

A M E R I C A N
AFR
F A R M + R A N C H

ROI MARKETING PROGRAM: FARM LAND



THIS SPECIALTY PROGRAM IS DESIGNED SPECIFICALLY FOR
ADVANCED MARKETING OF AGRICULTURAL-RELATED HOLDINGS.

FARM LAND



THERE IS NO BETTER MARKETING TOOL
THAN A WELL-QUALIFIED LAND BROKER.

A true understanding of the land, production, access and often minerals and water is essential to success. All AFR brokers have been fully vetted for just such skill sets and represent the best in the business with millions of acres sold thus far. In many cases farming is the bedrock from which they come.

AFR brings an additional layer of expertise in the marketing arena, with many tools to make the world of buyers outside the normal sphere focused and efficient.

Not all farm land is the same. Each type comes with its own set of values and challenges. These need to be identified, understood, and properly promoted to reach the specific buyer looking for that property.

FARM LAND CATEGORIES:
IRRIGATED • SUB-IRRIGATED
DRY LAND • ORCHARDS

FARM LAND

REACH: *Regional • National • International*

When it comes to selling your property, knowing who your buyer is and the tools to reach them are just as important as knowing the land and the details of its operation. In this day and age, a potential buyer isn't bound by geography. There are opportunities to present your property not just to your local community, but to the region, across the country, and around the globe.

In addition to AFR's exclusive international network of 5,500 brokers in 60 countries, we have partnered with Savills, the world's largest land-based real estate company, and utilize their extensive database of investors worldwide. All 700+ offices in 72 countries will be exposed to the listing as well as Savills.com, with the largest possible market.

PRINT RESOURCES

Targeted exposure in leading regional, national, and international agriculture publications plays a key role in the AFR process.

Examples:

PROGRESSIVE FARMER MAGAZINE
SUCCESSFUL FARMING • LIVESTOCK WEEKLY
OPEN FENCES • WORKING RANCH MAGAZINE
FARM JOURNAL • HIGH PLAINS JOURNAL
LAND MAGAZINE



- NATIONAL AND INTERNATIONAL PRINT MEDIA CAMPAIGNS • *#1 Land Syndication Website*
- #1 LAND, FARM AND RANCH WEBSITE • *Private International Broker Web Portal* • TARGETED VIDEO MARKETING
- *Targeted Internet Marketing* • INTERNATIONAL TRADE-SHOW EXPOSURE • *Regional/Local Print Media Campaigns*

ONLINE RESOURCES

An online presence for marketing is essential, with the use of strategic online listing sites, targeted media campaigns, social media platforms with key audience, and banner ads on industry reference sites. Using the sites below leaves no digital stone unturned.

FARMLANDSEARCH.COM • FARMFUTURES.COM • PROFARMER.COM
FARMINDUSTRYNEWS.COM • AGWEB.COM/TOP-PRODUCER • FARMSELLER.COM • FARMFLIP.COM
LANDANDFARM.COM • AGRICULTURE.COM • SAVILLS.COM • LANDBROKERMLS.COM
NEWAGINTERNATIONAL.COM • EUROFARMS.COM

EVENTS

Promotional presence at farm and agriculture trade shows nationally and internationally.

FARM PROGRESS SHOW • NATIONAL WESTERN STOCK SHOW • GATEWAY FARM EXPO
COMMODITY CLASSIC • WORLD AG EXPO • NAMA'S AGRI-MARKETING CONFERENCE & TRADE SHOW
SIMA (Paris, France) • AGRITECHNICA (Germany) (415,000 registered visitors)
EIMA INTERNATIONAL (Italy) • SAVILLS' additional 15 international agriculture trade shows