



LAND SALES SPECIALISTS!

“You only get to sell once, so let us do it right!

Good things happen to people who own land, but when it's time to sell, don't trust a stranger; or the new guy because he has a national name. There is no replacement for experience.”

-Rick Barnes, Owner

NO PRESSURE LAND SALES.

If you get to know us, this probably won't be your last real estate transaction with Barnes Realty!

Your land brings top dollar with Barnes Realty for the following reasons:

- **Auction & Private Sale.** Our Method combines the best of both. Land is in such strong demand, how do you know if you're getting the best possible price unless the buyers can bid competitively for the property? Our Online Auction Method adds the ease of online bidding, with bidder anonymity, so there's no reluctance to bid in case it's your neighbor. It has a discounted fee base, and includes compensation to buyers agents who register their 1031 (or other) buyers for the auction and we cooperate with buyers agents should the property be sold privately.
- **Simultaneous Multiple Marketing.** Our approach links your property details on our web site to several national Real Estate marketing sites showcasing rural property *all at the same time*.



- **We do our own YouTube aerial videos and aerial photography.** We maintain our own channel on YouTube, our office staff is hard at work to constantly keep it updated. This enables us to get video footage only rivaled by the movies.
- **Targeted Advertising.** From our email and mailing lists to social media venues and YouTube Ads, we leverage all the latest methods of advertising to save you money while reaching everyone currently looking for land in the area of your listing. We don't throw your money away on old advertising venues.
- **Property Evaluation - Realistic Expectations and Sales Minimums.** With no charge or obligation, we will inspect your property and estimate its minimum value based upon our 40 years of experience in the Real Estate market. Not all properties are suitable for a public offering/Auction, so we offer the property based on your choice. The Auction method allows any and all interested parties to bid, then if for some reason the property doesn't bring what we think it should, that's okay, we'll just market the property privately. No pressure at any time.

You are truly #1 to us!

- **No Absolute Sales here.** If you have land to sell and are thinking about an auction, you don't have to let an auctioneer pressure you into an absolute sale. How does that benefit you? Oftentimes we see an auctioneer not willing to take the time or have the ability to sell the property privately. Our 40 years experience gives us confidence in this land market so when we recommend a minimum and it doesn't quite get there, we are perfectly positioned to sell your property privately thereafter oftentimes getting you more once the right buyers are found.

More about how we market property:

YOU DON'T HAVE TO LIST WITH A NATIONAL CHAIN TO GET NATIONAL, PROFESSIONAL REPRESENTATION.

- We maintain our own web site www.barnesrealty.com which receives 2500+ hits per month
- We add your listing to Lands of America, Land Watch, Land and Farm, Lake Houses of America, Craigslist, YouTube, Facebook, MyState MLS, Realtor.com, Zillow, Crexi, Costar, LoopNet, etc. which puts your property in front of every single person seeking land in and out of the area.
- Aerial photography & drone footage, coupled with our own YouTube Channel.
- We maintain an extensive email list of prospects. Each time we get a call, we ask for the interested parties' email and add it to our list. This enables us to put your farm in front of 1031 exchange buyers, investors, and farmers, at a moment's notice by sending a group email.
- Full-color brochures will be made and posted in the communities around the farm.
- We maintain long term advertising contracts with Ag Radio Stations throughout the area.
- We send targeted mailings to local and out of area property owners. If they own land nearby, they know your land is coming available!
- Bright red signage will be placed on-site should you have blacktop access, and traditional signs will be placed on your farm. Ask us about our QR Coded Signage and what it means to you! This is automatically included on all new listings.
- Your listing agent will personally call upon area landowners, lenders, and potential investors that we know of and will be available to conduct individual showings of the property.

At Barnes Realty we never forget who we work for. We've been the highest volume land sales company in Northwest Missouri for the last 3+ decades, and repeat customers are key to our success. We don't get repeat customers by dealing unfairly or pressuring either side in a negotiation.

**Our goal is to sell the farm for you whenever you're ready.
THANK YOU for your time in considering BARNES REALTY.**