



Buyer and Seller Information

Deitra Robertson Real Estate, Inc



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What I Do:

I specialize exclusively in Equestrian Estates, Horse Farms, Ranch and Land Brokerage. I pride myself on my level of service and expertise. I have education, experience and the affiliations to effectively service your special needs when you are buying or selling an equestrian estate, a horse farm, ranch or land property. For *Buyers*-I find you the property that matches your wants and needs. For *Sellers*-I list these properties and market them as well as find buyers for you. I am very selective about the properties I list-I am not a "listing mill", nor do I want to be.

I am a Licensed Real Estate Broker in Texas, Colorado and New Mexico. I have currently served a two year term, 2008 and 2009, as President of the Texas REALTORS® Land Institute I am a Certified General Appraiser, licensed in Colorado, and also the past President of the Colorado Realtors Land Institute (RLI), a body of Realtors specializing in farm, ranch, and land brokerage. In 2005, I was Colorado's RLI Land REALTOR® of the year.

I operate my business office from the small town of Hempstead, Texas. I extend my networking, advertising, and referral contacts to the national level. Unlike residential brokerage, the marketing of a unique estate, farm or ranch property must take place on all three levels of exposure: local, regional, and national, to be completely effective.

My Team consists of listing and buyer specialists, office and administrative assistants and an on staff wildlife biologist. One of my buyer or seller specialists may also be involved in helping you sell your property or helping to find your country property.

I am a Specialist. Within this package please be sure to review the pages on marketing programs, experience, and information on designations.

I have included an example of a client report to demonstrate the level of service you can expect. This is for you to examine, to review how I do in fact diligently apply my marketing plan, and track my progress.

**The fact is... "I KNOW HORSES, FARMS and RANCHES.
"What I Know Makes a Difference for You"**

How it works!

For the Seller: The objective for the sellers is to capture the attention of the largest pool of buyer prospects possible, at any given time, and then to maintain that exposure.

To do this I focus on making sure that every person in my extensive horse related database knows your property is for sale. All of these “horse folks” know other horse people and so on. I constantly market myself and my properties to this large network. By marketing myself, I have trained my horse network to think, “Call Deitra” when they want to sell or buy or when a friend says to them, “Whom should I contact?” I market my company, my extensive expertise and myself in my real estate specialties and my horse expertise.

I also market to members of The Texas Hunter Jumper Association, other horse associations around Houston and Texas members of the United States Equestrian Federation. Horse people are my peers and associates and I find “the horse” to be a common denominator in my buyers of equestrian estates and horse farms. I also maintain private direct mail lists using these as direct marketing opportunities. These lists of potential clients exponentially increase my exposure to buyers and sellers because these people all know others who may now or in the future need to buy or sell property.

When working with buyers and sellers of equestrian estates and larger ranch properties I also focus on my large broker network. I make sure whether you are selling a recreational ranch or smaller equestrian estate that every broker possible knows that your property is “on the market”- not simply “stick” it in the MLS. The specific plan I use is a part of this package, and you can refer to it to see the thoroughness with which I approach marketing.

It’s a fact: Buyers call agents to find and purchase properties. So, by promoting your property DIRECTLY to my huge broker/agent network I effectively notify all their customers and compound the exposure of your property.

I have intentionally developed a very extensive network of brokers/agents to whom I routinely market. I have cultivated much of that network by my involvement as President of the Colorado REALTORS® Land Institute while I resided in Colorado and now Texas as I serve my term as the 2008 and 2009 Texas REALTORS® Land Institute President. I belong to other REALTOR® associations that include Texas Association of REALTORS®, Houston Association of REALTORS®, South Central Texas Board of REALTORS, Texas Alliance of Land Brokers, Bryan College Station MLS and the New Mexico REALTORS Association.

I attend all meetings and sessions of the Texas Chapter of the REALTORS® Land Institute and market my listings and buyer needs to this large network. Again, buyers call brokers/agents to find properties.

My buyer systems also benefit my Sellers: My horse associates and friends know that I am knowledgeable about horse properties and what horse people need and want. I enjoy being known in my real estate sphere for my ability to serve buyers and sellers, because of my knowledge of the market and my network. **This is good for my Sellers.** My Sellers know that I have a huge horse database and can market their horse properties to the proper audience.

I am diligently growing and maintaining a private database of ranches in Texas. I become a tremendous resource for you when helping you to arrive at a real sales price, and marketing posture. In addition, with my background as a Certified General Appraiser specializing in the appraisal of ranch and land properties while in Colorado, I am even more proficient in my service as a ranch and land broker. That's quite an edge.

What I Know, Helps You:

- Horses-what they need for turn out, stalls, paddocks, water, pastures and grasses-their overall well-being. What I want for my horses.
- Barns-those that work and those that don't.
- Fencing-yes it's important-what is safe and why.
- Working with the Natural Resource Conservation Service to cost share improvements on your equine property.

Farms, Ranches and Larger Land Parcels-Knowledge is Important-Knowing What to do with the Knowledge is MORE Important.

- Water Rights and Development
- Easement and Access Issues
- Land Use Rules and Regulations
- Ranch Contracts & Addenda
- Land Descriptions
- Best Uses of Land
- Recreational Ranches
- Agricultural Operations
- Dude Ranch Operations
- Large Ranch Development/Large Parcels
- Conservation Easements-the tax benefits could be huge for you
- Survey, Title, Minerals
- Exchanges including: 1031 Exchanges; simultaneous exchanges

***Advantage: Equestrian Estates, Farm and Ranch Specialist
Education is important. Experience is important. And Commitment is important.***

DEITRA'S BIO



REAL ESTATE

- **Accredited Land Consultant**
- **Past President Texas REALTORS® Land Institute 2008 and 2009**
- **Licensed Broker Texas, Colorado, New Mexico**
- **GRI and e-PRO designations**
- **Member National Association of REALTORS®**
- **Member Texas Association of REALTORS®**
- **Member Houston Association of REALTORS®**
- **Member South Central Board of REALTORS®**
- **Member REALTORS® Association New Mexico**
- **2003 Colorado RLI Land REALTOR® of the Year**
- **2003, 2004 President Colorado REALTORS® Land Institute**
- **2003 Omega Tau Rho recipient for Outstanding Service to the National Association of REALTORS®**
- **Member National REALTORS® Land Institute since 1996**
- **Member Texas REALTORS® Land Institute**
- **Member Texas Land Broker Network**
- **Past Member Colorado Creative Marketing Exchangers (CCME); Mile High Exchangers**
- **Member Chaffee County Board of REALTORS®; Colorado Association of REALTORS®;**
- **Board Member Land Trust of the Upper Arkansas, Colorado 2002, 2003**
- **Past Candidate Member American Society Farm Managers Rural Appraisers**
- **Certified General Appraiser-Colorado**
- **Certified Home Marketing Specialist**

AFFILIATIONS

- **Member United States Equestrian Federation**
- **Member Texas Hunter Jumper Association**
- **Pin Oak Charity Horse Show Board of Directors**

CHRIS GEORGE'S BIO



REAL ESTATE

- **Member National Association of REALTORS®**
- **Member Texas Association of REALTORS®**
- **Member Houston Association of REALTORS®**
- **Member South Central Board of REALTORS®**
- **Certified Home Marketing Specialist**
- **Treasurer Elect Texas REALTORS® Land Institute 2010 and 2011**

AFFILIATIONS

- **Member United States Equestrian Federation**
- **Member United States Hunter Jumpers Association**

PERSONAL

- **20 Year Montgomery County Resident**
- **Owner, with husband, Shane, of Show Sports on a 29 acre Hunter and Jumper, PBR Bucking Bull farm in Magnolia**
- **Attended University of Houston.**

MATTHEW MENKE'S BIO



Matthew Menke is a 35 year native of Waller County. He and his family have been in production agriculture there since 1882. Matthew successfully owned and operated Waller Co. Feed and Fertilizer Inc. before selling his business and focusing on Real Estate and Farm and Ranch Consulting.

AREAS OF EXPERTISE

- **Negotiating Between Buyers and Sellers**
- **Construction of All Types of Farm, Ranch, and Residential Improvements**
- **Extensive Experience in the Management of Forage Crops for Hay, Grazing, and Recreation**

ADDITIONAL EXPERIENCE

- **Current Rural Acreage Owner**
- **Personally Bought and Sold Rural and Commercial Property**
- **Working Knowledge of Property, People and Progress in Market Area**

Matthew is a 1998 graduate of Texas A&M University. He is married to Janet Jambers Menke and they have 2 children, Howard and Magnolia.

ASHLEY KRUSE'S BIO

Ashley B. Kruse, MBA, CPA, CFE, FCPA, CDFA



Our family lives on a ranch in Waller County, owned since 1991. We raised cattle, bison and commercial hay. We are horse lovers with 10 horses. Our four children have also grown up on the ranch and love the outdoor life. I grow up on ranches and with family property management in California and Mississippi. I have a professional CPA practice, and my husband is a real estate attorney. We have bought and sold 12 businesses in our career and currently own several companies. Our ranch is a commercial ranch and we consult and contract with other ranches in Waller for professional management services.

AREAS OF EXPERTISE

- **Knowledge of large property transactions**
- **Ranch rejuvenation management and production activities**
- **Management of successful crop production**
- **Have been large acreage owners and sellers, not just an agent in transactions**
- **Hold a Broker Licenses with more depth of experience and education than agents**
- **Strong market knowledge of Waller and adjacent counties**

EDUCATION

Ole' Miss, Bachelor's Degree in Business Administration, 1987
 TSU, Master's Degree in Business Administration, 1991

CERTIFICATIONS

Licensed Real Estate Broker, Texas Real Estate Commission #528023
 Escrow Agent, State of Texas, Inactive
 Certified Business Intermediary, International Business Brokers Association, inactive
 Member of the Texas Association of Business Brokers
 Certified Public Accountant, License # 82242, Texas State Board of Public Accountancy
 Certified Fraud Examiner, Association of Certified Fraud Examiners
 Forensic Certified Public Accountant, Forensic CPA Society
 Certified Divorce Financial Analyst, Institute for Divorce Financial Analysts
 Uniformed Commissioning Examination, United States Treasury Department,
 Comptroller of the Currency
 GIA – Basic Diamond Certificate

THE MARKETING PLAN

Not all marketing strategies are appropriate for all properties.

1. Equestrian Property-Direct marketing to an extensive horse interest database, by mail out and email.
2. Ranches/Land-Direct marketing to Ranch-Broker-Network-direct distribution of brochures including mail; to include information...YOUR BROCHURES, MARKETING MATERIAL, ETC. (Approx Number: 300). This is an exclusive list developed by me of Ranch Brokers in Texas and surrounding states and represents a premier focused target for distribution. The list consists of the TOP ranch brokers in these areas.
3. Mailing or emailing to all brokers advertising in Texas and Rocky Mountain Farm & Ranch magazine (or emails from their site). Equestrian properties I email and direct mail to many Florida and California brokers-many buyers come from there.
4. Direct email marketing info to every RLI member nationally (if Ranch) (Total of 1100 members) and Texas RLI if equestrian property.
5. Exposure on my Company website at www.IKnowRanches.com. Exposure on 5 MLS's: Houston Association of REALTORS, Texas Listing Service, Lands of America, South Central Board of REALTORS MLS, Bryan-College Station MLS.
6. Ranch- Place listing in RLI National listing website at www.riland.net a site with a national focus in addition to great statewide exposure. Site is accessible by both brokers and consumers.
7. Production of PDF flyers and brochures available by download from the Company website or emailed or printed and mailed on demand.
8. Promotional materials that are more effective and substantial than the normal fare. The creation of a detailed information package that includes; factual narrative, location and topographical maps, and pictures; for distribution upon demand.
9. Ranch & Equestrian Properties over \$1,000,000-Advertising in the ubiquitous and prestigious Texas Farm & Ranch Magazine, which has a great shelf life and a fabulous distribution to Equestrian Estate and Ranch Brokers who use it as a resource to find properties for their clients. Reprints can be ordered for use as handouts. Texas Farm & Ranch will mail copies of magazine to 100 of my designated clients with my company name on wrapper.

10. Equestrian Estates and Ranches- Promotion of your property directly to Brokers and Board of REALTORS® in the area of your property, so the locals know about it. This is accomplished with email, flyer distribution, direct mailings and phone calls. Real Estate Magazines – Texas Farm & Ranch, Texas Ranch Connection, Chronicle of the Horse, Texas Ranch Properties, The Real Estate Locator, Chronicle of the Bull, Texas Horse Talk, Red News and locally distributed magazines.
11. Ranch- Follow up and visit similarly priced like-kind property offerings in this state to pitch this as a piggyback switch property to all those brokers.
12. Ranch- regular pitching of the property at scheduled Regional Land-Broker Marketing sessions other than those of RLI. These are held throughout this state and surrounding states. These are moderated, podium presentations utilizing overhead projection and marketing packaging.
13. Direct mailing and phone calls to Deitra Robertson Real Estate, Inc. sphere & past customer/client base.
14. Marketing sessions at Texas Exchangors meetings when the property is appropriate. Consisting of Creative Brokers generally working on exchanges, trades, equities and alternative paths to cash.
15. Regular listing-activity updates delivered to you in spreadsheet format. Accumulative listing on everything I do for you. (Two examples are included in this proposal for your information.)
16. Ranch- Constant Market-Posture reporting and feedback from DRREInc, resulting from property previewing and showings across the state. You will know how you are doing compared to the market.
17. I have the knowledge to assist with the correct posturing of your property in the current market. DRRE Inc., supports prospect questions regarding “the rest of the market...” and defends your market posture to out of area inquiries. Accurate pricing is important.
18. DRRE Inc. will always be available to arrange showings of your property to Brokers/Agents and Prospects.
19. Focus of DRRE Inc is extensive horse interest groups, other brokers/agents and potential buyers from my large sphere of contacts...

IMPORTANT INFORMATION ON PRICING

The broker you list your property with cannot set the sales price of your property Any more, than your stockbroker dictates the price of your stock.

SELLING PRICE IS A FUNCTION OF THE REAL ESTATE MARKET. NEVER SELECT AN AGENT BASED UPON THE PRICE THEY ARE WILLING TO LIST.

The broker that quotes you the highest price is often the one least likely to sell it for you!

The overwhelming, number of properties expiring, unsold today, is the result of poor advice from inept brokers. The problem with this often extends to the next broker who must overcome the obvious shop worn result of the property being on the market for an extended period. Most often this results in the property selling for less than it would have if it had been properly listed at the start. Therefore, **Deitra Robertson Real Estate, Inc.** does not “price your property.” **Deitra Robertson Real Estate, Inc.** Will, with your participation review the comparable sold data in the area just as an appraiser would as well as what is currently listed in the market place as your competition. **Deitra Robertson Real Estate, Inc.** will share market factors and help you make a specific comparison. **Deitra Robertson Real Estate, Inc.** Will determine a price strategy that will obtain the highest price in the least amount of time.

Please have available the following information:

1. The most recent tax bill.
 2. Copy of most current title commitment and/or abstract.
 3. Most recent boundary line survey AND any improvement surveys if any (site plans).
 4. Name, address and telephone numbers of any existing loans or liens presently on the property.
 5. Information on any wells, well logs, springs, water rights, irrigation ditches, points of diversion etc.
 6. If applicable, information on any present State or Federal land leases (grazing, etc).
 7. List of all local utility companies.
 8. Any Plat Maps
 9. Zoning information
 10. Income/Expense/Pro-forma statements (most recent years)
 11. Any previous marketing materials
 12. Market Surveys
 13. Information on Competitive properties & projects if any
Any neighborhood information/ articles/ news/ common knowledge
 14. Copies of any old appraisals
 15. Any development cost and/or estimates
 16. Phase planning, if developing (I, II, III, etc.)
 17. EPA, EIS studies, plans and profiles
 18. Any Conservation Easement deeds
 19. Building descriptions and specs
 20. Floor plans/building diagrams
 21. Any available inventory list (can be developed completely after listing)
- This is a fairly complete list and does not imply that you would have all of these items, nor that you should... it depends on the nature of your operation. However, the more you can provide that is relevant, the better able I am to prepare your marketing.

YOUR GOALS/MY GOALS

- To counsel with you to help you determine the best path to your desired results.
- To get as many qualified buyers as possible onto your property until it is sold.
- To communicate the results of my activities to you.
- To assist you in getting the highest dollar value for your property with the least amount of inconvenience to you.
- To constantly look for the best possible methods of exposing your property to potential buyers in the marketplace.
- To get you where you want and on time.

ADVANTAGE

I'M A SPECIALIST

“SPECIALIZED KNOWLEDGE AT WORK FOR YOU”

Deitra Robertson, ALC, GRI, e-PRO, CHMS
Licensed Broker Texas, Colorado

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A PROUD MEMBER OF THE TEXAS ASSOCIATION OF REALTORS®