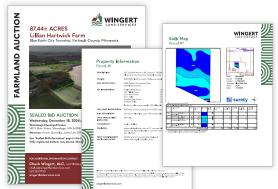


# **Comprehensive Marketing Package**

FROM BEGINNING TO CLOSE, WINGERT LAND SERVICES HAS YOUR LAND TRANSACTION COVERED.

Our goal from beginning to end is to exceed your expectations. We believe in providing a fair and accurate representation of your property to as many potential buyers as possible and obtaining top-market results to achieve your desired goal.







Our Comprehensive Marketing Package includes:

# PROPERTY INFORMATION PACKET

Informed buyers make better buying decisions. We will prepare a professional and detailed information packet for your property containing all of the relevant information buyers want to know. Soil maps, drainage, location, taxes, and more will be covered so potential buyers are not left with unanswered questions. Your chance of success increases with informed and confident buyers.

# **DIRECT MAIL**

Direct mail flyers are an incredibly effective tool in the farmland marketplace for the communication of land sale opportunities. We mail between 2,000-7,000 sale flyers to a 30-mile radius of your property reaching expansion farmers and investors alike. We also include professionals such as bankers, attorneys, and realtors in the mailing. If your sale has the potential for unique buyers such as gravel companies or developers, we build a custom mailing list for the prospects that meet your needs.

#### **RADIO**

Your property will be advertised on the Linder Farm Network which includes 41 radio stations that cover Minnesota, northern Iowa, eastern North and South Dakota, and western Wisconsin. It is estimated that 65% of the farmers in their region listen to these stations for their farm information and commodity updates.













#### INTERNET

We know the importance of using the internet to maximize your property's exposure to as many buyers as possible. Your property will be displayed on 24 websites including:

- www.wingertlandservices.com
- www.land.com
- www.LandWatch.com
- www.LandAndFarm.com

#### **SOCIAL**

We will utilize social media including Facebook, Instagram and LinkedIn to market your property in target areas.

# **LOCAL PRINT MEDIA**

Local newspapers and area shoppers will be utilized when possible. We will also market your property in regional newspapers and additional ag-related publications if deemed appropriate for your sale.

#### **SIGNAGE**

We will place durable For Sale/Auction signs on your property. This is a great way to spread the word in the immediate area.

#### DIRECT CONTACT

Leveraging our years of experience and accumulated contacts, we will personally reach out to farmers, investors, and professional contacts to discuss your property, answer questions, and increase interest in the immediate area of your property.

# **DAY OF SALE**

We secure an appropriate site to conduct your auction within a reasonable distance of your property. Our team will prepare Purchase Agreements and any additional documents necessary ahead of the auction date. We will give a brief presentation before conducting the auction. Sales materials and refreshments are provided.

# **CLOSING**

Upon obtaining a mutually signed purchase agreement we will coordinate all details of the closing. We work to bring the Seller, Buyer, and their chosen closing representatives together to ensure a timely and successful closing process. Closings typically occur 45-60 days after purchase agreements are signed. We will be with you every step of the way.

