

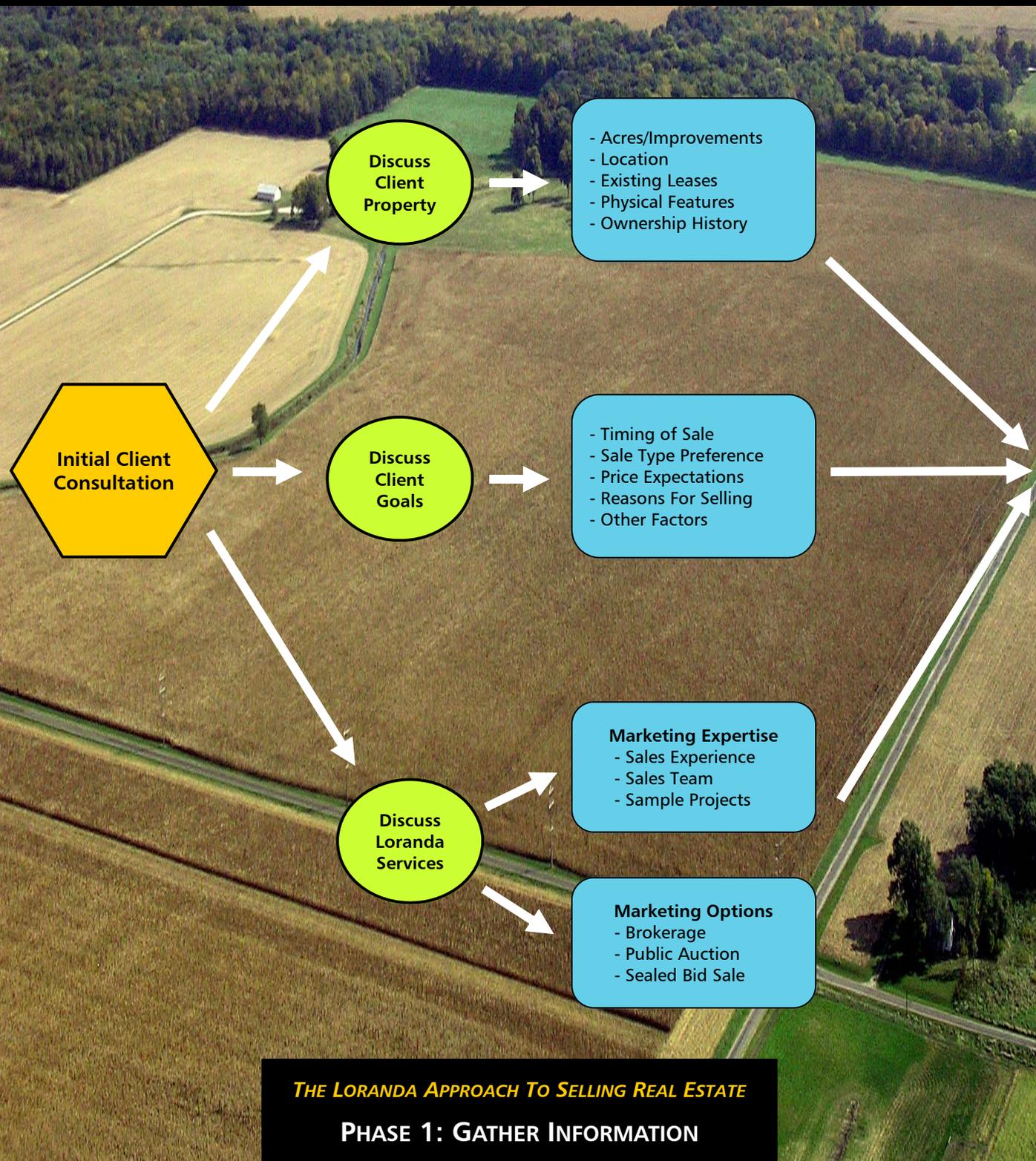


THE LORANDA GROUP, INC.

- Setting the Standards in the Farm Real Estate Industry



Successful real estate transactions don't just happen - they are carefully planned to ensure that the goals and objectives of the owner are met. At *The Loranda Group*, we provide a complete, thorough, and professional service beginning with the initial consultation and continuing through closing. Our attention-to-detail is unsurpassed in the industry, which gives our clients confidence in Loranda's marketing recommendations. This brochure will help you understand what you can expect when you hire *The Loranda Group* to market your property.



THE LORANDA APPROACH TO SELLING REAL ESTATE

PHASE 1: GATHER INFORMATION



**CLIENT REFERENCES
AVAILABLE**

PROPERTY DUE DILIGENCE

- Site Inspection
- Courthouse Research
 - Taxes
 - Assessments
 - Zoning
- USDA/FSA Information
- Soils Information
- Drainage & Yield History

CLIENT DUE DILIGENCE

- Confirm Lease Terms
- Discuss Environmental Status
- Discuss Title Issues
- Discuss Mineral Rights Status
- Confirm Parties Involved in Decision Making Process

MARKET DUE DILIGENCE

- Comparable Sale Data
- Lender/Appraiser Visits
- Highest/Best Use Analysis
 - Agricultural
 - Development
 - Recreational
- Zoning Restrictions
- Prevailing Sale Method in Area

**Detailed
Research
& Analysis**

MARKETING PROPOSAL

Loranda's Exclusive Approach To Selling Real Estate Properties

- Define Target Markets
- Sale Type Recommendations
- Maps & Tract Divisions
- Potential Sales Price
- Marketing Timeline
- Proposed Marketing Steps
 - Media Advertisements
 - Signage
 - Brochure
 - Internet Exposure
 - Press Releases (if any)
 - Promotional Mass Mailings
 - Prospect Contacts
 - Information Seminars
 - Open Houses, Other
- Commissions & Fees

THE LORANDA APPROACH TO SELLING REAL ESTATE

PHASE 2: PREPARE MARKETING PLAN



THE MARKETING PROCESS

Implementing the Marketing Plan

- Media Advertisements
 - Select Print Ad Outlets
 - Design Line & Display Ads
 - Place Print Advertising
- Signage
 - Order Signage & Lettering
 - Make & Erect Signs
- Brochure
 - Prepare Maps, Text, & Pictures
 - Draft, Revise, & Finalize Brochure
 - Determine Necessary Quantities
 - Send To Printer
- Internet Promotion
 - Target Appropriate Websites
 - Design On-line Ads
 - Place On-Line Ads
- Press Releases (if applicable)
 - Determine Best Media Outlets
 - Draft, Revise, & Finalize Release
 - Forward Release To Publications
- Promotional Mass Mailings
 - Forwarded To Farmland Investors
 - Mailed to Local Farmers
 - Sent To Specific Buyer Groups
- Personalized Prospect Contacts
 - Visit Local Farmers
 - Visit Lenders & Agri-Businesses
 - Conduct Investor Tours
 - Hold Open Houses
 - Employ Telemarketing Campaign
- Client Communications
 - Send Regular Marketing Updates
 - Forward Promotional Materials
- Other
 - Order Title Search
 - Secure Multiple Survey Quotes
 - Send Contract to Attorney
 - Confirm Zoning Compliance
 - Order Required Tests/Inspections
- Auction Specific
 - Rent Auction Site
 - Select Auction Staff
 - Conduct Information Seminars
 - Order Refreshments
 - Prepare Bidding Instructions
 - Prepare Posting Information
 - Conduct Auction

Sign
Contract

Generate
Offers

Accept
Offer

BROKERAGE METHOD OF SALE

ADVANTAGES

- Ideal if time is not an issue and can wait for offers;
- Ideal if the "game" of negotiating is enjoyable;
- Have better control of who the ultimate buyer is.

DISADVANTAGES

- Risk of setting list price either too high or too low;
- Can take significant time for acceptable offers to come in;
- All terms are negotiable and may have contingencies.

AUCTION METHOD OF SALE

ADVANTAGES

- Can control timing and other terms of sale;
- Eliminate risk of setting too high or too low a list price;
- Confidence knowing that many bidders have set price.

DISADVANTAGES

- Increased risk if property is over exposed or "shop-worn";
- Need at least 2 active bidders;
- Not for properties in financially distressed areas, or those with environmental problems.

THE LORANDA APPROACH TO SELLING REAL ESTATE

PHASE 3: IMPLEMENT MARKETING PLAN



THE LORANDA GROUP, INC.

Agricultural, Recreational, & Transitional Property Marketing



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Prepare
For
Closing

CLOSING PROCESS

- Secure/Deposit Earnest Money
- Engage Surveyor (if any)
- Order Title Commitment
- Send Copy of Purchase Contract to Title Company
- Update Seller's Attorney (if any)
- Contact Buyer's Lender
- Review Final Survey Plats
- Send Final Legal Descriptions to Title Company
- Order Deed
- Send Surveys to Buyer
- Set a Preliminary Closing Date
- Calculate Tax Pro-rations and Allocations for Closing Statement
- Forward All Closing Statement Expenses to Title Company
- Prepare/Review Preliminary Closing Statement
- Confirm Closing Date/Time with Buyer, Seller, Lender, Attorney, and Title Company
- Confirm Any Non-Closing Statement Expenses, e.g. Tenant Reimbursements
- Review Final Closing Statement
- Confirm Deed and Other Closing Documents Are Forwarded to Seller for Signature
- Forward Earnest Money to Title Company
- Confirm Destination of Closing Proceeds
- Completion of Transaction (The Closing)

Sale Proceeds and
Closing Documents
Sent to Client

THE LORANDA APPROACH TO SELLING REAL ESTATE

PHASE 4: CLOSE THE TRANSACTION