



2016 National Land Conference
ALC accreditation White Paper
By Dan Murphy M4 Ranch Group

Attended

How to Successfully Sell Recreational Ranches

Tyler Jacobs, with Hall and Hall

Tyler touched on many aspects of marketing recreational ranches, but one key point Tyler addressed was habitat restoration.

Understanding your product:

Habitat restoration delivers a tangible and accountable set of attributes that can highly enhance enjoyment, diversity and the resale value of today's recreational properties. Historically, ranch brokers have looked at production, AUM's, water rights, mineral rights seasonal grasses and grazing allotments as key points of western land value. The market place has now seen a rising value to recreational aspects of mountain acreage well beyond what any agricultural values would represent.

Today's Marketplace:

The western mountain ranch today is a far cry from 50 or even 30 years ago. While agricultural production still is directly identified by soil types and qualities, temperature ranges, and access to market, they are several western ranches that have taken on an entirely new footprint.

In valuing today's western ranch, a strong ranch broker evaluates many attributes:

- Game Management Units
 - limited or unlimited hunting opportunities
 - how is the herd managed
 - i.e. age class, sex ratios, herd composition
 - success rates
 - draw odds
 - land owner preference programs
 - How does that specific state (CO, NM, WY, MT or Utah) manage and respect the land owner?
- Water Rights:
 - Historically Ranches calculated the value of water rights for flood irrigation and production
 - now we evaluate: the upstream user, the temperature of the late season water as it comes on and off the upstream ranches
 - I.e. how many hay fields has it crossed prior to reaching the ranch in question.
 - Ranches evaluate water rights for evaporative loss, fishery enhancement augmentation and in stream flows.
- Evaluating the Land:
 - Historically we evaluated grazing acreage



- Best grass production
- Now in addition, ranches are evaluated by topography
- The opportunity to reestablish the streams into the historic channels,
- The goal is to find out how the ranch, the grounds, and the water rights can support additional stretches of live water.
- What are our wetlands issues
- What are the ranches possible endangered species issues and benefits?
- What are the regional conservation easement attributes?
- Who are the bigger conservation players in the area and what are their motivations?

Marketing and successfully selling recreation properties is an animal all its own. Many ranch companies are quickly and aggressively building a significant presence in the recreation marketplace.

Value to the Marketplace:

The largest value to any western ranch company is knowledge. Being familiar with a specific area, the seasonal aspects of the ranch, water flow rates, seasonal run off, in stream flows, migration patterns of wildlife populations, historic relationships with regional governing entities, and having resources to help solve key issues, is extremely pertinent to selling a ranch.

Perspective:

Today's western ranch is valued in a long term investment mentality. You now see people wanting to buy a ranch based on building a generational attribute and developing a suitable investment for securities. Understanding what the ranch offers to lifestyle, western recreation, family & business helps establish the benefits for the buyer.

Capability to Reach Potential buyers:

Historic relationships, reputation, digital marketing, web presence, and print advertising are just a few of the tools necessary to maximize your success in successfully selling recreational ranches. Reaching the right buyer is particularly important, however, presenting the property to truly show the beauty, capability and value is the key to building the right relationship between land and land owner.



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Team
MURPHY
REALTY, LLC

Sincerely,

Dan Murphy

Broker/Owner



A DIVISION OF *Team*
MURPHY
REALTY, LLC

PO Box 1060

Lake City, CO 81235

970-944-4444 Office

970-209-1514 Cell

970-944-5051 Fax

Dan Murphy

Broker/Owner

M4 Ranch Group