

***BUYING OR SELLING?***  
**CHOOSING THE RIGHT REAL  
ESTATE AGENT MATTERS**



***MOSSY OAK***<sup>®</sup>  
***PROPERTIES***

**LAND AND FARMS REALTY**  
*America's Land Specialist*

**NORTH CAROLINA • SOUTH CAROLINA • VIRGINIA**

**844-480-5263 • *LandAndFarmsRealty.com***

# ***WHY BUY WITH US?***



## **LOOKING FOR FARMS AND LAND FOR SALE? TRUST THE EXPERTS—WE ARE AMERICA'S LAND SPECIALISTS.**

At Land and Farms Realty we understand your passion for the outdoors; it's our obsession too. We believe in the heart of every human being is a desire and a connection to the land that touches our souls in a way that binds us more deeply to God's great creation. That's what makes owning your own piece of ground so fulfilling...we get it, and we can help you find the perfect farm or piece of land for sale.

Our brokers know the joy of waking early to watch the woods come alive with the sunrise and sharing an evening by the campfire with their kids. Let the experts at Land and Farms Realty connect you with the right piece of land for sale that will fill your dreams and inspire your imagination.

If you are looking for land for sale in North Carolina, South Carolina or Virginia, then working with a broker from our team of dedicated land specialists is the right choice. We know the right questions to ask so we can find and recommend the perfect property for you. We do the behind-the-scenes legwork and homework to ensure that every piece of land for sale that we represent is the right match to our clients' wants and needs. We always say we are in the legwork business. When we focus on the legwork, the results happen.

Our agents are spread throughout Virginia, North Carolina and South Carolina, but we work as a team. All of our agents love what they do, and it shows in our collective success. Our entire team, from the agents to the behind-the-scenes staff, is committed to excellence, honor and integrity. Our commitment to service, conservation, stewardship and finding the highest and best use for each property has earned us a high-standing reputation among our clients and in the communities we serve.



Our values are simple: to always focus on the needs of our clients while doing business with integrity and adhering to the highest ethical standards. We look forward to the privilege of serving you!



# ***WHY SELL WITH US?***

Mossy Oak Properties is one of the most trusted outdoor brands with a growing network of brokers who are experts at helping clients buy and sell rural properties.

If you are looking to sell your property in North Carolina, Virginia, or South Carolina, we have the right broker for you. Our passion for the outdoors and our desire to connect other outdoor enthusiasts with their dream of owning their own property is why we get out of bed in the morning. So whether you own a 5 acre rural residential tract or a 5,000 acre working farm, we can connect you with a buyer who will enjoy your property as much as you do.

## **WE HAVE EXPERTS IN VIRGINIA, NORTH CAROLINA, AND SOUTH CAROLINA**

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- Local Knowledge – National Brand
- More Agents – Better Coverage
- More Sales – Quicker Closings



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

# REGIONAL STATS

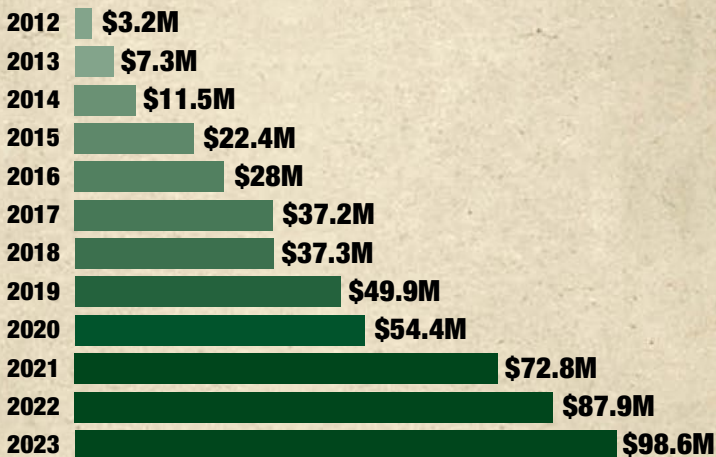
## SALES

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

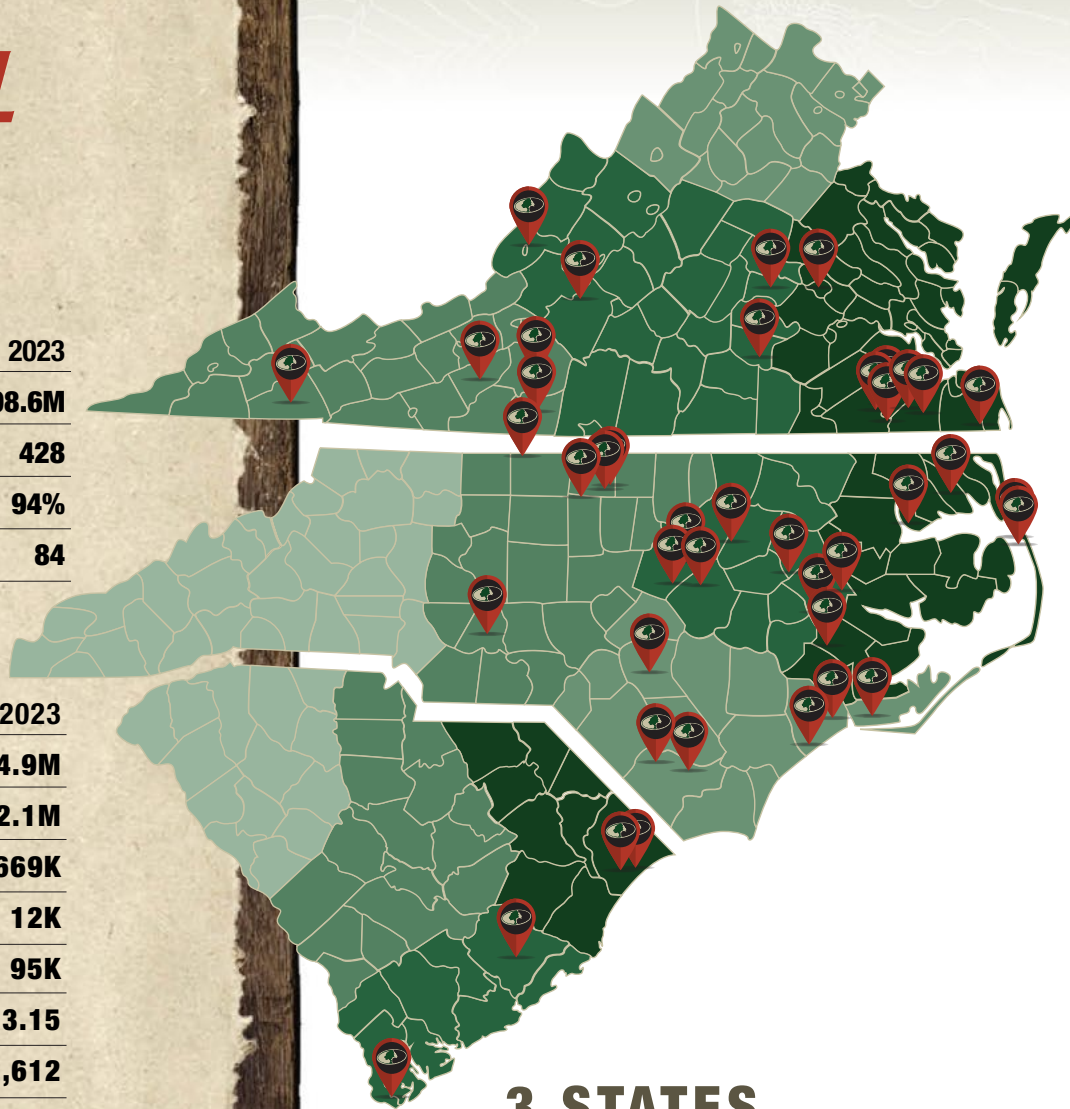
## WEBSITE TRAFFIC

	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

AVERAGE DAYS ON MARKET  
**84 DAYS**

AVERAGE SALE PRICE  
**94%**  
OF LISTING PRICE



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



32 STATES  
90+ OFFICES  
700+ AGENTS

# NATIONAL STATS

## SALES VOLUME



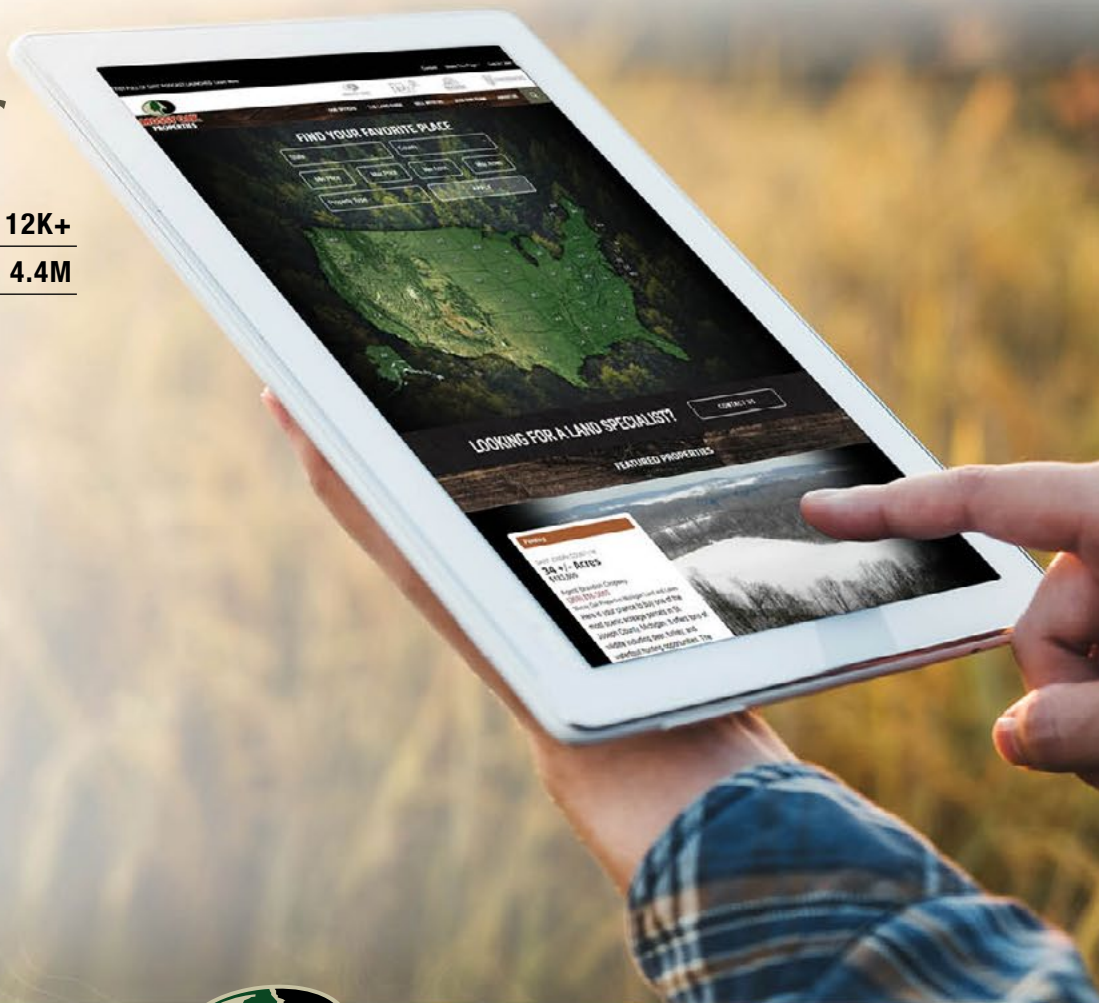
## ANNUAL TRANSACTIONS



## WEBSITE TRAFFIC

### MOSSYOAKPROPERTIES.COM

AVG. DAILY SESSIONS	12K+
ANNUAL SESSIONS	4.4M

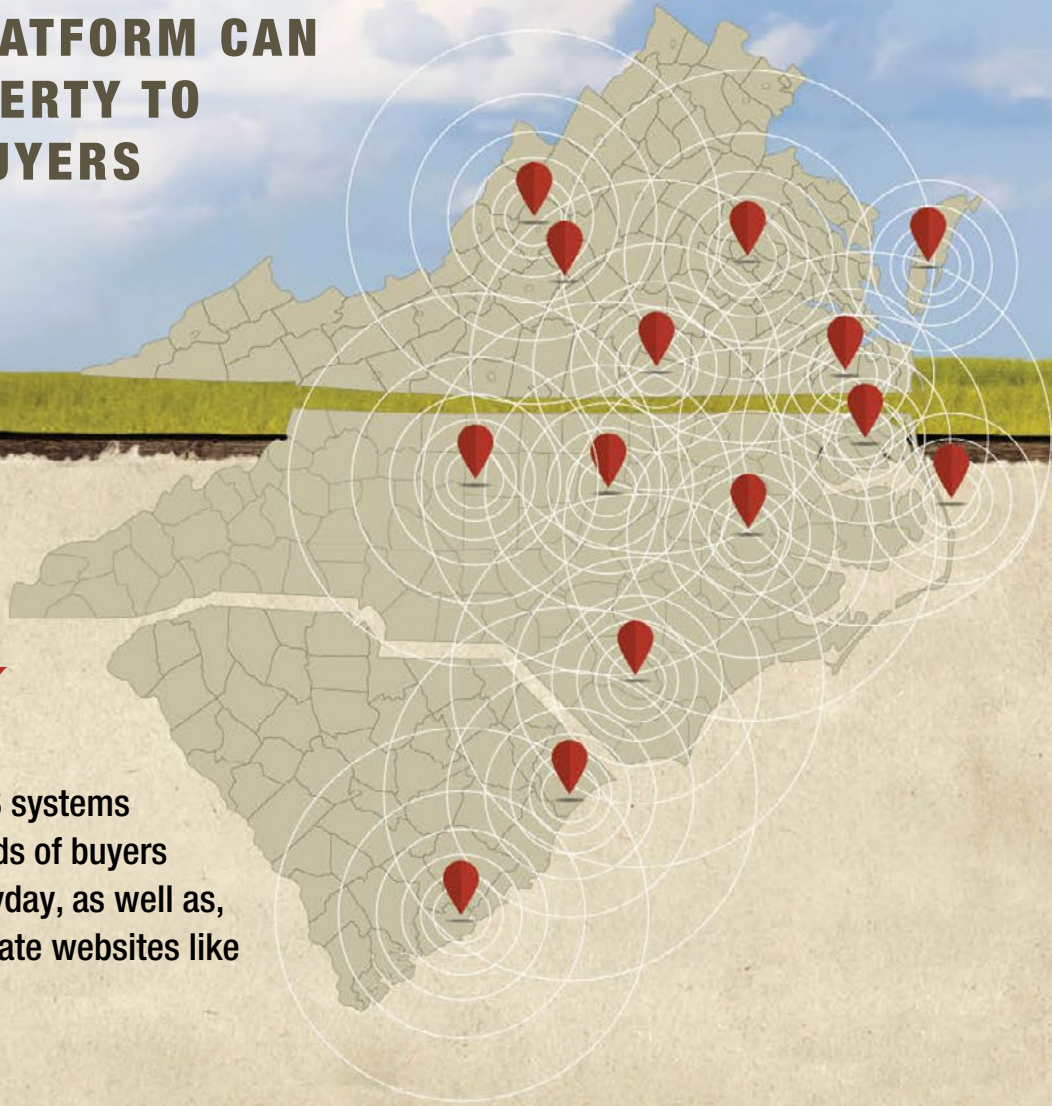


# ***THE LAND AND FARMS REALTY DIFFERENCE***

**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

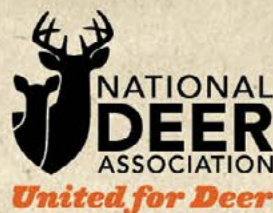
**To be successful in helping others meet their needs and achieve their goals.** Real Estate is a service business and there are a lot of agents, brokers and companies to choose from in any market. A referral is the greatest compliment a person or an organization can be paid. If you do the right thing 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.





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