



Our Approach to Selling Your Land

Marketing Proposal for Local Land Owners

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Introduction

Thank you for the opportunity to present this marketing proposal for your land holdings in Lee County area.

It would be a privilege to guide the sale of these assets with a thoughtful, strategic approach built around the Three P's that cause a property to sell: Presentation, Promotion, and Price.

The Three P's to Selling Success

1. Presentation

Buyers form impressions fast—and land that's easy to walk, cleanly maintained, and visually inviting commands higher offers. We recommend:

- Bush hogging trails or overgrowth
- Marking property boundaries or corners
- Creating accessible entry points or homesite clearings
- Aerial drone visuals to show the property's full layout and potential

Clean, professional presentation reduces buyer uncertainty and increases emotional buy-in.

2. Promotion

Each listing will receive a high-visibility, multi-platform marketing plan designed to attract the most likely buyer based on property type:

Online Syndication

- MLS, Zillow, Realtor.com
- LandWatch, Lands of America, LandFlip
- LoopNet (for commercial properties)

Video Marketing

- Aerial drone video
- Long-form narrated tours for YouTube
- Short-form video for Instagram, Facebook, and Google Business

Social Media & Email Campaigns

- Targeted Facebook and Instagram ads using geolocation and interest filters
- ***One of our strengths in marketing is “story telling.” I use both long form and short form video to tell the story of your land to potential buyers.***
- Email outreach to my buyer and agent list across Alabama and Georgia. We also have over 5,000 contacts in our email database.

Local Signage

- Professional roadside signage on each property.

3. Price

Strategic pricing is essential. If the promotion is “bait,” the price is the hook. Based on recent sales, active listings, and buyer demand, each parcel will be priced to generate strong interest while leaving room for negotiation. Remember that the *market is smart*, and the right price means the property will either sell or sit.

I’ll provide a custom pricing recommendation for each property once we’ve reviewed current market data together.

Target Buyer Profiles

- **Recreational Buyers:** Seeking hunting, off-grid living, or weekend retreats

- **Residential Buyers:** Families, individuals, or builders looking for new home sites
- **Commercial Buyers/Investors:** Capitalizing on Lee County's continued development and Auburn/Opelika's expansion

Commission & Representation

As a full-service brokerage, our listing fee is a percentage of the final sales price, collected at closing. This covers all:

- Professional photography and drone video
- Marketing across digital and local channels
- Buyer communication, negotiation, and full representation through closing

There are no upfront costs. We're only paid when the property sells.

Next Steps

Once you're ready, we'll proceed with the following:

1. Sign a listing agreement and I get to work!
2. Coordinate drone and photography work
3. Install signage and flag trails (as needed)
4. Launch our marketing campaign across platforms
5. Begin buyer outreach and on-site tours



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