

## Ranches & Farm Land

Selling a farm or ranch?

Sellers of ranches and farms should not under estimate the importance of an online presentation that delivers accurate, visually strong, compelling content.

Every farm or ranch has in its own special story. New owners of properties with "a history" often see themselves continuing a legacy.

Well planned, interactive web sites showcasing farm and ranch properties consistently generate inquiries from highly qualified prospective purchasers.

Over the many months and sometimes years a ranch or farm property is for sale; many different people get involved. They come and go. Your web site should be a constant.

Our researcher recently found a 20,000 acre property being offered at \$19,000,000 and \$22,500,000 on two different web pages. This turned out to be an oversight by the original broker who simply forgot to take down his web pages following disengagement.

The answer is to control your Internet presence. To learn more about how to develop and maintain a web site showcasing your property get in touch.