



MARKET REPORT: Is it the Right Time to Sell?

Written by Bart Miller, Managing Broker, Accredited Land Consultant (ALC)

At Mason & Morse Ranch Company, dba RANCH COMPANY, we market a variety of properties across the U.S. including farm, ranch, recreation, conservation & lifestyle assets. Our agents “Live It to Know It” and offer our clients more than 133 years of experience.

In our previous real estate article, we expected 2021 to be an active year in real estate as the markets navigated beyond presidential election results, trade, a bullish stock market, and moving past COVID-19. We expected to see strong activity for land and most forms of real estate with farm, ranch, recreation or conservation characteristics. Agriculture production lands were the slowest to transact throughout last year as the ability to turn a profit or return on investment was impacted by low commodity prices and high input costs. This trend is shifting quickly however with higher grain prices in 2021 and inflation looming. We expect commodity prices will continue to move upward slowly into 2022. Demand for quality production agricultural farms, ranches and land with conservation opportunities will continue to increase as a hedge against inflation and stable long-term investment.

Market Drivers

Inflation and the implications of proposed changes in the capital gains tax, estate taxes and 1031 tax deferred exchanges are currently the common topics in conversations with our client base. These areas of tax law are major factors in the decision to buy and sell large assets in the current economic environment.

Currently, buyer demand is strong across the different farm, ranch and land property types we market for sale. Investors

are looking for quality hard assets. Since the beginning of the year inventory of farms, ranches and recreational land for sale has tightened more than we expected. Typically, a farm, ranch or recreational property is on the market for 12-16 months before it sells. In the current economy we are experiencing sales in half that time for quality properties priced accurately.

“With strong buyer demand for quality real estate investments and potential increase in the capital gains tax and changes to 1031 tax deferred exchanges looming on the horizon, now may be the right time to market your farm, ranch or land for sale”

Inflation and the Federal Reserve

In the current market we are seeing an increase in buyers looking for a safe investment and an inflation hedge with the advantages of conservation, use and enjoyment during ownership. Overall, consumer expectations for inflation have risen to 4.8% over the next 12 months. The Federal Reserve has taken a different view maintaining that current inflation trends are only transitory due to pent up demand and supply chain lags, stepping back down sometime later this year. The central bank is forecasting the long-term inflation rate to rise from previous forecasts to 3.4 percent through 2022 with interest rate hikes in 2023. Traditionally the Federal Reserve likes to see inflation around 2 percent. It looks like normal inflation is an unlikely figure for the near future.

Continued on Page 10 >>>



OUR MISSION

Dedicated to service representing real estate clients in an ethical and honest relationship selling farms, ranches, and recreational properties. Our approach balances innovative marketing strategies, “Live It to Know It” experience, with a genuine passion for the land and outdoor lifestyle. Our brokers understand each property brings with it a unique set of characteristics that add value to the property, benefit agricultural operations and create enjoyment of use.

Our marketing services take special consideration of the characteristics and attributes of the land, improvements, natural resources and family structure when working for you. Our team is committed to investing in you and meeting the goals of your real estate transaction.



We enjoy the saddle for the connection with the land, but when it comes to buying or selling properties we’re equipped with today’s modern technologies. Technology may be your best marketing investment but we don’t leave out important media channels like national print publications, television and peer to peer networking.





Mason & Morse Ranch Company employs more than 20 professional land brokers and staff with real estate licenses across 13 states. More than \$2.0 billion dollars of land marketed and 1.2 million acres sold in the US. Our services are 100% dedicated to the land and land owners.

Marketing Tools

In today's technology driven global environment, as a seller, you have a lot of marketing choices. It's important to remember high quality imagery, aerial drone videos and fancy websites are just tools of the trade and will only help advertise your property. If you want to successfully sell your property you deserve more. You need boots on the ground experience, a team of professionals that inherently understand the value of your property and the lifestyle you live. We bring all the tools of the trade together with experienced farm, land ranch brokers. Our agents have global company support from our technology team, search engine optimization specialists, GIS mapping professionals and national marketing director that handle website and social media advertising, television production, digital online videos, print magazine, direct mail and custom advertising related to your property. From search engine optimization to efficient, leveraged media buys, direct mail campaigns that reach the qualified buyer, we emphasize quality timely work and hold ourselves accountable to the highest standards for our clients. Execution of your marketing campaign will be both an art and a science. From development of a marketing campaign to post sale analysis reporting we will focus on exceeding your expectations.

Sales Methods

A seller needs to have all the information about the various sales methods available to them before making an informed decision about selling. The majority of our farm, ranch and land real estate listings are sold traditionally using an exclusive agency or transaction broker arrangement between the seller and Mason Morse Ranch Company. This process is well known and gives the seller the most control over the selling price and details of listing contract. The contractual timing and terms of a sale is a negotiation between buyer and seller facilitated by your Mason Morse Ranch Company agent. Alternatively, our various auction methods allow the seller different control measures during the sales process. An auction is a time specific event and allows the seller to set the sales date, determine escrow amount, and pre-qualify buyers doing away with contingencies that sometimes can otherwise put traditional contracts in jeopardy of falling out of contract. The seller does not set the price however and allows the market to determine what the property should sell for. Most auctions average about a 120-day time period from the start of planning the auction to closing the sale. Mason Morse Ranch Company marketing focuses on driving enough participants to the auction creating a competitive bidding environment to maximizing price.

Trusted Experience

Farms, ranches and recreational lands are as personal to us as they are to you. Our professional real estate brokers understand that selling a farm, ranch or recreational property is more than just a simple buy and sell or 1031 exchange. It is about new beginnings and past heritage, a lifestyle change, building a new family legacy or a transition from one generation to the next. It's about capitalizing on your investment or diversifying your portfolio. When you need a professional real estate land and ranch broker who will share their hands on experience we take the right steps to ensure that you're getting the best for you. Combined our agents bring together more than 133 years of experience. Each Mason Morse Ranch Company agent brings an authentic background to the relationship with agricultural roots, animal and land management history farming, ranching, hunting, fishing, horse equestrian and guided adventures. Our agents work together to facilitate your listing and sales contract, qualify buyers, coordinate showing activities, contract negotiations and closing. Mason & Morse Ranch Company is a trusted brand in farm, ranch and recreational real estate sales across the country. Our company culture is bred from a foundation of cowboy ethics, trust and hard work. We're ready to go to work for you when you are ready to sell.



STEWARDSHIP

Our experienced brokers recognize the importance of being good stewards of land. The sustainable operations of American farms, ranches and recreational lands has been a focus among our country’s farmers and ranchers since the great depression and the dust bowl era. Outdoor recreational enthusiasts who enjoy hunting, fishing and protection of our rivers, streams, wildlife and natural habitats alongside conservation of our country’s natural resources is a new focus for educated land owners today. There are few collections of people with a greater interest in the long-term sustainability of our lands, waters, wildlife and natural habitats than farmers, ranchers and dedicated land owners who enjoy hunting, fishing and outdoor enjoyment of their surroundings.

Long-term Balance

A famous poet once quipped, “Nature is not a place to visit, it is home.” This quote is especially true for farmers and ranchers. Each and every day they rely on the land to support their lively hood and the natural environment for their lifestyle. More than 90% of American farms and ranches are family owned. So, the preservation of natural resources will also likely determine the success of a farm and ranch as it’s handed down to the generations to come. Caring for these resources is also like an unwritten agreement between neighbors, as the resources like water are shared. Ultimately, farmers, ranchers and land owners cannot afford to not take care of the land – it supplies their income, recreation and future dreams. Many farmers and ranchers pay extra attention to the long-term balance of natural resources related to their farmland, adjacent ranchland land and water. This is known as sustainability. The success of their farm and ranch operations depends on maintaining this balance of resources including water, nutrients and soil. With a wide range of expertise in farm, ranch, land and habitat management Mason Morse Ranch Company agents understand the importance of a sustainable balance between conservation of private lands to protect natural resources, wildlife and the long term profitability of agricultural farms and livestock ranches across the country.

Working Together

For decades, farmers, ranchers, outdoor sporting enthusiasts, and conservationists have worked together sharing their expertise on land conservation and habitat management. Mason Morse Ranch Company agents have been among them along the way. Recently the U.S. Fish and Wildlife Service joined some of the largest wildlife, livestock, and natural resource advocacy organizations in the United States signing a historic “Memorandum of Understanding” between the groups. Leaders of Safari Club International, Ducks Unlimited, the Public Lands Council, and the National Cattlemen’s Beef Association came together to advance the conservation of our country’s natural resources while protecting vital wildlife habitat and biodiversity of private lands. Our agents know the territory. We’ve managed farms, ranches and recreational properties for clients as well as our own and been involved in the conservation of hundreds of thousands of acres throughout the American West. Our working relationships with farmers, ranchers, conservation groups, wildlife organizations, client education, and a commitment to ranching and agriculture in general, our services help guide today’s buyer towards ever increasing interest in land stewardship, farm ranch management best practices and conservation of our natural resources.





OREGON BULL SPRINGS RANCH

Located just minutes west of Bend, Oregon, is an active tree farm and recreational property that covers 33,000± contiguous, deeded acres and borders the Deschutes National Forest. More than 80% of the landscape is dominated by a highly productive timberland mix of coniferous forest, winding creeks and springs. The elevation ranges from 3,600 feet along Bull Spring Creek up to 5,600 feet along the property’s western boundary. From deep canyon breaks and expansive forest, to rugged high alpine timber with sweeping views of the Deschutes River Basin and Cascade Mountains, Bull Springs Skyline Forest encompasses a variety of landforms. The property has significant long-term appreciation potential with opportunity for sustainable timber management, abundant recreation in combination with residential and mixed-use development. \$127,000,000



OREGON NORTH OCHOCO RANCH

Located in the heart of the Ochoco Mountains, a little over an hour east of Prineville, Oregon, lies the North Ochoco Ranch. This extremely private ranch consists of 8,780+/- acres (8,200 acres deeded), in one large block. The ranch has a 150-year history as an operating cattle and hay with over 800 acres of irrigated or sub-irrigated farmed hay fields, as well as a large irrigation water permit with significant existing irrigation infrastructure, plus 2,000+/- acres timbered canyons. The North Ochoco Ranch is also known for exceptional wildlife opportunities especially Rocky Mountain elk, mule deer and wild bison. \$11,750,000

ARIZONA CROWN C RANCH



Located in the heart of southeast Arizona, this historic ranch consists of 485 deeded acres and over 20,000 acres of National Forest allotments. A beautiful 6,100 sq ft home, swimming pool, labor house, hay barn, Adobe barn, and 280 AU annual stocking rate this is a unique property. \$6,000,000

ARIZONA ALMOSTA RANCH



Consists of 30+/- acres in three tax parcels with room to expand in Scottsdale, Arizona. The property boasts four barns with 42 stalls and amenities as well as multiple arenas and working pens, panel walker, hay barn, pastures, well and storage tanks. \$4,500,000

ARIZONA NAVARRO RANCH



Located in Sahuarita, Arizona this scenic working cattle ranch consists of 21,632 acres, 3,509 deeded. Excellent location, 25 minutes from the Tucson International Airport along the northern foothills of the Sierrita Mountains. Wildlife includes dove, quail, mule deer, coues deer and javelina. \$7,500,000

ARIZONA HACIENDA AMADO ESTATE



Located in the foothills of the Santa Rita Mountains of southeast Arizona, well suited for corporate retreats. The property has a 53+/-deeded acre headquarters with an estate caliber Hacienda and three other homes, and 21,000-acre grazing permit for 350 head. \$7,000,000

ARIZONA RT ARROW RANCH



A premier 32-acre equestrian property with all the amenities. The well-thought layout includes a beautiful owners home overlooking a complete equestrian facility including 38 stalls, turn outs, breeding area, a hydro treadmill and more. \$3,250,000

ARIZONA AQUARIUS MOUNTAIN LAND



Southeast of Kingman, Arizona the ranch comprises 6,391+/- acres available all together or in two tracts consisting or 891+/- acres and 5500+/- acres. The offering represents a large, deeded land holding with excellent views, recreational opportunity and privacy. \$3,967,500





COLORADO WEST MOUNTAIN RANCH

A sustainable mountain ranching operation with free water flowing from the mountains every year together with high mountain pasture to graze cattle on nature's nutritious grasses every summer. The home ranch consists of 987 acres of deeded land located in the Ohio Creek Valley north of Gunnison. The ranch holds a 345 head grazing allotment at the headwaters of Carbon Creek. Livestock are trailed seasonally from the home ranch to the grazing allotment. \$5,300,000

COLORADO RIVER ISLAND PROPERTY



Located in western Colorado, on the Colorado River south of the Town of Silt. Adjacent to city limits this 112-acre parcel is situated between two channels of the River, with approximately two miles of river frontage. \$2,780,000

COLORADO MILLER LAND & CATTLE CO.



Located southeast of Denver, 1,040-acre parcel offers many private and beautiful home sites. Seasonal Comanche Creek traverses the property, lined by pockets of Cottonwood and Ponderosa Trees. Rolling hills are topped by vistas including views of Pike's Peak to the southwest. \$7,400,000

COLORADO UTE PASS RANCH



1,132+/- deeded acres available in 3 parcels and is located on the west side of the Ute Pass summit near Colorado Springs, Colorado. Located west of Divide, Colorado and along both sides of US Highway 24. It has been utilized for cattle grazing along with hunting and recreation. \$5,615,000

COLORADO RAPTORS ROOST RANCH



106+ acres, well-rounded property with rich irrigated farm ground, horse facilities and a 3,900 square foot Victorian Farmhouse in Eaton, Colorado. The five-stall barn, including two foaling stalls, a tack/office room, hay storage loft, three attached runs, five corrals with two loafing sheds, three heated auto waterers and an outdoor arena complete the horse facility. \$1,500,000



COLORADO PAWNEE RIDGE RANCH

Custom luxury 4,513 square foot home with high-end finishes and unique architecture on 640 acres. The Pawnee National Grasslands adjoins on three sides, views of the bluffs on the land, seasonal running creek and ponds, the ranch is a majestic, very private property and the detail to preserve the feel of a prairie ranch is an unexpected gem on the rolling grasslands. \$4,600,000

COLORADO SOPRIS PASTURES



84+/- acres of Sopris Pastures is located 30+/- minutes northwest of Aspen, Colorado and consists of 40 acres in hay and pasture land interspersed with sagebrush, river bottom and conserved land, mainly level terracing to almost a mile of Roaring Fork River. The property has excellent senior water rights and is currently used for hay and cattle pasture.

COLORADO LAZY Y4



Lazy Y4 Ranch consists of 480 deeded acres along with an adjoining 1,435-acre BLM lease. This ranch has a feeling of privacy, but is only a few minutes to Penrose, the ranch is also only 34 miles from Colorado Springs. \$1,190,000

COLORADO INDIAN HILLS RANCH



An exceptional equestrian/lifestyle property just two hours from Denver and easily accessed off Interstate 76. Located nine miles east of Sterling, Colorado, Indian Hills Ranch offers country living at its finest with a beautiful private custom grade home on 50+/- acres. \$1,700,000

COLORADO ASPEN SUMMIT RANCH



Aspen Summit Ranch is a one-of-a-kind Colorado mountain property located in Divide, Colorado. This spectacular mountain property includes over 48 usable and fenced acres, a 5,254 square foot main lodge, and a 2,800+ square foot guest cabin. \$1,600,000



COLORADO ZZO RANCH

A 164 +/- acre piece of paradise that lies 4 miles north of Guffey. 3/8 of a mile of Currant Creek runs through this mountain property situated at approximately 8,500 feet in altitude. Brimming with scenic beauty, the property has heavy timber, meadows, beaver ponds, rock outcroppings and expansive views. \$1,148,000

COLORADO COWBOY WAY ESTATE



Situated on 102+/- acres with incredible vistas, lush meadows and plenty of mountain sunshine. The spectacular rustic home features gourmet kitchen with Viking appliances, solid granite countertops, beamed ceilings, Carlisle wide plank flooring, sauna, theatre room and much more. \$1,299,000

COLORADO DREAMCATCHER RANCH



The views from the magnificent custom built log home, on 225 acres, are quite spectacular, in every direction, from high mountain snowcapped peaks to forested areas to rolling grasslands. \$1,500,000

COLORADO MAGPIE RUN FARM



69 acres of prime commercial, industrial land, ideally located, a primary access street into the city of Brighton. Improvements include an insulated, 6,000 square foot warehouse with a metal roof, full concrete floor and a concrete truck dock. In addition there are skylights, a 12-foot roll up door, 110 and 220 electric and there is water to the site. \$6,200,000

COLORADO CHAMBERS RANCH



3,728 acres of grassland, with numerous water wells, a pond, and numerous dams throughout the property. The topography is mildly sloping grasses that consist of buffalo grass, western wheat grass, blue grama, side oats grama, sage and some blue stem grass. This is an ideal cow calf or yearling operation situated on the eastern plains of Colorado. \$1,584,000



MARKET REPORT

(Continued from page one)

Proposed Changes to Capital Gains Tax, Estate Taxes and 1031 Exchange



Long-term capital gains, estate taxes and 1031 exchanges are designed to encourage investment in farms, ranches and businesses that grow our economy and create jobs. Without question any of the proposed tax law changes by the current administration will increase taxes on the sale or transfer of farms,

ranches and land in some form or another. Will the proposed changes get passed through legislation and become law? That is still an unanswered question, but the risk is there and its significant.

With strong buyer demand for quality real estate investments and potential increase in capital gains tax and changes to 1031 tax deferred exchanges looming on the horizon, now may be the right time to market your farm, ranch or land for sale.

Deciding to sell your farm, ranch or recreational property that's been part of a family legacy is a serious financial and emotional decision. Our brokers "Live It to Know It" and that means our brokers have sat at the same family table working out the various estate decisions needed to sell property or transfer equity from one generation to the next. It's not easy and can take a lot of communication. Therefore, rest assured when working with one of our brokers we understand the value of your property but also the financial and emotional impact it may have on all family members.

Bart Miller, ALC
Managing Broker

NEW MEXICO EASTERN DAIRY FARM



Located in the heart of the New Mexico Dairy Industry just outside of Portales, New Mexico. Built in 2002, this is a one-time owner dairy farm that is move in ready. The property includes a total of 1,276 deeded acres in New Mexico, 800-acre New Mexico state lease, 957-acre deeded farm in Texas used for forage production, plus a 40-acre heifer facility compliments this operation. \$9,000,000

TEXAS BAILY COUNTY FARM



Located on the southern plains of Texas and contains roughly 320 acres. This highly productive irrigated farm is perfectly positioned to offer the owner multiple outlets for commodities. The diversity of crop production and even cattle applications will allow for multiple avenues for revenue streams. \$1,200,000

TEXAS COCHRAN COUNTY IRRIGATED FARM



A 5,000+/- acre irrigated farm that is geared to organic crops located in Morton, Texas. This property has a great return on investment awhile growing organic alfalfa, triticale, and peanuts. The farm sits in a great location. \$15,000,000



NEBRASKA KD FARMS



An income producing commercial farm in the highly sought-after in southwest Nebraska. The farm comprises 2,560+/- acres including 640 acres of state of Nebraska lease and has 1,700 acres of pivot-irrigated lands with exceptional soil and water characteristics. \$9,500,000

NEBRASKA HARD GRASS RANCH



Encompasses 8,600+/- acres of deeded ranchland having been in the same family for 50 years. The main ranch lies just to the north and west of the scenic town of Chadron, Nebraska. The property provides excellent natural forage from the 'short grass prairie' grasslands which are known for packing on hard pounds throughout the season. \$6,500,000

NEBRASKA GRASS PASTURE



Encompasses 6,900 acres of deeded grassland in northwest Nebraska, just to the north of scenic town of Chadron, Nebraska. The property provides excellent natural forage from the 'short grass prairie' grasslands and has good access being bisected by US Hwy 385 which runs from Chadron to Rapid City. \$3,800,000

NEBRASKA SPRING VALLEY RANCH



Historically significant 6,600-acre Ranch located in the Sandhills of Nebraska, one of the country's most productive cattle regions. It operates in an environmentally sound and sustainable manner and features a registered Black Angus herd that is recognized as the only herd of its size and kind in the United States. \$12,694,000

NEBRASKA BULL CREEK GRASS RANCH



7,635+/- acres of deeded pasture land with excellent grass cover, water distribution, fences and \$50,000+/- of annual outside income. The property is located north and west of the scenic town of Chadron, Nebraska. Excellent natural forage from the 'short grass prairie' grasslands and includes a good set of shipping corrals \$4,581,480

NEBRASKA NORTH PLATTE IRRIGATED



A quality, irrigated property offering a very good return from solid leases with long-term investment stability. The property consists of 225.89 +/- acres just south of Morrill, Nebraska in the renowned North Platte River Valley of western Nebraska. \$1,100,000

OKLAHOMA SOUTH SANS BOIS RANCH



Situated in SE Oklahoma is a 4,641 +/- acre ranch. This is a division of the Lucky 7 Registered Angus Ranch, the #1 Feed Efficient seedstock operation in the country. This ranch not only provides an outstanding pasture program for a cow/calf or yearling operation, but access to world-class whitetail deer and eastern wild turkey as well. This property is roughly 80% open and sits in a 45 inch rainfall area while providing an excellent carrying-stocking rate. \$12,300,000

OKLAHOMA "FAIRFIELD FARMS" RANCH



Located in Oklahoma just west of McCurtain is the 2,332-acre Division of the Lucky 7 Registered Angus Ranch, also known as the #1 seedstock operation in Feed Efficiency. Part of the old plantation type Fairfield Farms exists on this property with the exquisite house and characteristics of the early days. Being 80% open and having multiple grasses, and an excellent management program in place sets the stage for a great ranching opportunity. \$6,000,000

WYOMING ANGERS ENVY RANCH



Curving along the banks of the Little Snake River lies the 280-acre ultimate outdoorsman ranch with spectacular fishing opportunity with 1.25 mile of riverfront access along the Little Snake River, abundant wildlife and lush hay meadows. \$2,200,000

WYOMING FINK RANCH



Located in Big Horn County, Wyoming in the heart of northwestern Wyoming. The property boasts a 4,000+ square foot luxury home on 35 beautifully manicured acres. The location is conveniently located outside of Lovell with breathtaking views of the Bighorn Mountain Range. \$1,250,000

WYOMING WOODS LANDING RESORT



A historic retreat located at the base of the Medicine Bow Mountains, southwest of Laramie. The Laramie River courses through the 54.20 acres for over ¼ mile, with additional river access nearby offering miles of great fly fishing right out the door. This is an exceptional opportunity with the large acreage and river access. \$2,100,000





WYOMING MULE CREEK RANCH

Located in Carbon County, Wyoming, and covers 13,671 acres of land that is approximately 9,678 deeded acres with 3,033 acres state-owned and the remaining 960 acres is a BLM lease. The property has over two miles of the Medicine Bow River. \$14,500,000

WYOMING WINTER CATTLE OPERATION



Business opportunity backed by a property developed for livestock wintering services which provides the feed base and facilities to winter and calve out 3,000 cows from November through April. The farm located in Central Wyoming. \$4,500,000

WYOMING PENROSE FARM & RANCH



Located near Powell, Wyoming nestled in the heart of the Big Horn Basin and located along the Shoshone River, the Penrose Farm and Ranch is comprised of 1,035+/- productive acres with the perfect mix of farm, ranch and recreational opportunities.

WYOMING BIGHORN RIVER RANCH



Boasting 715+/- acres deeded lands of which 541 acres are irrigated by four Valley pivots, the property is ideally suited for and in current operation as a winter feed base growing feed crops for regional ranch operations. The location is very private with breathtaking views at the base of the Bighorn Mountain Range in Lovell, Wyoming. \$2,250,000

WYOMING DIAMOND B RANCH



Situated in the small community of Clark, Wyoming at the base of the rugged Beartooth Mountains, is the Diamond B Ranch. With 1,613 deeded acres and an additional approximate 8,000 acres of BLM lease, this ranch meets most any land enthusiasts expectations. Exceptional recreational opportunities surround this ranch. \$2,450,000



THESE BRANDS
TRUST
US WHEN
IT COMES TO
BUYING &
SELLING LAND

WE LIVE IT TO KNOW IT



ROBB VAN PELT



RUE BALCOMB



JOHN STRATMAN



BART MILLER



SCOT OLIVER



JAMES RINEHART



ZURICK LABRIER



LINDA NIEBUR



ERIC WEST



KAREN MIKKELSON



BUCK HOTTELL



RON VAN PELT



KIM WINTERNITZ



WESLEY MILLER



TED SCHAAL



MATT KAMPMEYER



JACQUE ZURCHER



CRAIG TOWNSEND



CHRIS SUTLEY



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