

# **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**

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



BUY WITH US. SELL WITH US.

GROW WITH US.

# REGIONAL STATS

**\$133.8M**

2025 YEAR-END  
NAR SALES VOLUME

**WE'VE SOLD OVER  
\$606.8 MILLION  
IN THE LAST FIVE  
YEARS TOTALING  
1922 CLOSINGS**

## WEBSITE TRAFFIC

LANDANDFARMSREALTY.COM

ANNUAL USER SESSIONS	3M
DAILY USER SESSIONS	8.2K
ORGANIC GOOGLE SEARCH	1.27M
DIRECT GOOGLE	763.5K
OTHER/REFERRALS	288.5K
PAID GOOGLE ADS	20.3K
AVERAGE USER SESSION	1M 32 S
AVERAGE VIEWS/SESSION	6.67
NEW USERS	303K

**3 STATES  
247 COUNTIES  
40 AGENTS**

**AVERAGE DAYS ON MARKET  
139 DAYS**

**AVERAGE SALE PRICE  
93%  
OF LISTING PRICE**



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

# NATIONAL STATS



32 STATES  
100+ OFFICES  
700+ AGENTS

**\$1.1B**

IN TOTAL SALES  
IN 2024

**3.6K**

TRANSACTIONS  
IN 2024

**180K**

ACRES SOLD  
IN 2024

## WEBSITE TRAFFIC

**MOSSYOAKPROPERTIES.COM**

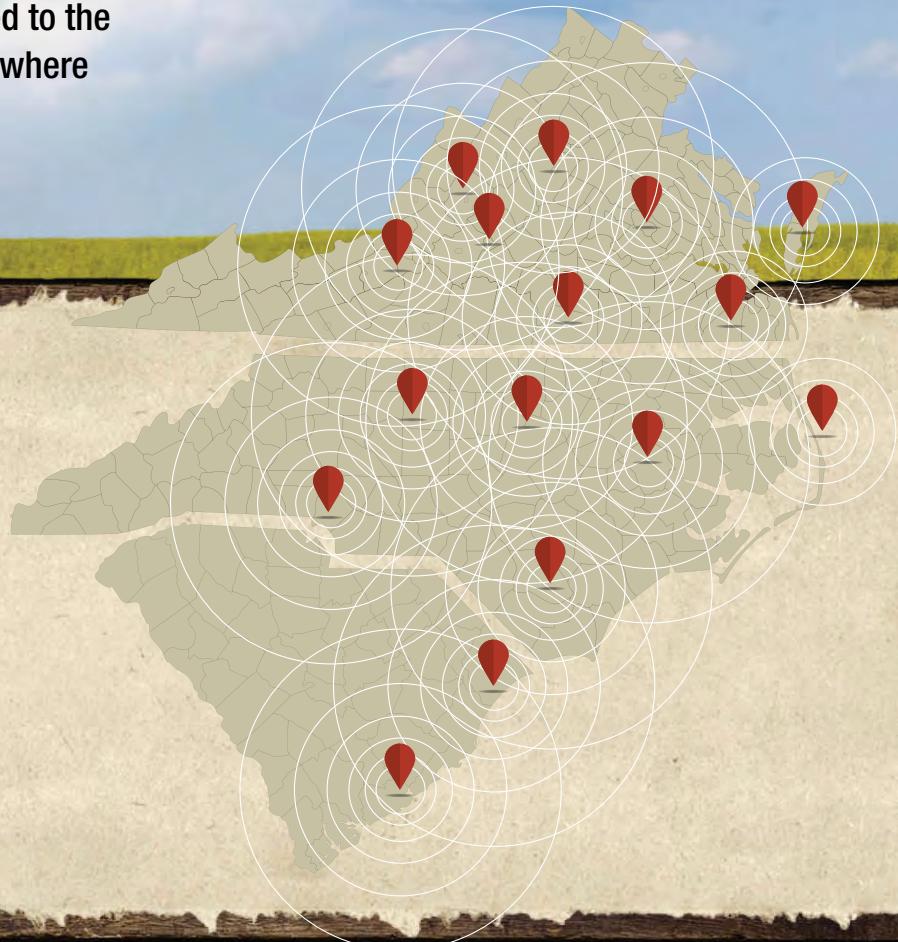
AVG. DAILY SESSIONS	12K+
ANNUAL SESSIONS	4.5M
IMPRESSIONS VIA GOOGLE ADS	6.4M
IMPRESSIONS VIA SOCIAL MEDIA	32M



**MARKETING**

# **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.



## **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
- Hampton Roads (REIN)
- Charlottesville (CAAR)
- Roanoke Valley MLS (RVAR)

### **NORTH CAROLINA**

- FlexMLS (GPAR)
- FlexMLS (Coastal)
- Triad MLS
- Triangle MLS
- OBAR
- Canopy MLS (Charlotte)

### **SOUTH CAROLINA**

- Coastal Carolina MLS
- Charleston MLS



**LAND AND FARMS**  
REALTY



**MOSSY OAK**  
PROPERTIES

Lands of America™

**LandAndFarm**®

LandWatch

 Zillow®

 realtor.com®

 trulia

 acres™

 CREXIS

THE WALL STREET JOURNAL  
 WSJ

LANDBROKERMLS

 LandHub  
com

 landsearch

 LANDFLIP  FARMFLIP

 LANDBROKERCOOP

 LANDGATE

 AcreValue

MANSION GLOBAL

## IN-PERSON & PRINT MARKETING

### 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
- Dixie Deer Classic
- Greenville Outdoors Show
- Palmetto Classic
- Ducks Unlimited
- National Wild Turkey Federation
- Pirate's Cove Big Game Tournaments
- Virginia Sportsman Show
- Western VA Sports Show

### PRINT PUBLICATIONS

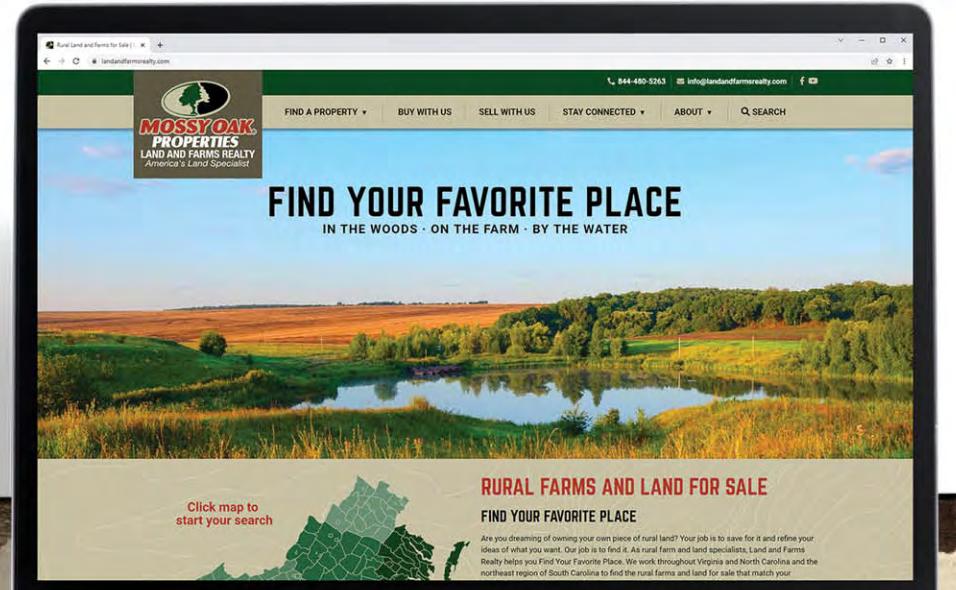
We strategically advertise in **Carolina Sports Magazine** and **North Carolina Wildlife Spring and Fall Guides** both being top sources of information and education on Hunting and Fishing in the Carolinas.



# MARKETING OUR WEBSITE & CRM

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.

Unlike other firms, our website goes beyond featuring just our listings. Our website is integrated with 15 MLS systems in 3 states providing buyer clients with ALL available properties not just the "paid for" advertising like Land.com. With full IDX integration across multiple states, it offers a seamless search experience, advanced filtering, and superior navigation—making it easier than ever to Find Your Favorite Place.



## WEBSITE TRAFFIC

**3M**  
TOTAL SESSIONS  
IN 2025

**8.2K**  
AVG. DAILY SESSIONS  
IN 2025

USERS VIA PAID SEARCH	20.3K
USERS VIA ORGANIC SEARCH	1.27M
DIRECT TRAFFIC	763.5K
OTHER TRAFFIC SOURCES	288.5K
AVERAGE USER SESSION	1M 32 S
AVERAGE VIEWS/SESSION	6.67
NEW USERS	303K

# OUR FOLLOW-UP FUNNEL

## OUR SAVED SEARCH FEATURE

- Buyers can input their desired property criteria and immediately see exact current properties matches.
- All Website Leads are sent directly to our top-ranked CRM package, Follow Up Boss, and managed by local Admin and Agents.
- Over 1700 emails sent to buyers each day on available properties that match their search criteria.

### LET US HELP YOU FIND YOUR FAVORITE PLACE

You can now use our exclusive "Save Search" feature to receive email updates on new property listings that match your selected search criteria. Once you create a "Saved Search" you can change your saved search criteria at any time. It's Easy! Simply open the "Search" Tab, select "My Saved Search", you can then view or choose to edit your selections, when finished simply click the "Start Saved Search" button at the bottom. That's it! You will then begin to receive email updates on new listings that match the selected search criteria. Its never been easier to "Find Your Favorite Place".

You're saving your search with the following parameters:

State/Region: Virginia > Central

County: Augusta

Categories: Not specified

Acreage: Not specified

Price range: Not specified

Status: Not specified

Name

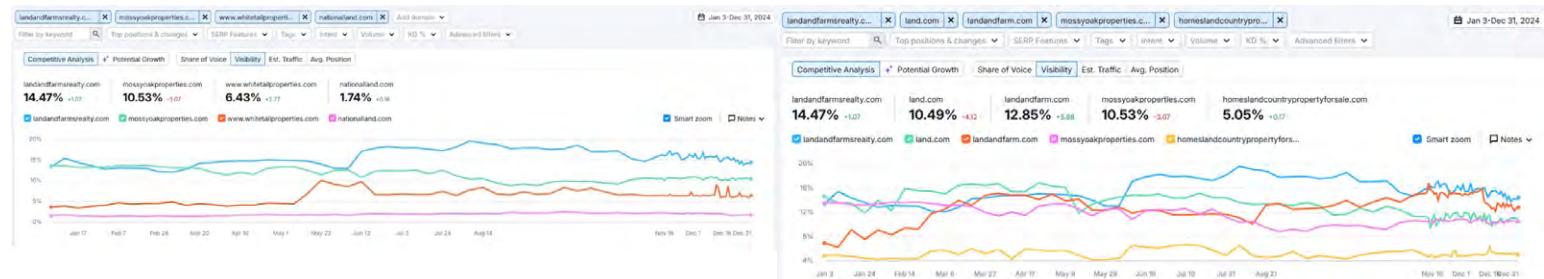
Email

START SAVED SEARCH

BACK TO SEARCH

## WEBSITE COMPETITIVE ANALYSIS

In 2024, our website outranked local and national platforms for visibility. So, when we say we can expose your property to more qualified buyers than any of our competitors—we mean it.



## SOCIAL MEDIA

### 43K + FOLLOWERS

Listings feature a photo, link to listing and brief description



@FindYourFavoritePlace

**7.2M**  
TOTAL VIEWS

**2.6M**  
TOTAL REACH

**46.7K**  
TOTAL CONTENT  
INTERACTIONS

**90.6K**  
TOTAL LINK  
CLICKS

**13.8K**  
TOTAL AUDIENCE  
GROWTH

**67K**  
TOTAL PAGE  
VISITS

## PODCAST

### 5K+ DOWNLOADS

Each Week we explore different topics with experts in the field of rural real estate.

## EMAIL MARKETING

### 8K+ RECIPIENTS

Listings feature a photo, link to listing, and a brief description



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

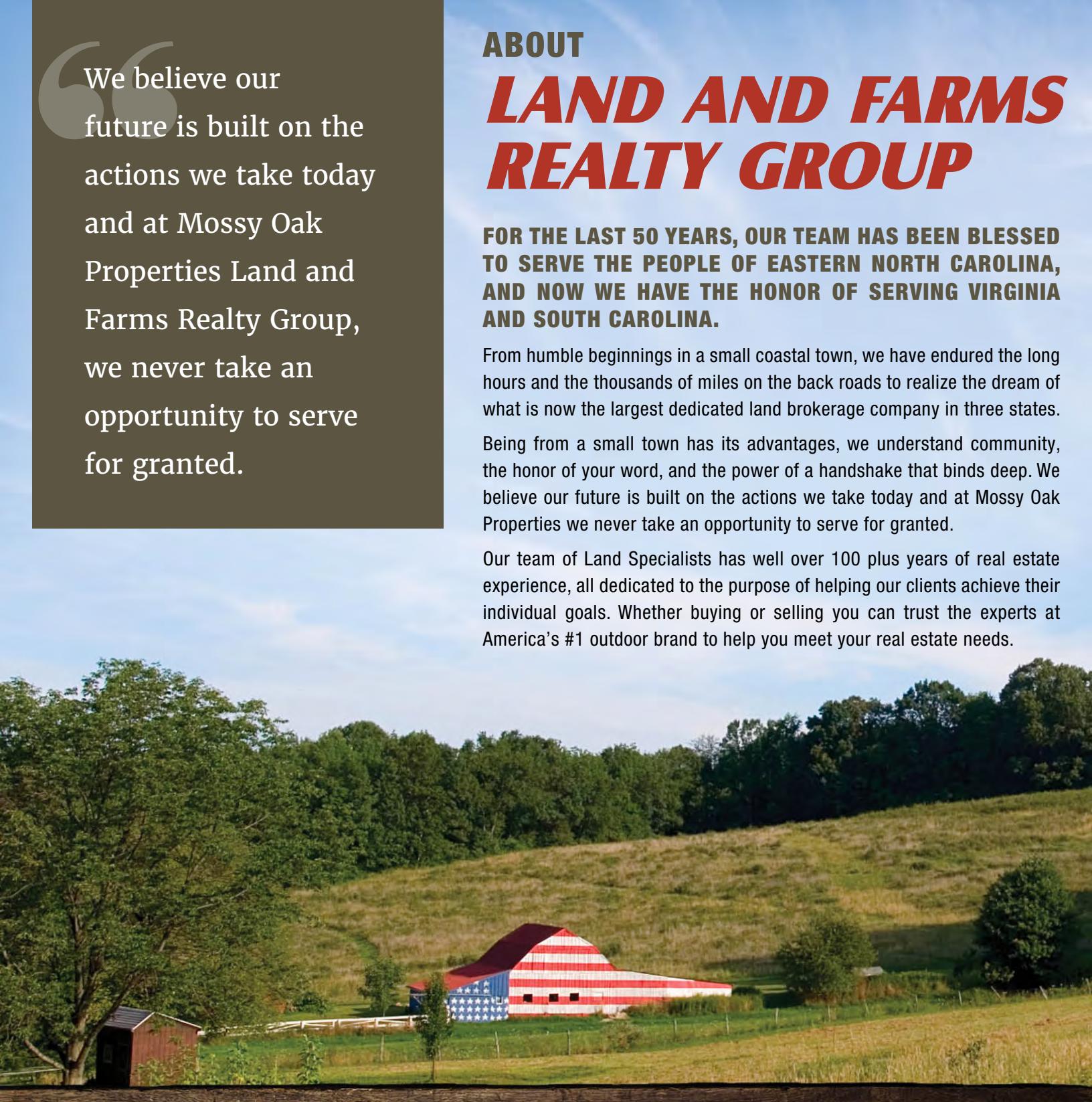
# LAND AND FARMS REALTY GROUP

FOR THE LAST 50 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

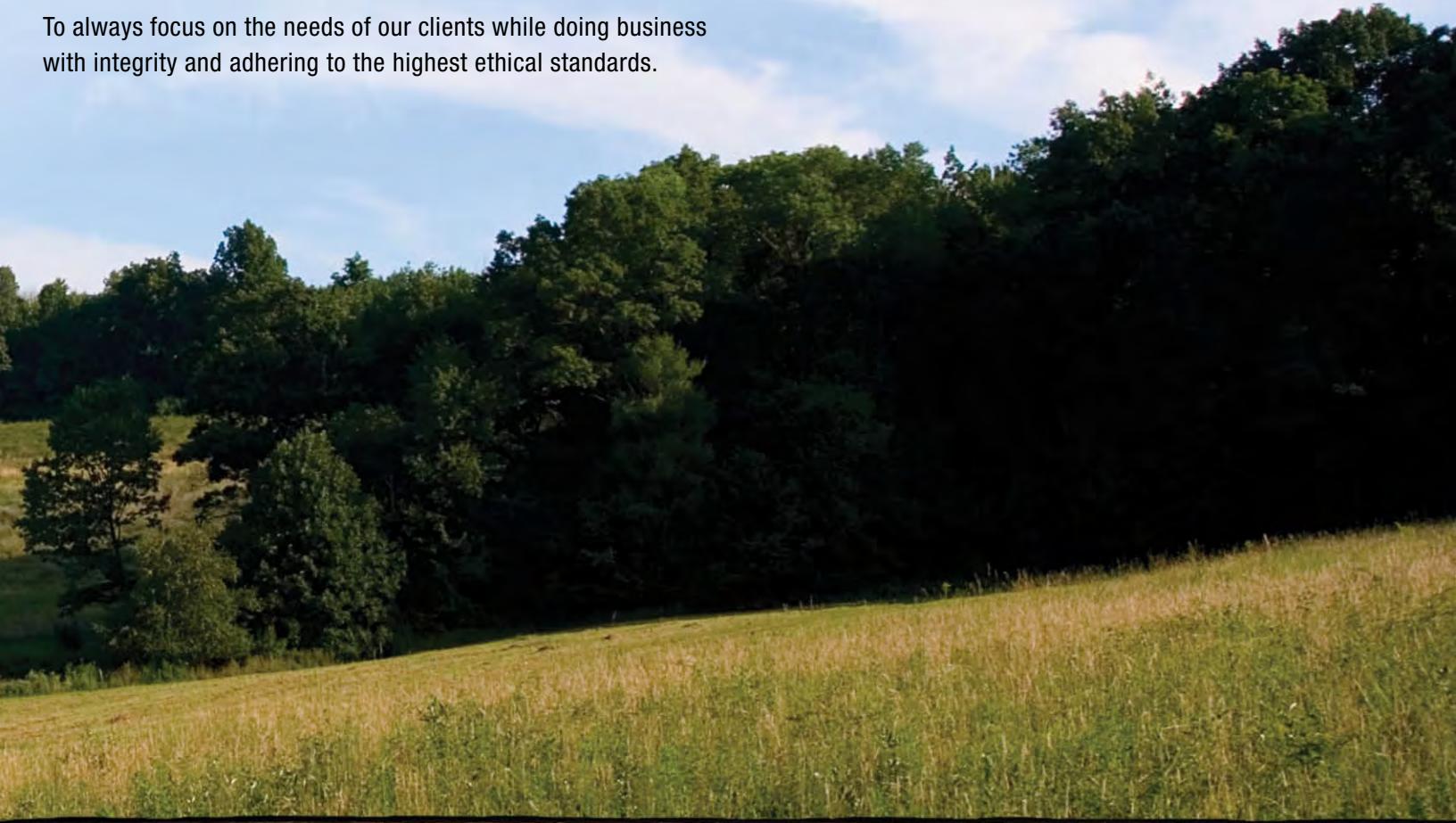
**To be successful in helping others meet their needs and achieve their goals.** Real Estate is a service business and there are a lot of agents, brokers and companies to choose from in any market. A referral is the greatest compliment a person or an organization can be paid. If you do the right thing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

## 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.

## VALUES

To always focus on the needs of our clients while doing business with integrity and adhering to the highest ethical standards.





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