



Why List Your Land-Farm-Ranch Property with Southeastern Land Group? Here's the Marketing Program!

1. Our Team of Land-Farm-Ranch Agents

I put TEAM first because I believe it's the most important consideration for a landowner-seller. **Southeastern Land Group** has grown rapidly and currently has 31 land-farm-ranch focused agents across Alabama, Georgia, Florida, Mississippi, and Tennessee. This is great for both buyers and sellers wanting to move and invest throughout the Southeast. We promote each other's properties!

We also leverage the expertise of the TEAM – be it timber (Registered Foresters), highly improved country estates, agriculture, horticulture, hunting and wildlife, pond management, poultry and cattle operations. We have many Accredited Land Consultants (ALC's) – a hard-earned designation conferred by the REALTORS® Land Institute that demands extensive real estate transaction experience and land-related educational requirements. Experience matters.

We also team up directly (you may have 2 listing agents) on specific properties. For example, if your land for sale has significant timber value, I may specifically partner with another agent / Registered Forester with over 20 years of timber management experience. This helps us understand and convey to prospects the importance of the timber value on your property and potentially exposes your property to an expanded network of forestry and timber buyer contacts.

2. Extensive Marketing / Promotional / Advertising Mix

Internet Exposure, Video & Web Presentation, TerraPlat (APP) and Social Media

Bottom line – your property will be presented and promoted ALL OVER the Internet including landcrawler.com, selandgroup.com, landwatch.com, landsofAmerica.com, landsofalabama.com, landsofgeorgia.com, and landflip.com... Some of these sites supply information to other sites such as important land financing organizations including Alabama Farm Credit, First South Farm Credit Services, AgFirst Farm Credit, and AgGeorgia Farm Credit. You will even find your land for sale filtered down to sites such as *Mother Earth News* and many others!

In addition, for my service area, I add ezmls.com (frequented by many local land brokers) that feeds Zillow.com and Trulia.com (which have tremendous real time location-based property presentation for desktop and mobile users).

Let me mention the TEAM again – many of our agents promote other agent’s listed properties on their social media accounts as well... This level of strong networking provides additional exposure and tremendous marketing leverage for your property!

Aerial Photos & Video – I am an FAA Certified Remote Pilot and will personally fly my drone to capture stunning aerial photos and video of your property. I will narrate your videos providing the viewer with a first-hand account of your land. When touring property, many land buyers have told me that they felt they had already been on the property by watching the videos many times from the convenience of their computer, tablet, or smartphone... My aerial and ground property presentation videos will “bring your land to life”. If a picture is worth 1,000 words a video is worth 10,000!

Did you know that YouTube is the second largest search engine on the planet? Your land-farm-ranch property presentation video will be on YouTube and searchable with appropriate keywords.

TerraPlat – Buyers will be able to see your property for sale using our interactive mapping APP on the web or their mobile device. See the APP on the [web](#) or download for your Smartphone – [Apple](#) and [Android](#).

Social Media - I also maintain business accounts on Facebook, Google Plus, LinkedIn, Twitter, and Instagram, and your property will be promoted on these social media platforms.

Print Publications / Media

Southeastern Land Group runs full page or large ads in *Georgia Outdoors News*, *Alabama Outdoors News*, *Woods ‘N Water*, *Co-Op Farmers News*, and other land-related publications. **Southeastern Land Group** has been featured as one of “America’s Best Brokerages” in *The Land Report* magazine.

Radio

The *Land Radio Show with Dave and Johnny* can be heard throughout the state of Alabama Saturday mornings on various stations or visit thelandshow.com and replay 160+ episodes for valuable land-farm-ranch related tips and information.

Land Related Trade Shows

Southeastern Land Group participates in many land-farm-ranch related trade shows including *Buckmasters Expo, Georgia Outdoor Blast, Sunbelt Ag Expo, Florida Big Buck Expo, World Deer Expo*, and others...

3. Land Sales Results

- Over \$100,000,000 in 2017 land / farm / ranch sales.

As a disclaimer, please keep in mind that this extensive marketing / promotional / advertising mix can and will change and that your specific property may not be promoted on ALL of the above... Of course, there are no absolute guarantees that your property will be sold as property characteristics and pricing are certainly critical factors, but I do believe this is the **strongest** listing-marketing program I have seen in my nearly 16 years the land business!

Don't hesitate to give me a call on (770) 424-5800 with questions and to discuss your land-farm-ranch property **sale** or **purchase** requirements. Also, ask me about our ***Preferred Land Investor*** program!

Don Ellers, Associate Broker, Southeastern Land Group

Specializing in Land-Farm-Ranch, Alabama & Georgia

FAA Certified Remote Pilot sUAS (Aerial Video and Photography)

Member, REALTORS® Land Institute, National Association of REALTORS®

Accredited Land Consultant (ALC) Class of 2010

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More info: landcrawler selandgroup terraplat thelandshow