



Contact: Dan Brunk  
Office: (970) 460-0908  
Email: Dan@LandLeader.com

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## **THE BEST BROKERAGES UNITE TO FORM MARKETING FIRM** **LandLeader™ Marketing Innovation Promotes Leading Rural** **and Recreational Land Specialists and Their Properties**

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The country's best rural land, farm, ranch, timberland, waterfront and recreational real estate brokerages have launched [LandLeader™](#), the leading marketing and real estate listing service specializing in land.

The Land Leader, LLC is a marketing company that will use not only a state of the art, mobile friendly website to help buyers and sellers in real estate service, but will offer a complete marketing plan to promote the LandLeader.com, its members and their wide variety of properties.

Nine founding members created the LandLeader™ comprehensive and innovative system and property marketing service. "We knew that we all wanted to network together on a marketing platform that had never been done before like this, and to cross-promote our properties for our clients with our [broker network](#)," commented Jon Kohler, Broker Owner of Jon Kohler & Associates out of Florida.

Membership in the LandLeader™ marketing program gives the brokerages a cutting edge marketing platform. "We are the best resource for buyers and sellers of land in America. There's nothing like this in the market. We're not just a website, or just a TV show, just a magazine, or a brokerage. We offer the most effective and complete real estate marketing plan and supporting staff in this industry," commented Dax Hayden, LandLeader™ Director and Managing Broker of Hayden Outdoors.

Current membership represents thousands of active [properties](#) listed at a value of over \$1 billion. The marketing plan is slated to invest over a million in advertising in the first year to promote the LandLeader™ website, its members and their listings. The LandLeader™ members represent thousands of unique properties across the country for sale, from farms and ranches, to waterfront homes and cabins, timber tracts and mineral rights to hunting and fishing properties.

"We know the power of cooperative spending for efficient media buys, and after the initial presentation to potential members, we've signed up almost 200 land specialists and real estate agents across the country," said Todd Renfrew, acting President and Owner of California Outdoor Properties. "We're extremely excited to give our members more marketing capabilities than ever! LandLeader™ will promote the best land for sale, offered by the leading land brokerages in the business."

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For more information on the LandLeader™ marketing system, visit [www.LandLeader.com](http://www.LandLeader.com), call Dax Hayden at (970) 460-0908 or reach Dan Brunk at Dan@LandLeader.com.