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DREAMDIRT TV

**BIWEEKLY
NEWSLETTER**

**MARKET ANALYSIS
CONSULTATIONS**

*“AN INFORMED SELLER
IS A SUCCESSFUL SELLER”*

*REACH OUT TO LEARN
HOW OUR PROCESSES
DELIVER RESULTS AND
REDUCE STRESS TO
SELLERS.*

DREAMDIRT

FARM REAL ESTATE & AUCTION

OUR MISSION

DreamDirt specializes in delivering cutting-edge professional and effective farm real estate services. We provide fair, honest, and easy auction and brokerage experiences where buyers and sellers can safely negotiate the sale of farm property.

OUR VISION

Our vision is to be the farm real estate company that eases the burden of selling and buying farm property. We will add value with our knowledge, skill, and resources. DreamDirt will deliver exceptional selling and buying experiences made amazingly simple.

OUR VALUES

DreamDirt understands the emotions and pressures sellers and buyers face. We treat each client with the utmost professionalism, honesty, commitment, and respect. We always act with integrity, free from self-interests.



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**LESS STRESS.
MORE RESULTS.**

HOW TO SELL LAND

A CHECKLIST GUIDE



FROM THE INITIAL DECISION TO THE ACTUAL SALE, HERE ARE QUESTIONS TO ASK AND STEPS TO TAKE WHEN SELLING LAND.

LEGAL AND TAX *CONSIDERATIONS*

1. Are all owners or heirs prepared to sign off on the sale?
2. Who will represent your legal interests and help you structure your sale?
3. Consider and prepare for tax consequences. Will the estate sell the farm? Will you inherit the farm first and then sell it? Is it owned in a corporation or partnership?
4. Who in the family will manage the process and make decisions for your family?
5. Should you get an appraisal? Should it be certified (more expensive) or non-certified (less expensive). Certified is needed for lending only. Non-certified can set a tax basis.
6. Is there an abstract? If so where it is? Does it need to be updated? Can you use Title Insurance instead? Who will pay for it?

TENANT AND TIMING *CONSIDERATIONS*

1. Is there a tenant? How will they be notified? Is there time to serve a tenancy termination?
2. Some tenants may want to buy the farm direct. Should you move forward with an auction, bid discounts can be used to protect the relationship.
3. What time of year fits best with your plan to sell?
4. How will the current year income be split to the buyer, if any?

SALES *CONSIDERATIONS*

1. How will the real estate be offered? As one unit? As multiple tracts? If multiple tracts, which method of multi-parcel sale will be used? Will a survey be necessary? Who will hire the surveyor?
2. Are there any access issues on the farm(s) to deal with?
3. Some farms with livestock or irrigation pivots require DNR Permitting. Will permitting transfer?
4. Who will be responsible for closing costs? Buyer, seller, or split?

LISTING PROCESS

WHAT TO EXPECT

A qualified professional can help you with all of the considerations above. The listing process will often look similar to this:

Step 1: Contact a professional to consider your sale options, listed below:

- ▶ Brokered Real Estate Listing (usually slower, higher commissions, lower price outcome)
- ▶ Auction (fastest, lower commissions, higher price outcome due to competition)
 - ▶ Live in-person Auction
 - ▶ Online Auction
 - ▶ Simulcast Auction (Live and Online)
 - ▶ Instant Offers w/no Marketing (great for leaseback sales where no marketing is desired)

Step 2: Negotiate a listing agreement with the real estate/auction professional that fits your needs.

Possible questions to ask:

- ▶ Commission rate? Additional fees? Closing fees?
- ▶ What happens if the sale doesn't bring what you want?
- ▶ Who does the closing and settlement?
- ▶ What are your responsibilities as a seller?
- ▶ What is the sale timeline?
- ▶ Who distributes advertising?
- ▶ How much earnest deposit do you want collected?
- ▶ Who will prepare the final purchase agreement?
- ▶ What is the closing date?
- ▶ If the buyer fails to close, who gets the deposit?
- ▶ How much will be spent to advertise the property?
- ▶ Should you use a Buyer Premium to pay part or all commission?

Step 3: Gather pertinent documents for marketing. These could include FSA documents, tile maps, CRP contracts, lease agreements, yield maps, wind mill agreements, drainage agreements, and more.

MARKETING PHASE

(WHAT WE DO!)

Step 1: Our marketing phase starts with gathering photos and videos of the property, and building advertising such as on-field signs, newspaper ads, post cards, flyers, internet listings, online bidding, and much more. Your sale comes to life at this point.

Step 2: Distribution of advertising happens across all channels. Every company has different resources and advertising methods, but at this point our ads begin to hit the airwaves prompting a buyer response.

Step 3: Buyer/Bidder management is the responsibility of your real estate/auction professional who will respond to buyer inquiry. Inquiries might

include everything from assistance using bidding technology, to questions about the farm's terms and conditions, to clarifications about the sale process.

[In a Brokered Real Estate Listing, this is where you would be negotiating with buyers through our agents.]

SALE PHASE

AUCTIONS

During an auction, your buyer is identified by the final high bid. Auctions follow a strict timeline where you can expect and know ahead of time when this will happen. Preparing for auction day is more stressful with live in-person auctions, and less stressful using online auctions. This is because during an online auction, bidding has already started and often achieved 60-90% of its value before auction day.

LISTINGS

With other private and negotiated methods buyers are identified by accepting an offer from them. These are less time certain because the buyer sets the timeline and determines when they will make the offer. Private sales are less predictable and do not follow a timeline.

THE DECISION TO SELL CAN BE DAUNTING AND EVEN EMOTIONAL.

WHILE THERE ARE MANY QUESTIONS AND CONSIDERATIONS, OUR GOAL IS TO MAKE YOUR PROCESS SIMPLE AND STRESS-FREE.

WE CAN ANSWER YOUR QUESTIONS AND OFFER ADVICE.