

MAXIMIZE YOUR PROFITS

**THE POWER OF ONLINE
REAL ESTATE AUCTIONS**



MOSSY OAK[®]
PROPERTIES

LAND AND FARMS REALTY
America's Land Specialist

NORTH CAROLINA • SOUTH CAROLINA • VIRGINIA

844-480-5263 • LandAndFarmsRealty.com

WHY AUCTION WITH US?

WHETHER YOU WANT TO SELL YOUR FARM, RURAL HOME OR LAND, THERE ARE SEVERAL IMPORTANT REASONS TO CONSIDER AN ONLINE AUCTION WITH US...

Faster Sales Cycle, No Seller Fees or Commissions, Higher Potential Profits, Less risk than with traditional sales processes.

FASTER SALES CYCLE WHEN SELLING LAND AT AUCTION.

The primary advantage of utilizing an auction platform to sell your Land or Home is having a Fixed Sale Date. Traditionally, some real estate sales processes can take months on the market before offers are presented. By utilizing an Online Auction platform, the sale date and closing date are pre-determined. This facilitates an expedient and efficient sales process to convert your assets to Cash.

NO SELLER MARKETING FEES.

At Land and Farms Realty, there are No Seller Marketing Fees or Commissions for Auctions! Winning Bidders agree to pay a customary 10% "Buyer's Premium" to be added to the final sales price at the close of the auction. This fee covers all marketing and commission expenses on your behalf. Sellers are required to assist the auction firm in preparing the property for Auction by completing any required due diligence and/or repairs as outlined in the auction agreement. The final sales price (exceeding the reserve), less the usual seller side closing costs is what you retain at closing.

HIGHER POTENTIAL PROFITS.

At Auction, Buyers Compete to "Win the Bid". Competitive bidding will often drive the sale price higher than the expected market value. There is no limit or cap on what a property could end up selling for. Buyers (bidders) ultimately determine what they are willing to pay for a property based on their individual needs and desires. No more missing out on the highest and best offers available for your property.

LOWER RISKS OF DEALS FALLING THROUGH.

Online Auctions result in "as-is" sales. There are fewer problems with contingencies compared to traditional real estate transactions. We work with the landowners to provide a Bidders Package for all potential buyers, complete with all the necessary due diligence documentation. This includes but is not limited to: a certified opinion of title, mineral oil and gas disclosures, surveys, soil reports, perc tests or septic permits if applicable, timber stand data, tax cards, land use plans, interactive online mapping, etc. Utilizing an Online Auction Platform to sell your land or home on acreage offers numerous benefits greatly outweighing the alternative, traditional means of selling real estate.



WHAT MAKES OUR AUCTIONS DIFFERENT THAN OTHERS?

No third-party agents or auction companies, Superior Targeted Marketing, Local Expertise, and more Highly Qualified Buyers.

NO THIRD PARTIES – NONE.

This is an important difference between us and other online auctions. We are both your real estate firm and your auction company. Because of this, we ALWAYS work in your best interest when assessing, marketing, auctioning, and closing your property. To illustrate how serious this service is to us, we built our own state-of-the-art auction platform that's integrated with our listing site. Since we control all aspects of the marketing and auctioning of your property, we are totally vested in the success of your auction. Further, you won't have to keep up with multiple people and companies to get the service you should demand and deserve.

SUPERIOR TARGETED MARKETING.

Our Marketing Platform has a proven track record of success! We'll put your property front and center in all mainstream media outlets; a variety of aggregator websites, Google, Facebook, Zillow, Realtor.com, and all local Multiple Listing Service (MLS) systems. Our proprietary system is specifically designed to reach an audience of motivated and qualified buyers looking for properties like yours and deliver it to them on devices they use every day. Those efforts ensure that your property receives the maximum exposure it deserves. Also, this layering of exposure over multiple MLS platforms engages thousands of real estate professionals who can alert their buyers and earn co-broking fees if their buyer purchases your property.

LOCAL EXPERTISE.

Because we are Land Specialists and sell millions upon millions of dollars of real estate each year, we have the skills to expertly assess and value your property. Our local Land Specialist and agents know your market and how to properly value your property's attributes; further, they know how to present properties online, and on site, like no other brokerage. Very few real estate brokerages or agents possess these skills, and they rely on the auction company heavily for the marketing of their auctions.

Other real estate firms hire a third-party auction company to market and conduct their auctions. These auction companies have one goal: to conduct an auction and get paid. They aren't vested in your success as they're going to be paid, regardless of what your property sells for. That's not us. We are vested in your land sales goals from the beginning of the process and all the way to closing. We keep your land sales goals in mind and believe that your success is our success!

HIGHLY QUALIFIED BUYERS.

Bidders come Ready to Buy! Potential buyers are prescreened at registration, must agree to all the terms and conditions of the sale prior to bidding, and are prepared to engage with other buyers to compete for your property! The benefits to this are less time wasted on non-productive showings and previews, less negotiations, and fewer due diligence delays resulting in contract extensions and/or terminations.



HOW IT WORKS

Selling your property via an Online Auction is a very simple, effective process. Our team of real estate professionals and marketing experts will walk you through the entire process, one step at a time. Here are our 7-Steps to your successful auction:

STEP 1: We will visit the subject property and begin by performing a no obligation evaluation of your land or home and provide the Seller's with a complete "Broker Price Opinion". Our local experts will advise you on the expectations of the market and how to determine a realistic reserve price.

STEP 2: Next, we will work with the Seller's to complete all of the required forms and determine what due diligence efforts need to be completed prior to the marketing date. These efforts may include a survey, perc test, home inspection, attorney opinion of title, timber assessment, etc. We will provide the Seller's with professional insight into any repairs or curb appeal measures necessary prior to the beginning of the marketing period. Sellers are responsible for any due diligence expenses unless otherwise agreed upon.

STEP 3: Next we will help the Seller's set the "Terms and Conditions" of the sale, the marketing period, the sale date, and the closing date of the auction.

STEP 4: Our marketing team will then make arrangements to visit the property when the weather is appropriate and take professional landscape and/or interior photographs and videos. In addition, our licensed drone pilots will fly the property and provide aerial photos and stunning drone footage. We will build detailed maps complete with soil analysis, wetland, and flood overlays; and finally, our team will create a customized marketing video, highlighting the property and all of its best features.

STEP 5: Once all the marketing materials are completed, our team will source the very best digital and traditional marketing channels available and promote the online auction to a dedicated "auction focused" buyer pool, as well as to the general buyer public. Our expertise in Social Media Marketing, Google Ads, and Online Advertising Channels are second to none and we have a proven track record of success.

STEP 6: When the Online Auction goes live, all potential bidders must agree to all of the published "Terms and Conditions", verify their email address and provide a credit card authorization prior to being allowed to place a bid. Bid increments will be set and starting bids will be established. As the Online Auction comes to a close, any bids placed in the last 5 minutes will automatically reset the timer to 5 minutes. When the Reserve is met, an alert will be shown on the bid screen telling bidders the Reserve has been met and the property will be sold that day. This is when things get exciting, and the true power of an auction is realized for our seller!

STEP 7: Once the Reserve has been met, the winning bid has been placed, and the clock runs out, we will contact the buyer and make arrangements to complete the purchase agreement and collect the deposit within one business day. The closing attorney is notified, and the deposit will be placed in their trust account until the day of closing. From that point forward, our team works with all parties to coordinate and execute the settlement and closing. We are with you every step of the way!

If you're interested in having greater control over the real estate sales process with the potential for quicker sales and higher profits, you should seriously consider the online auction route. Contact Land and Farms Realty today to schedule a no obligation consultation to decide if the Online Auction option is right for you.



BUY WITH US. SELL WITH US.
GROW WITH US.

REGIONAL STATS

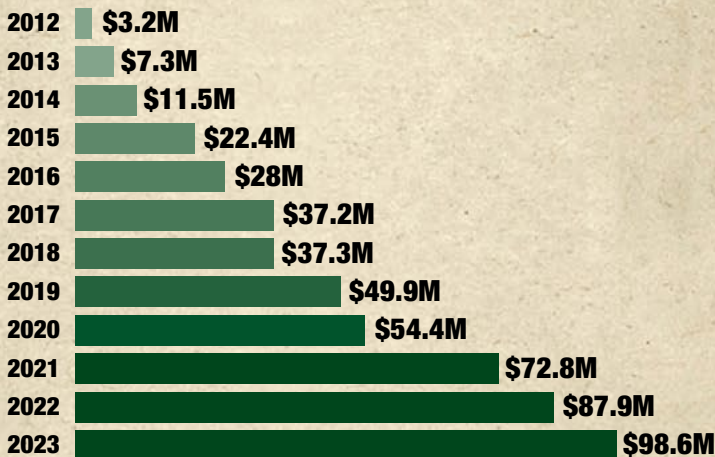
SALES

	2023
SALES VOLUME	\$98.6M
TRANSACTIONS	428
% OF LIST PRICE	94%
AVG. DAYS ON MARKET	84

WEBSITE TRAFFIC

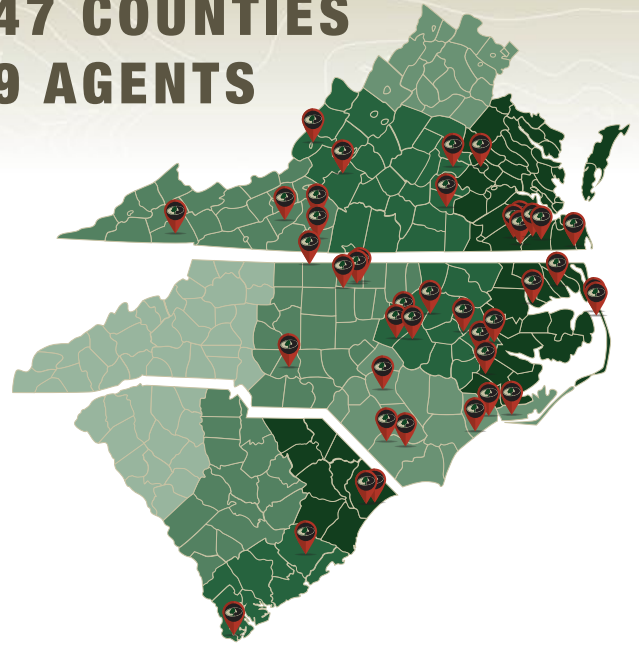
	2023
ANNUAL USER SESSIONS	4.9M
UNIQUE PAGE VIEWS	2.1M
USERS	669K
NEW USERS PER WEEK	12K
WEEKLY PAGE VIEWS	95K
AVG. PAGE VIEW PER USER	3.15
CONVERSIONS	62,612

GROWTH OF SALES



*VALUES FROM JAN-DEC 2023

3 STATES
247 COUNTIES
39 AGENTS



NATIONAL STATS

32 STATES | 90+ OFFICES | 700+ AGENTS

SALES VOLUME



ANNUAL TRANSACTIONS



WEBSITE TRAFFIC

MOSSYOAKPROPERTIES.COM

AVG. DAILY SESSIONS	12K+
ANNUAL SESSIONS	4.4M

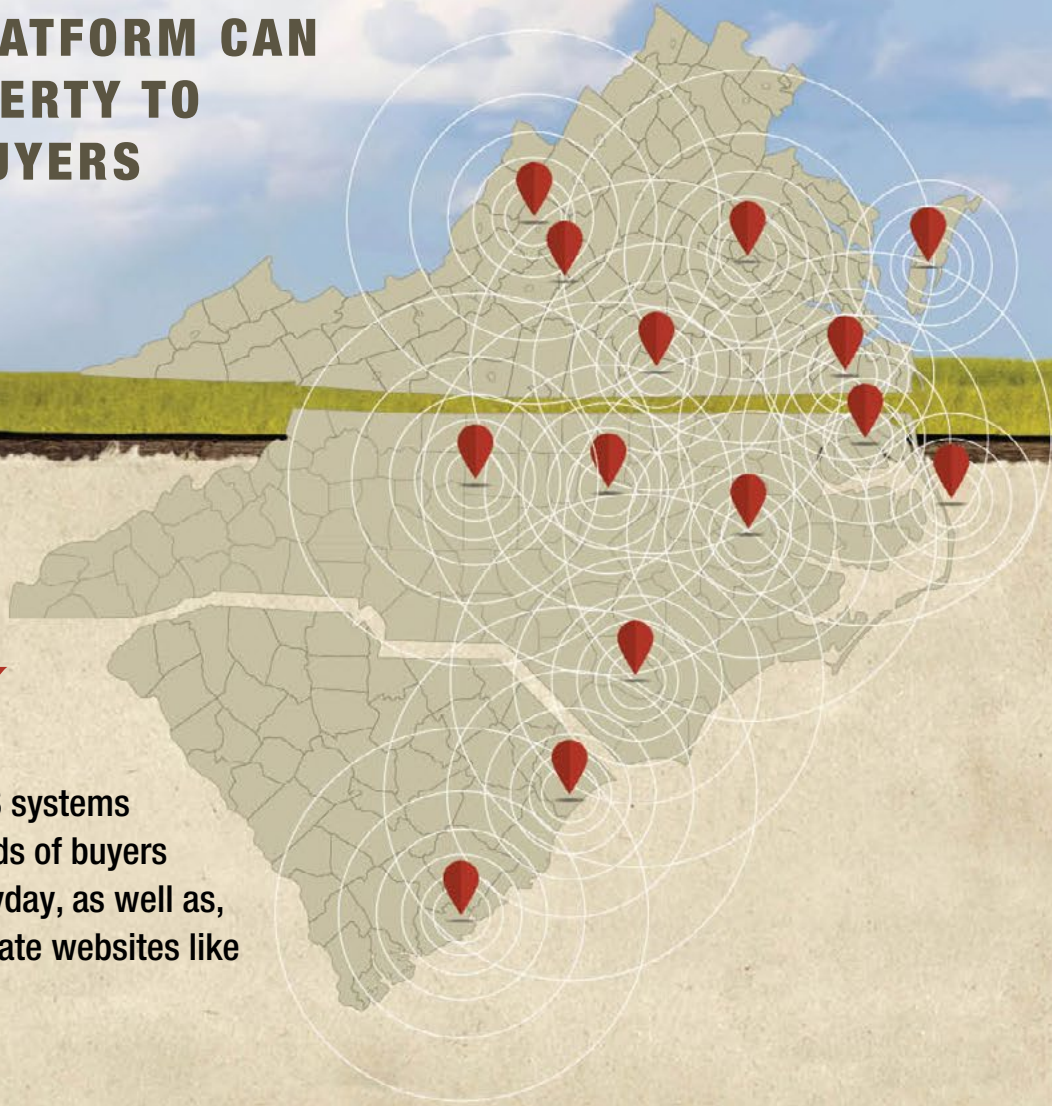


THE LAND AND FARMS REALTY DIFFERENCE

**OUR MARKETING PLATFORM CAN
EXPOSE YOUR PROPERTY TO
MORE QUALIFIED BUYERS
THAN ANY OF OUR
COMPETITORS.**

OUR MLS NETWORK

We integrate with 15 different MLS systems that feed your property to thousands of buyers and real estate professionals everyday, as well as, populate on all the primary aggregate websites like Zillow and Realtor.com



VIRGINIA

- Rockbridge Highlands
- South Central (Navica)
- Richmond (Trestle)
- Eastern Shore MLS
- Lynchburg
- REIN
- Charlottesville (CAAR)

NORTH CAROLINA

- FlexMLS (GPAR)
- FlexMLS (Coastal)
- Triad MLS
- Triangle MLS
- Albemarle MLS
- OBAR

SOUTH CAROLINA

- Coastal Carolina MLS
- Charleston MLS



WE LIST YOUR PROPERTY WHERE BUYERS ARE LOOKING.



All of our listings are automatically added to the leading online real estate marketplaces where millions of buyers are searching.



Lands of America™ LandAndFarm® LandWatch™

The Land.com Network consists of three most visited land listing marketplaces on the Web: Lands of America, Land And Farm, and LandWatch. With Mossy Oak Properties's signature package, we're connecting your property with more than 7 million active buyers and land owners every month.

LAND AND FARMS REALTY



LANDANDFARMSREALTY.COM

MARKETING

We're making it easier to sell your property quickly with a state of the art website, efficient communication via CRM, and virtual showings to ensure we're finding the right buyer for your property.

Many other companies or firms only want to sell you "their listings" or display only "paid for advertised properties". We want to help our buyer clients find exactly what they are dreaming of, regardless of whether that property is listed by our firm or not. We represent both buyers and sellers in equanimity and work with cooperating professionals to put the needs of the client first.

Our new state of the art website showcases not only "our" listings but provides more comprehensive choices due the full scope IDX integration across our entire multi-state platform. The resulting technology benefits our user experience by providing superior navigation and filtering systems so you can more easily narrow the search to "Find Your Favorite Place".



LandAndFarmsRealty.com

We've created our own mini Zillow, but only with the types of properties our buyers are looking for.



SOCIAL FOLLOWING

27K + FOLLOWERS

Listings feature a photo, link to listing and brief description

  @FindYourFavoritePlace

EMAIL MARKETING

WEEKLY PROPERTY UPDATES TO 8K+ RECIPIENTS

Listings feature a photo, link to listing, and a brief description

- Averages 38% open rates
- 6x the average for national click-through rates of 1.91% with a rate of 11.6%

CONVENTIONS & TRADE SHOWS

MOSSY OAK PROPERTIES LAND AND FARMS REALTY GROUP ADVERTISES IN CONVENTIONS, TRADE SHOWS, EVENTS, AND BANQUETS HELD BY THESE ORGANIZATIONS:

- Greentop Outdoor Expo
- Greenville Outdoors Show
- Ducks Unlimited
- Dixie Deer Classic
- Palmetto Classic
- National Wild Turkey Federation
- Pirate's Cove Big Game Tournaments
- Virginia Sportsman Show
- Western VA Sports Show

PODCAST

5K+ DOWNLOADS

Each Week we explore different topics with experts in the field of rural real estate.



PRINT PUBLICATIONS

CAROLINA SPORTSMAN MAGAZINE

Carolina Sportsman magazine is a top source for fishing and hunting information in North and South Carolina. It is published monthly and circulates to more than 28,000 subscribers and reaches more than 75,000 readers each month. Mossy Oak Properties Land and Farms Realty strategically reserves full-page advertisements several times a year.

NORTH CAROLINA WILDLIFE SPRING & FALL GUIDES

Wildlife in North Carolina magazine is the official educational publication of the North Carolina Wildlife Resources Commission. Dedicated to the sound conservation of North Carolina's wildlife, including other interrelated natural resources and to the environment we share with them, this magazine is published six times a year with bonus Spring and Fall outdoor guides.



“We believe our future is built on the actions we take today and at Mossy Oak Properties Land and Farms Realty Group, we never take an opportunity to serve for granted.”

ABOUT

LAND AND FARMS

FOR THE LAST 40 YEARS, OUR TEAM HAS BEEN BLESSED TO SERVE THE PEOPLE OF EASTERN NORTH CAROLINA, AND NOW WE HAVE THE HONOR OF SERVING VIRGINIA AND SOUTH CAROLINA.

From humble beginnings in a small coastal town, we have endured the long hours and the thousands of miles on the back roads to realize the dream of what is now the largest dedicated land brokerage company in three states.

Being from a small town has its advantages, we understand community, the honor of your word, and the power of a handshake that binds deep. We believe our future is built on the actions we take today and at Mossy Oak Properties we never take an opportunity to serve for granted.

Our team of Land Specialists has well over 100 plus years of real estate experience, all dedicated to the purpose of helping our clients achieve their individual goals. Whether buying or selling you can trust the experts at America's #1 outdoor brand to help you meet your real estate needs.

“I BELIEVE THE GOOD WE DO WILL LIVE LONG AFTER WE ARE GONE.”

– FOX HAAS



MISSION

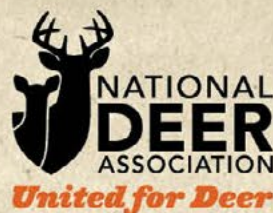
To be successful in helping others meet their needs and achieve their goals. Real Estate is a service business and there are a lot of agents, brokers and companies to choose from in any market. A referral is the greatest compliment a person or an organization can be paid. If you do the right thing long enough, folks will remember, and the next time they need you, the phone will ring, a warm handshake will be exchanged, and trust will be given. We believe our future is built on the actions we take today and at Mossy Oak Properties Land and Farms Realty Group we never take an opportunity to serve for granted.

VALUES

To always focus on the needs of our clients while doing business with integrity and adhering to the highest ethical standards.

VISION

To achieve success through service. What defines us as people also defines us as a company. The priorities we place on what is most important in our personal lives translates to our workplace, into our communities, and beyond. Our faith, our families and our community are what matters most and the manner in which we conduct our daily lives reflects that. Living and growing up in a small town teaches you about giving of yourself, about the power of a good reputation, and the bond of your word. At Mossy Oak Properties Land and Farms Realty Group we look people in the eye, offer our hand in friendship, and do our best to earn your confidence.





MOSSY OAK[®]
PROPERTIES
LAND AND FARMS REALTY
America's Land Specialist