

FARM & RANCH

Client
Testimonials

A CATALOGUE OF FINE RURAL REAL ESTATE



“*Farm & Ranch* is truly more than just another real estate magazine. It is an invaluable marketing tool for everything from small farms to large ranches. The magazine is beautifully designed, offers compelling articles and captures the essence of quality rural real estate.”

Sari Cutter White
LandVest

“Distributed throughout the country and into the hands of qualified buyers seeking high-end farms and equestrian properties, *Farm & Ranch* magazine has opened new marketing avenues and provided the customer base we’ve long sought. Using a copy of *Farm & Ranch* and a simple letter explaining our abilities makes listing properties an easy slam-dunk. At horse shows and fairs, stacks of *Farm & Ranch* magazines disappear from our booth as fast as we can put them out. Since we started using *Farm & Ranch*, our listings have improved, our commission rate has increased and our paychecks have grown.”

Tim & Marylee Ayers
Northwood Realty

“We consistently advertise in *Farm & Ranch* due to their ease of use and great results! *Farm & Ranch* is the ideal way to market rural properties.”

Jim Redd
Four Star Realty

“Finally, after 30 years of specializing in ranch and land sales, I have discovered a quality magazine to advertise my listings. *Farm & Ranch* eliminates the need to sift through residential offerings by keeping the focus on premium rural properties. I have received many compliments from my clientele who appreciate this special forum.”

Kerry Mormann
Kerry Mormann & Associates

“*Farm & Ranch* showcases outstanding rural real estate properties to hard-to-reach, capable clients. This is exactly the market we want to reach”

Tom Harrison
Oregon Opportunities Real Estate

“Since its inception, I have greatly supported *Farm & Ranch* magazine. No other regional, state or national listing service for ranches compares to *Farm & Ranch*. Their staff is not only a pleasure to work with, but they know their business and deliver an excellent product that allows agents to showcase their properties and receive strong results.”

Dan Mahoney
Briggs-Freeman Real Estate

“Southwest Texas ACA has utilized Texas *Farm & Ranch* magazine for many years to make rural real estate buyers aware of our lending programs. Our advertisements reach a large number of potential land buyers, informing them of our financing options. This ongoing business relationship has proven extremely beneficial to the Association.”

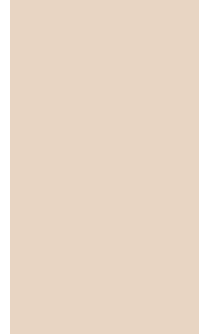
Joyce Herndon
Vice President/Marketing
Southwest Texas ACA

“Texas *Farm & Ranch* magazine is an integral part of our Kuper Sotheby’s International Realty *Farm & Ranch* marketing campaign. By running a minimum of four pages each issue, we received excellent exposure for our listings that produce the results our ranch agents strive to achieve!”

Kathy Schmitt
Kuper Sotheby’s International Realty

“Advertising in Texas *Farm & Ranch* magazine has consistently produced sales for our company. The quality of this magazine is unparalleled, and their staff truly goes above and beyond to ensure my complete satisfaction.”

Renee Harvey
Harvey Properties



“An excellent marketing value for our company, *Farm & Ranch* has enabled us to hit our target audience with high accuracy and has provided great relationships for our land and real estate business.”

Matthew C. “Quint” Redmond
Western Land Specialists

“We advertise in every issue of all six *Farm & Ranch* regional magazines... some of the best publications to advertise upper-end ranches and country homes. Each issue is beautifully done.”

Kay Davis
United Country Real Estate

“*Farm & Ranch* is my most effective channel to reach buyers for high-end rural properties. They deliver the right demographic and produce the best response.”

Ron Davis
RE/MAX Equity Group Ranch Division

“*Farm & Ranch* magazine provides the best vehicle to connect buyers and sellers. With marketing geared toward the perfect audience and superb quality, *Farm & Ranch* also offers a staff that is willing to help ensure your success. I initially questioned the viability of promoting the small farms in our market and felt intimidated going against multi-million dollar properties. Now an avid advertiser for several years, my fears are over. *Farm & Ranch* is the perfect place for small-market properties.”

Lou Jewell
Dan River Real Estate

“*Farm & Ranch* is incomparable to any other marketing tool I utilize. It provides my clients exposure in a marketplace mainly concerned with larger parcels and higher-end ranches and ranchettes. I have enjoyed working with them for a common goal, the satisfaction of my sellers and ultimate sale of their property.”

Kathy Palmer
Waterfront Properties

“Unquestionably, *Farm & Ranch* has been a major contributor to our sales success. Our continued presence in *Farm & Ranch* has generated significant interest in our properties by many qualified prospects that have become our long-time, satisfied clients. There’s no doubt that *Farm & Ranch* magazine has been an extremely valuable marketing and advertising tool. We place a high priority on ad placement in *Farm & Ranch* due to the successful results we’ve received and we highly recommend it to others.”

Stacey Lane
Ranch Marketing Associates

“As one of the first brokers in Georgia to advertise in *Farm & Ranch*, our company has enjoyed a consistent edge on the competition. One of our best tools for listings and consistently providing great results for our sellers, *Farm & Ranch* is our #1 choice for marketing!”

Jennifer Davis
J. Davis Properties

“*Farm & Ranch*, in my opinion, is the best advertising resource available for quality rural properties. Thank you for a consistent quality publication.”

John A. McKellar
American Realty West

“What incredible shelf life your magazine has! I was getting anywhere from 2-6 leads each week, and it never stopped. I have advertised in quite a few other publications, and the *Farm & Ranch* ad was the only one that generated the leads I needed and got them to the property.”

Michael E. Landreth, ALC, CRS
Landreth Ranch & Land Co., Ltd.



“*Farm & Ranch* has been an invaluable tool for reaching a qualified, nationwide market for equestrian properties in historic Aiken, South Carolina. In almost every issue we have at least one direct sale resulting from our advertising! The wonderful staff makes it easy to produce and approve our advertising.”

Pam Thompson
Laissez Faire Sotheby's

“Our company receives numerous calls from clients asking, ‘If I list my property with your company, will you advertise it in *Farm & Ranch Magazine*?’ Today’s sellers and buyers demand quality a publication for a quality property. *Farm & Ranch* is one of our top listing and selling tools for country estates, setting us apart from the competition. Is it too much to ask for you to keep it a secret?”

Charlie Lathem
Southern Heritage

“If you want to break into the lucrative farm and ranch market, you have to advertise in *Farm & Ranch* magazine!”

Todd Graves
CBSHOME Real Estate

“Specializing in high-end equestrian estates and land, we have discovered *Farm & Ranch* as one of the best tools available to market these properties. The superior quality of the layout and printing thrills both our sellers and potential buyers. Absolutely first class!”

Chuck Nelson
Grassland Real Estate

“After advertising in *Farm & Ranch* for the past several years, we have discovered it to be the single-most effective print advertising we have employed in marketing our ranch listings. Our message reaches both the buyer demographic we have targeted and the specific brokerage community that can effectively broaden the exposure of our properties. It has been a wise investment of advertising dollars.”

Tim & Patti Casey
Mountain Marketing Associates

We’re proud to be associated with such a beautiful magazine. As a rural lender, the magazine’s audience is a perfect fit for us. In this one magazine, we can reach both real estate professionals and those who are interested in purchasing land, farms and homes in the country.”

Joy Upchurch
*Vice President, Marketing
Farm Credit and Country Mortgages*

“*Farm & Ranch* magazine is in all the right places. It is the single-best advertising tool I have used that reaches both buyers and brokers and performs with results. This is my heartiest endorsement!”

Deitra Robertson, GRI
Equine Property Specialist

“This is a tremendous tool to help me get listings by stepping up the level of exposure. The seller is delighted to know his/her property has visible exposure on a national basis. I have several new customers as a result of it.”

Flow Sayre
Clark Jennings & Associates

“My clients are Rural Lenders who are committed to making loans in the country. *Farm & Ranch* magazine reaches the perfect audience for their needs. It’s a high-quality publication that reaches a high-quality audience, and our investment consistently pays off handsomely.”

Pat Roeling
*Director of Marketing
The Ag Agency*