



Exclusive Listing Information for Landowners

Hortenstine Ranch Company, LLC appreciates the opportunity to exclusively list your ranch FOR SALE. Exclusively listing your ranch involves a wide variety of services to help achieve a successful sale. Our business approach includes the following services to successfully market and sell your property:

Property Research

Hortenstine Ranch Company invests a considerable amount of time and energy researching our exclusive listings. We utilize several sources to assist these efforts such as real estate appraisers, county appraisal districts, county tax offices, Natural Resource Conservation Service (NRCS), conservation dozer operators, water well drilling companies, timber experts, wildlife managers, area landowners, ranchers and other beneficial sources.

Marketing Brochure

Detailed information is compiled in an informative and professional brochure. Our brochure contains a write-up with specific details about the property, an aerial map, a topographic map, a locator map, quality color photos, and other information specific to each ranch. Our goal is to give prospective buyers a detailed understanding of each property before taking the time to schedule a tour.

Professional Maps

A professionally produced aerial and/or topographic map are utilized for marketing purposes. We record GPS coordinates for interior roads, buildings, and other key property features that may not be easily visible. These maps are typically enlarged and laminated for on-site property tours. A mounted map is usually given to the buyer upon the sale of each property.

Mapping Neighbors

Mapping your ranch, along with the properties of your neighbors, gives us a better understanding of your immediate surroundings. We want to be as knowledgeable as possible about your ranch and the surrounding properties so we can provide the most thorough information possible. We also contact neighbors, making them aware of the availability of your ranch – unless otherwise specified.

Website

Marketing efforts start by uploading all detailed information to our website, www.hrcranch.com, All ranches for sale on the Hortenstine Ranch Company website are exclusively listed. We do NOT advertise or market any properties that are not exclusively listed. It is our fiduciary responsibility to do what is in the best interest of our clients and this means giving exclusive listings priority over all other properties.

Marketing Email

After all property information is live on our website, we send a blast email to approximately 3500 contacts in our database. The blast email typically generates immediate interest in our exclusive listings. After the blast email, we begin placing a variety of advertisements.

Advertising

Our proven advertising plan successfully generates activity and market exposure. We advertise on-line and in a variety of publications. Some of the websites our listings may be advertised on are Lands of Texas, Lands of Oklahoma, LandWatch, Texas Association of Land Brokers, Farm and Ranch, and other quality sites. Some of the publications typically advertised in are The Land Report, Open Fences, Farm & Ranch Magazine, Livestock Weekly, Texas Real Estate Magazine (East & West editions), Scout Guide, newspapers, and a variety of other publications. For Sale signs can be placed on the property – unless otherwise specified.

Brokerage Community

Ranch brokers working in the immediate area will be notified about the availability of your ranch. We gladly work with other brokers and share commissions with cooperating brokers representing qualified buyers. Our primary concern is selling your ranch to the buyer willing to pay the highest price the market will justify.

Reports

Regular activity reports summarize our progress and provide beneficial information regarding potential buyers, number of showings, and general recommendations to improve marketability. We want you to be informed of our progress and always appreciate any input or suggestions.

Hortenstine Ranch Company Team

Our staff of ranch real estate experts have a wide variety of backgrounds and experience in livestock production, operating farms & ranches, managing wildlife & natural resources, operating hunting leases, surveying land, developing wetlands, ranch ownership and generally being involved in all aspects of land management.

Contacts for Hortenstine Ranch Company, LLC

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Hortenstine Ranch Company would like to develop a marketing and sales plan to meet your satisfaction. We take the time to learn, market, and work each exclusive ranch listing. Please contact us with any questions or for additional information. We look forward to working with you and appreciate your business.

Hortenstine Ranch Company, LLC (Broker)

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All information is deemed reliable, but is not warranted by Hortenstine Ranch Company, LLC. All information is subject to change without prior notice.