



TEXAS RANCH KINGS
— REALTY —

Marketing Comparison Checklist

ARE YOU GETTING THE ROYAL TREATMENT?

- ❑ Have you received a Comparative Market Analysis(CMA), pricing valuation
- ❑ Direct to Listing Agent marketing, no office or assistants interfering with buyer calls
- ❑ Vetted/Targeted Buyers who have provided proof of funds
- ❑ Listings on over a dozen land sites + MLS
- ❑ A dedicated QR code, tracked and marketed
- ❑ Dedicated Social Media Marketing Team
- ❑ Professional Photography and Videography
- ❑ A unique land report that details potential revenue streams, soils, minerals, wind/solar
- ❑ Listing specific social media and Google ads
- ❑ Brand and listing placements in top ranch sales magazines and newsletters
- ❑ Experienced rural land agents familiar with mineral and water negotiations
- ❑ Agents familiar with 1031 Exchange, rural Ag financing and tax exemptions
- ❑ Experienced with wildlife, breeding facilities, exotics and hunting programs
- ❑ A brokerage prepared to show land with limited access in reliable UTV's
- ❑ Partners in the ranch sales community, long standing relationships with regional brokers

