CORDER

AND ASSOCIATES, LLC

Marketing Plan

Version 2.0

{Updated May 2015}

Join Our Community

YOUR TRUSTED REAL ESTATE EXPERTS

- Experienced and trusted REALTORS® and BROKERS who know current market and economic trends to keep you informed.
- Monthly feedback on your listing!
- 5th generation farmers and ranchers as well as a Certified Crop Advisor and Wildlife Biologist on staff who understand the industry and can answer questions from qualified buyers.
- Promoting your listing on Landwatch, Lands of America, Open Fences, Montana Land Magazine, Farm and Ranch.com which broadcasts out to over 575 additional websites
- Present at Dallas Safari, MATE, MAGIE and Rocky Mountain Sports Trade Shows advertising your property
- Memberships in several Montana Multiple Listing Services for maximum exposure
- Our specialized residential and commercial property marketing for innovative exposure avenues including Zillow and Loopnet
- Listings are featured on the home page of our company websites - CorderandAssociates.com
- Corder and Associates Newsletter provides market conditions and other relative information distributed monthly via email
- E-Newsletter to our database of qualified buyers
- Members of local REALTORS® Associations as well as the National Association of REALTORS®
- Professional flyers promoting property with high resolution photography
- Virtual Tours of select listed properties are created and placed on the website
- Extensive Google search engine optimization and pay per click campaign that drives prospects to our websites
- Our Brokers/Agents participate in and may have completed non-required/additional education to increase productivity and learn cutting edge market trends
- Social Media Feeds including Facebook, YouTube, Twitter
- Our owners and agents are involved in many civic organizations in their communities
- Annually, we contribute a portion of all professional fees earned to civic organizations in the community in which we serve
- We diligently track our buyer statistics so are able to determine where to focus our best possible marketing efforts
- We are a dedicated team of professionals working hard for you

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National Membership

Our Membership

Our members collectively average $150 million in sales per quarter!

LandLeader™ members represent a network of land brokerages that promote the best properties and the best brokerages in their respective markets. Our members promote each others listings to our exclusive list of buyers. Our membership is growing daily with new brokerages and agents joining our fast growing network!

Our Strategies

1. Strategic Marketing Plan

LandLeader and our members' properties are seen on up to 1400 websites, ad channels and multimedia!

In todays real estate business, a multi-faceted marketing campaign is a crucial tool for selling properties! When it comes to marketing a farm, ranch or recreational property, the LandLeader™ marketing approach is second to none. Our combination of modern digital and traditional marketing helps us generate more views and leads than any other real estate marketing group in the industry.

2. Qualified Broker Network

Our network of land specialists represent an average of $50 million in land sales per month!

Our network is comprised of experienced brokers who are recreational real estate specialists. Our members' affiliation with LandLeader™ networks your listing with hundreds of brokers and agents, providing a wealth of relationships, knowledge and experience in real estate, along with a strong network of buyers and sellers. More than that, our affiliated brokers live, breathe and understand our properties. They specialize in hunting, fishing and outdoor recreation, farming, water rights, timberland, ranches and more. They have a deep understanding of the value of habitat, wildlife, water and all aspects of good land stewardship.

3. Strong Brand Recognition

LandLeader and our members' properties receive over 20 million brand impressions per month!

In marketing, the brand recognition of a company is a major component of a successful marketing campaign. The same goes for the real estate industry. The LandLeader™ advertising department invests in branding campaigns because the marketing and advertising gives our properties instant awareness and qualification of high quality investments. We support a large advertising budget to market ourselves and our members.

LandLeader™

Website

LandLeader.com

Our website sees over 35,000 buyers and sellers per month, with 48% more pages viewed every time they visit compared to the competition!

LandLeader is proud to have a cutting edge website that promotes our members and their properties on an easy to use design, yet brings big results to sellers. Our website was professionally designed to rank higher for more search terms than our competition, which means more exposure for your property.

Visitors to our website spend 74% more time looking for properties than the competition.

Once buyers are on our website, they stay there for longer than most users on other websites because our website is extremely user-friendly. Buyers can search our listings by Location, Price, Acreage, Property Type, Search Term or through an Interactive Map.

Our website is responsive in size and design, no matter what device you use.

Whether they are searching for properties on a laptop, desktop, tablet or phone, our website is responsive and user-friendly. In addition, our website has property videos, interactive property maps, a multitude of resource links for clients, social media links, broker profiles, enewsletters, an interactive community page, and brokerage contact information.

Properties are easy to view and include maps, videos and great photos of land for sale.

Custom web pages of your property will include a complete property description, pictures, documents, resources, mapping, videos, agent contact info and more. This allows all the information about your property in one location on our website and at the fingertips of our members, sellers and potential buyers.

Internet Marketing

Digital Marketing

Our properties receive more internet marketing than our competitors.

The LandLeader™ property marketing program is a 360 degree digital marketing platform that is comprised of multiple advertising channels that are the best in promoting farm, ranch and recreational real estate.

A strong internet marketing plan consists of a variety of marketing tactics and best practices. This includes strong Pay Per Click (PPC) campaigns, constant Search Engine Optimization (SEO), constant updates to keep up with new requirements from Google and Bing, user behavior testing, experience analysis, website banner advertising and more.

Banner Advertising

We sponsor banners on the leading land and real estate websites, reaching millions of impressions weekly.

We design, update and link banner ads on many websites, driving buyers back to our website to view our members' properties.

Property Syndication

Property Promotion

Our properties reach up to 1400 websites that promote land for sale, homes, real estate, properties and more!

Our goal is to market each listing in the places where it will have the greatest exposure and be viewed by the most potential buyers. In addition to LandLeader™, each property will be listed as a **Premium Property Listing** on Landwatch.com, LandsofAmerica.com, LandandFarm.com, FarmandRanch.com, and is also included on LuxuryRanchRealEstate.com, Listhub.com, Realtor.com, Trulia.com, Zillow.com, and hundreds of other syndicated websites, reaching millions of unique users.

Mobile Marketing

LandLeader mobile users spent 45.78% more time on our website, and tablet users spent 72.28% more time on site, than on other real estate websites.

About 40% of LandLeader's lifetime web traffic is from mobile or tablet, and about 25% of our conversions to contact have come from those devices. This is why we invest in responsive website design and mobile first technology.

Email Newsletters

LandLeader's email campaign sends high quality emails to a large customer database with industry updates, newsletters, notifications of featured listings, market trends and more. This is a great way to keep in contact with our users and our members about news and happenings at LandLeader.

Blog (Upcoming)

While our descriptions and pictures that introduce your property to potential buyers are effective, we go one step further and actively engage buyers through our interactive Blog.

Social Media

Social Media Network

LandLeader users that come from our social media pages are spending 53.63% more time on our website than the competition.

In todays internet age, social media is a fantastic new way for sellers to get property listings, price changes and sold properties right in front of potential buyers at a moments notice. The LandLeader™ website has the ability to be shared by clients to their network of friends with a click of a button.

Facebook

Posts are made daily on Facebook to promote our members' properties and their brokerages.

We see continued growth in our social group on Facebook, but the key is that our community is made up of qualified buyers and sellers of farm, ranch and recreational land.

Pinterest

Increased Pinterest Pins month over month with over 300% increase in followers per month.

Continuous pins about interesting topics keeps followers increasing on this photo-based social media platform.

LinkedIn

Professional updates are made on this B2B social media platform.

Exposure of our members and brokerages keep other agents and brokers exposed to our new listings and growth of the LandLeader™ network.

Google+

Important posts on Google's social media platform are critical to Google SEO.

Our social media team posts properties, videos and news on Google+ so it helps build our website rankings.

Print Marketing

National Catalog

We distribute over 40,000 LandLeader™ catalogs to high end clients, buyers and sellers.

We design and distribute a high quality publication periodically that includes every property, brokerage and agent within the LandLeader™ network. This 100+ page magazine includes listings, articles, news and more that directly relates to buying, selling and owning land of all types.

Our readers' net worth surpasses $2.5 million because we have developed a strategic marketing partner with Gray's Sporting Journal.

LandLeader has developed a strong subscriber base by partnering with Gray's Sporting Journal. Every copy of GSJ that is sent to their high net worth subscribers is poly bagged and mailed with our LandLeader™ National Catalog to their exclusive subscriber list.

Gray's Sporting Journal

The LandLeader Catalog gets over 100,000 readers every issue through hard copies and our digital magazine.

This catalog is printed and distributed through the mail, but is also promoted and offered digitally on our website so that the visitors to our site can browse the magazine should they choose. This catalog can also be printed off at a moments notice by anyone, anywhere in the world!

Magazine Advertising

LandLeader advertises in the top industry magazines with over 175,000 distribution.

LandLeader™ regularly advertises in other nationally distributed real estate related magazines promoting our brand and our members. Magazine titles may include Farm & Ranch, Open Fences, Land Report, Land Magazine, DuPont Registry, Gray's Sporting Journal, High Plains Journal, Western Farmer Stockman, JetSet, sporting publications and more.

Video & TV Advertising

YouTube

YouTube is the #1 website for posting and promoting videos on the internet.

We use YouTube to host our LandLeader™ commercials, and invest in video marketing to promote our message to buyers and sellers alike.

We give our members the opportunity to post property videos on our website and on our national YouTube channel, which can receive thousands of previews.

Television Commercials

LandLeader™ commercials air over 40 times per week.

We promote the LandLeader™ network to over 77 million households through a strategic advertising campaign that airs on multiple networks, such as The Sportsman Channel, Outdoor Channel, WildTV, RFD-TV, and more.

LandLeader™ TV Show

Our new TV show will reach 77+ million households beginning January 2016.

LandLeader has begun production of it's first season of LandLeader™ TV, a new show that highlights North America's amazing properties, landowners and the lifestyles that come with owning a piece of land to call your very own. High quality film production, coupled with gorgeous properties and exciting adventures, will capture what it's like to own one of these majestic properties.

Production Studio

We offer a full service video editing studio for custom video production services, including on-site filming, aerial video, photography and more. In addition, many of our members have video production services that help to showcase our properties on our YouTube channel, website and social media platforms.

Event Marketing

Trade Shows

LandLeader members make a concerted effort to get your property in front of the public. Our team dedicates extra time working booths at some of the top industry shows in the area, including the Dallas Safari Club International's Convention, International Sportsmen's Expos, Farm & Ag shows, forestry and timber management shows, real estate and land conventions and more! We man our booths with our knowledgeable brokers who are committed to engaging potential buyers for your property.

Special Events

At LandLeader, we can produce a special event on your ranch or property that includes tours of the acreage, activities, meals and beverages, special invitations to VIP buyers and brokers, and more. Our members advertise and host these events to showcase your property to potential buyers.

Auction Marketing

LandLeader is proud to offer our sellers a professional auction section of our website. Our members' expertise and knowledge of our market, combined with our aggressive marketing approach, provides the best opportunity to meet your auction goals. We market our auction listings of our members through the same marketing platform in this packet, and work with our brokerages to promote the auctions locally, regionally and nationally.

Conservation

Our members all believe in supporting the goals of multiple conservation groups throughout our territories, including Rocky Mountain Elk Foundation, Pheasants Forever, National Wild Turkey Foundation, Mule Deer Foundation, Quail Unlimited, Ducks Unlimited, Delta Waterfowl, Sheep Foundation and more.

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