

PRE-MEETING INSPECTION

Inspect property
Preliminary research
Look at comparable sales



MEET WITH CLIENT

DISCUSS:

Motivation - Situation
Property Attributes
Market Pulse
Valuation
Method of Sale



AUCTION

Average 76 days
Live vs online only
Transparency
Increases marketability
Simplifies transaction
Set date property will sell
Creates value
Serious buyers

PRIVATE TREATY

Average 3-6 months
Control price and terms
Private contract negotiations
Buyers negotiates price and terms
No time constraints



SIGN LISTING CONTRACT

Seller commits
Finalize terms



SERVICE LISTING

120 point checklist
Reliable information for buyer
Color and detail brochure
Title company, FSA, attorney, etc.
Handle showings, calls and inquiries
Address issues
Update seller periodically
Buffer between seller and public



MARKETING

34,000+ database
Color brochure via direct mail
Print advertising
Listed @ www.reckagri.com
Social media
For sale signs
Email blast
Online listing services
Google ads



BUYER

Solicit offers via private treaty or auction
Negotiate private treaty
Conduct auction
Sign purchase contracts



CLOSING

Complete terms of contract
Coordinate between buyer, seller, lender, title companies, attorney, 1031 companies, etc.
Assist in preparation of documents
Coordinate between 8-20 individuals

