



Thank you for considering Barnes Realty! We have been in the land selling business for over 40 years and like to think our record speaks for itself. We consider ourselves leading pioneers in creating and providing the latest marketing tools to reach all markets at the local, national, & even global level! Our motto is, "You only get to sell the property once, so let us help you make sure it is done right"!

Our main objective is to get you the best possible price. You'll find out early on that we facilitate no pressure land sales. If you get to know us, this probably won't be your last real estate transaction with Barnes Realty!

Our approach has been the most advantageous to sellers for the following reasons:

- **Simultaneous Multiple Marketing.** Our approach puts your property on several national Real Estate marketing sites showcasing rural property *all at the same time*.
- **Choices.** Our partnership fee structure, lets you enjoy our personal service, and real nationwide/worldwide exposure. We have a good relationship with all active Real Estate companies, and cooperate with most of them fully. When you list with us, you can rest assured that all the Buyer's are reached.



- **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.
- **Leveraged Advertising:** We are big enough to negotiate advertising contracts with all area newspapers and radio stations to save you money. This translates into a very Competitive Fee Structure. With multiple Buyer's for good land, we have found that a public offering (auction) often gives sellers the best opportunity to know that they are getting the best possible price for the property. Our competitive auction fee includes all marketing except the newspaper advertising, and room rental (seasonal- if required for climate control) for the auction site.
- **Property Evaluation - Realistic Expectations and Sales Minimums.** With no charge or obligation, we will inspect your property and estimate its value based upon our 40 years experience in the Real Estate market. We'll discuss this figure with you, with the idea of arriving at a reasonable minimum price figure for auction (this minimum figure will be agreeable to you, no pressure), or a maximum suggested listing price for a private sale, (again, your choice). Then we'll offer the property based on your choice, allowing any and all interested parties to bid. 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!

- **Private Treaty Sales.** If a public offering sounds too stressful to you, we'll just list and sell the property privately like we've done for the last 40+ yrs. We've been the sign of experience in the Midwest because of private treaty sales. You only get to sell your property one time, and we want to make sure that you get the best possible price whenever it sells.

Included is our short form Seller's Agency Listing Agreement. If it's not attached, reach out to us when you are ready to see our listing forms so we can get started.

More about how we market property:

- We maintain our own web site www.barnesrealty.com which receives 2500+ hits per month
- We add your listing to loopnet.com, northwestmissouri.com, Farm Credit Services, Lands of America, Land Watch, Craigslist, You Tube, Facebook, Twitter, Pinterest, Kansas City Multi List, etc. which puts your property in front of every single person seeking land in and out of the area.
- Aerial photography & drone footage.
- 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 several local newspapers.
- We send direct mailings to local and out of area property owners.
- Radio advertising contracts are in effect in our usual coverage area.
- 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.
- Barnes Realty staff & agents 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.



Scan this QR Code to view our YouTube Channel
For our website click: www.barnesrealty.com