

# COLORADO RANCH SALES

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## Listing your property with Colorado Ranch Sales

The following is the process that we provide to our clients who employ us to list their properties.

### Initial Interview:

This can be done by phone and should help us both determine if Colorado Ranch Sales is the best fit for you selling your Colorado Ranch property.

During the interview it is helpful for you to provide an overall description of your Colorado ranch property. Be as specific as possible with both the details as well as the subjective attributes. How many acres, condition and quantity of the improvements, water rights, cattle and hay production details and so on.

What are the subjective attributes? Does your Colorado Ranch possess any or all of the big three desired attributes? **Water, Views, and Borders Public Land**. How is the hunting in the area, is fishing available on the property or nearby?

During this interview, you should learn as much as possible about current market conditions, specific market activity in your area, and how does Colorado Ranch Sales intend to market your property?

### Property Tour:

After our initial interview, our next step is to tour your ranch and conduct a detailed analysis of your property. The approach of assessing both the objective and subjective attributes is used. Acreage, water rights, mineral rights, taxes, easements, agricultural production, etc, all play into the valuation and market appeal of your property. The subjective categories mentioned above then come into play. At the very least, possessing these attributes will increase the "appeal" of your ranch while trying to sell the property in a very competitive market.

### Market Analysis:

The next step is to do a market analysis of the area and similar properties to yours. This market analysis is not like what is typically done in suburbia where comps can be compiled quickly with a large quantity to compare to. Your Colorado ranch is most like a unique property with so many variables that there is no cookie cutter comp that will help.

Colorado Ranch Sales has years of experiences in valuating ranches for sale in Colorado. We maintain an extensive network of partners across Colorado that are available to assist us in each unique marketplace in drilling down to the finest details to determine the best price for your property.

### **Marketing Plan:**

Selling your Colorado ranch can be a fairly complex process, but it does not have to be. It really comes down to two key strategies **visibility** and **price**.

### **Visibility:**

How do you get your Colorado ranch for sale in front of as many potential, qualified buyers as possible?

At Colorado Ranch Sales, we use the following methods to gain visibility;

1. **Internet:** Clearly the most important. Our site, [www.coloradoranchforsale.com](http://www.coloradoranchforsale.com) is one of the highest ranked websites anywhere for ranches for sale in Colorado. By listing with us, you will get maximum exposure of your ranch locally, nationally, and internationally.
2. **Local Markets:** We all know that there is no substitute for what the local realtors can provide with respect to the nuances of each marketplace. Therefore, when listing your ranch, we engage our local partner to participate in your listing. You benefit from being in the local MLS, having a local realtor to attend to last minute showings, and having an intimate knowledge of your area.
3. **Trade Association:** As a member of the Realtors Land Institute, we are able to present your property to 75 – 100 of the top ranch brokers in Colorado on a quarterly basis.
4. **Print Media:** At one time this was certainly the top method to sell ranches in Colorado. There are still situations that benefit from this form of advertising and we can incorporate this strategy as needed. A couple of the publications that we use are *Farm and Ranch Magazine* and *Open Fences*.

**Price:** You want to get the most for your Colorado Ranch and all of the buyers out there are expecting to get a heck of a deal from you. In today's market a sound pricing strategy is critical to a timely sale.

We will help you develop this strategy, using fact based criteria, to insure that you get maximum value in a reasonable time frame.

Please contact us to discuss selling your ranch at Colorado Ranch Sales. <http://www.coloradoranchforsale.com/contact-colorado-ranch-sales.html>