A yearly publication for the Telluride Film Festival.



**Land Magazine** • 30k Quarterly Copies | 1.2 Million Monthly Reach    **Land Broker MLS** • 2 Million Views Monthly



Land Magazine • Winter 2022 Issue



Land Broker MLS Magazine • Summer 2022 Issue



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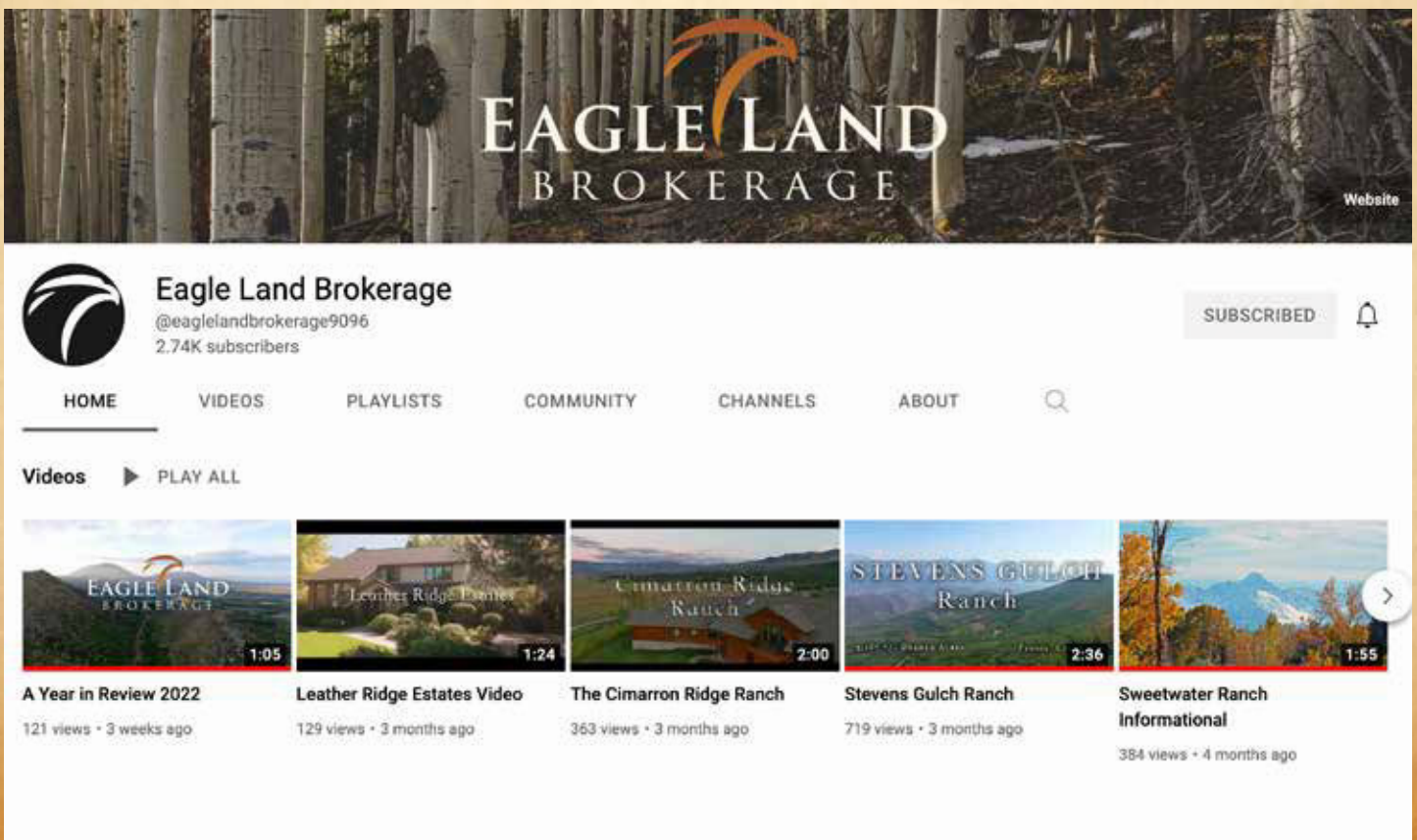
### SALES TOOLS UNIQUE TO EAGLE LAND BROKERAGE:

- GIS mapping through Land Information Systems, an inter-office company
- Informational Video
- Direct mailing to neighbors
- Comprehensive tours
- Exclusive referrals to past and prospective buyers within our database – our best resource for ranch sales over the last 25 years.

*We will report to you on activity with your property at the end of each calendar quarter:*

- Number of contacts of interest
- Other listing activity in the area
- Current marketing activity

*Shown to the right is an example of a video on our YouTube channel. Since we started our current YouTube Channel in 2020 we have had over 722,000 video views, and now have over 2,700 subscribers.*



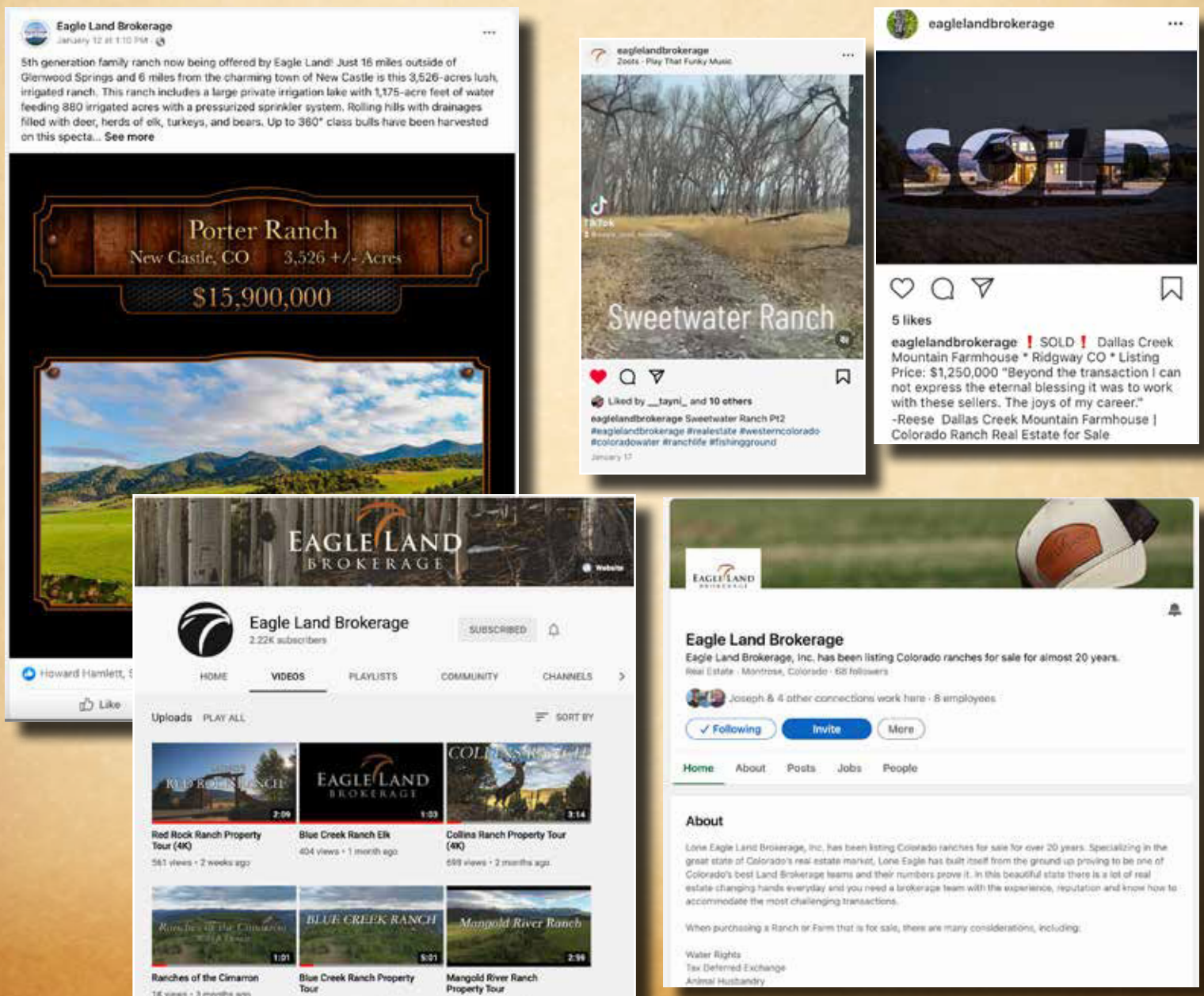


## SOCIAL MEDIA:

Social media has been a proven platform to generate traffic to listings. We have accounts on **Facebook, Instagram, LinkedIn, All Social**, and **YouTube** to create posts and advertisements that drive more traffic to our properties. Our goal with social media is to give the listings extended exposure to the market in creative ways that cannot be done on any other platform.



*Shown below are examples of various social media posts from Eagle Land Brokerage accounts, as well as personal Eagle Land broker posts.*





## 2023 MARKETING PACKAGE

### E-NEWSLETTER:

We use a direct marketing strategy of sending out weekly electronic newsletters via Constant Contact to our entire contact list. Our current contact list consists of nearly 7,000 people.

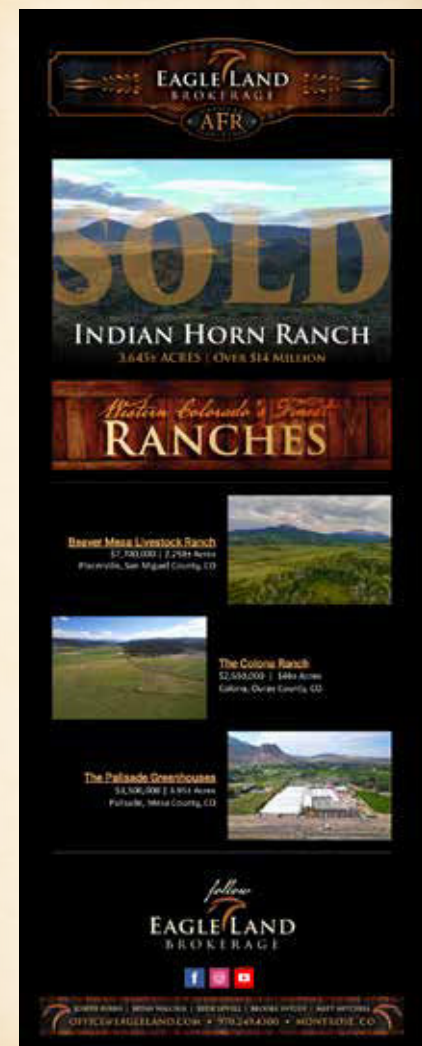


Each newsletter contains a large featured property and usually a video link. The featured property is usually a new listing or one that we are directly trying to promote at that specific time due to a price change or changes to the listing. Also included on each newsletter are three smaller featured properties for that week. Each object (photo or headline) on the newsletter is a live hyperlink to that specific listing on our website. This allows us to track exactly what each person clicks to view.

Our average open rate for our newsletters is 43% - around 10% above the industry standard.

*Shown to the right is an example of a newsletter that has been sent. Shown below is a current analytics report for our electronic newsletters.*

<input type="checkbox"/>	Time Sent ↓	Campaign Name	Sends	Opens	Clicks
<input type="checkbox"/>	Thu, Jan 26, 2023, 3:36 PM	January 26th, 2023	2,958	980 41%	7 1%
<input type="checkbox"/>	Mon, Jan 23, 2023, 8:03 AM	January 19th, 2023	2,962	1,033 43%	112 5%
<input type="checkbox"/>	Thu, Jan 12, 2023, 9:04 AM	January 12th, 2022	2,967	1,000 42%	48 2%
<input type="checkbox"/>	Thu, Jan 5, 2023, 3:12 PM	December 30th/January 2nd	2,974	1,025 43%	63 3%
<input type="checkbox"/>	Thu, Dec 15, 2022, 10:00 AM	December 15th, 2022	2,868	1,051 46%	80 4%
<input type="checkbox"/>	Mon, Dec 12, 2022, 1:00 PM	Meat Christmas - Dec 12th	2,871	989 43%	6 1%
<input type="checkbox"/>	Thu, Dec 8, 2022, 9:22 AM	December 1st, 2022	2,876	1,038 46%	93 4%
<input type="checkbox"/>	Wed, Nov 30, 2022, 12:06 PM	Nov 30th, 2022	2,880	1,062 46%	43 2%
<input type="checkbox"/>	Thu, Nov 17, 2022, 10:45 AM	November 17th, 2022	2,882	1,022 45%	76 3%
<input type="checkbox"/>	Fri, Nov 11, 2022, 10:46 AM	November 10th - Brooke	3,344	800 36%	56 3%





## THE SELLER'S OBJECTIVES

The Primary Objectives of the Sellers:

- To achieve the full market value of the property.
- Work in a time frame that will benefit them.
- The least amount of stress, hassle, and complication.
- Great communication, research and follow-up tactics.
- Finalizing the most successful sale achievable.
- Conservation objectives for future stewardship.

## THE KEY MARKET FACTORS

The following 5 Key Market Factors affecting the sale of typical ranch properties are:

### *The Owner's Motivation*

The seller's goals play a huge part in helping to establish the value range and terms of sale of the ranch.

### *Buyer's Appeal*

- **Location, Location, Location!** - This is the single most important factor in determining value. A ranch's location is central to establishing the market value price.

- **The Property and Amenities** - It is important to determine the value in the property's enhancements and amenities in relation to the needs of the current buyer profiles in the marketplace.

- **Condition of Property** - The condition of a ranch affects both the value and the speed it will sell. Optimizing the actual appearance of the ranch will have a major impact on the marketing.

### *Timing*

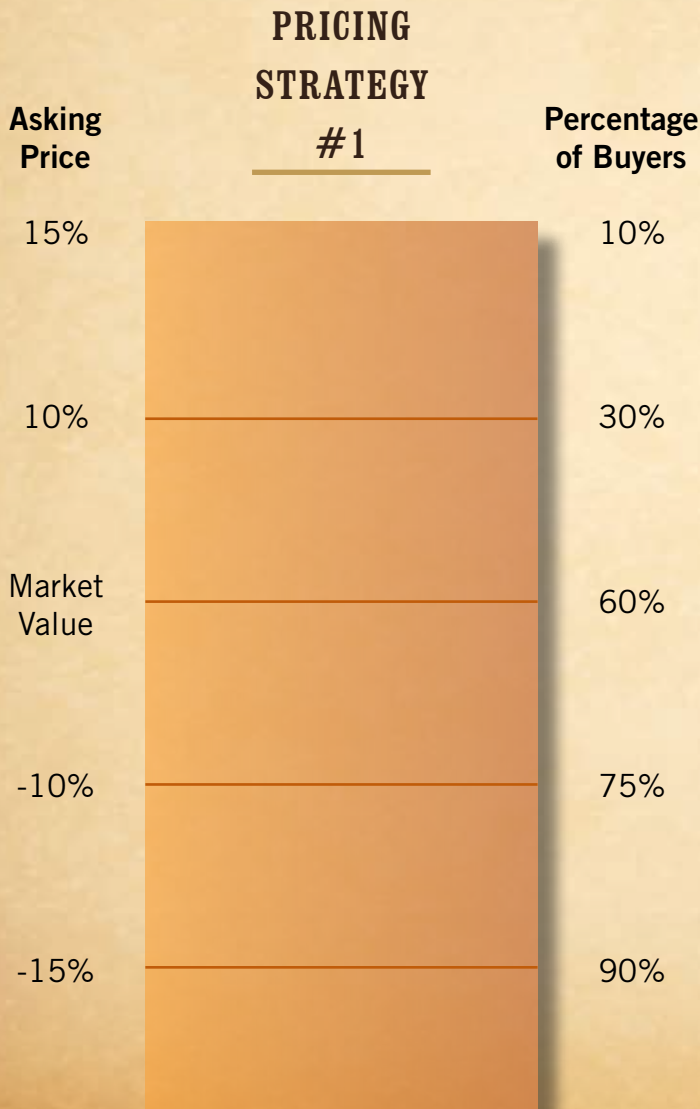
The ranch marketing is often referred to as a "Buyer's" or "Seller's" market. While timing of markets cannot be changed, a targeted marketing approach is essential to accomplishing the desired results.

### *Competition*

Buyers typically compare your property against others in similar locations, interpreting values based on available properties on the market with similar natural features. The current market conditions have a huge impact on determining the right asking price.

### *Price*

If the property is not properly priced, a sale may be delayed or even prevented. The Comparative Market Analysis, based upon properties sold and currently for sale, provides the best possible indicator for price range consideration.





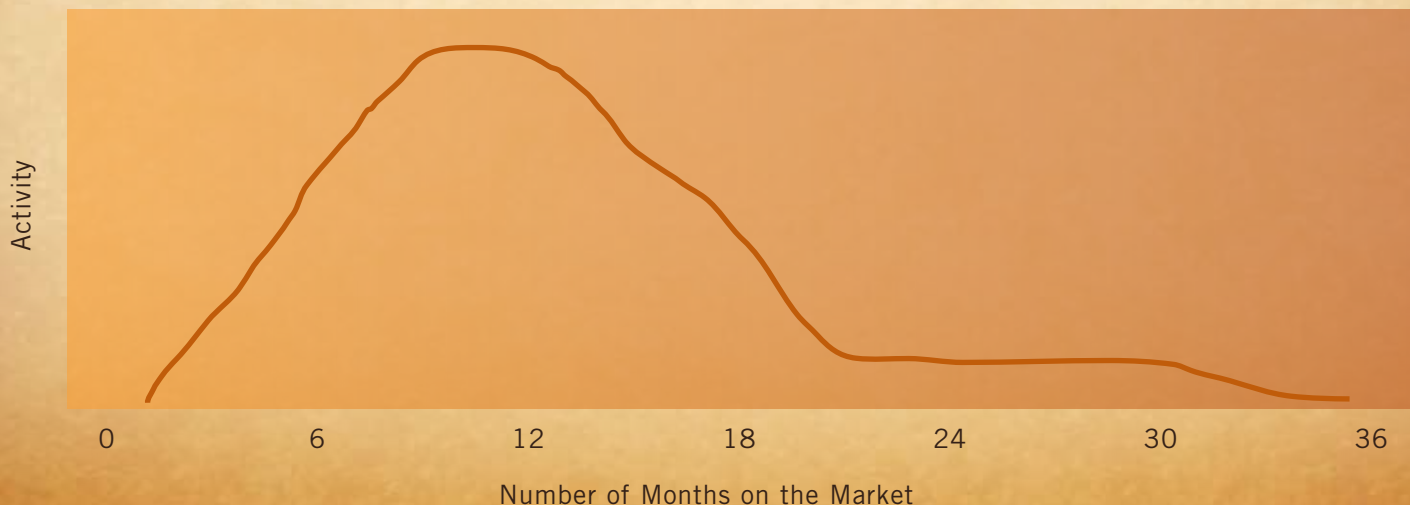
## BENEFITS OF COMPARATIVE PRICING

A Comparative Market Analysis (CMA) is essential to determine the value of a property. Location and characteristics of the property are the key elements in determining value. Therefore, the basis for valuation is similar properties in your area. The market analysis takes into account the amount received from recent sales of comparable properties and the quantity and quality of comparable properties currently on the market. The desired end result is to find a price that will attract a willing and able buyer in a reasonable time.

Once the value range of your property has been determined, you can decide on an offering price that will achieve your goals. The following are a few things to keep in mind about pricing:

- Realistic pricing will achieve maximum price in a reasonable time.
- The Key Market Factors will determine the ultimate sale price.
- The cost of major enhancements is often more than the added value.
- Properties that remain on the market for a long time do not get shown as often.
- A property that is priced right from the beginning achieves the greatest number of prospective buyers, which in turn means the highest likely net proceeds to you.

**Properties Priced Right  
= Greatest Number of Prospective Buyers  
= Highest Net Proceeds**



## PRICING STRATEGY #2

Activity VS. Timing

Why highest interest in the beginning?

- A property attracts the most attention and excitement from potential buyers when it is first listed on the market.
- The greatest amount of interest from the real estate community occurs when a property first comes on the market.
- Improper pricing at the initial listing misses out on the peak interest period and may result in the property languishing on the market. This may lead to an extremely low market value sale price, or even worse, no sale at all.

