

The RAINMAKER

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MESSAGE FROM THE EXECUTIVE TEAM



Hello LandLeader Family!

Thank you for the opportunity to present the 2nd quarter 2023 internal newsletter called the Rainmaker.

The original Rainmaker launched 3 months ago to over 210 LandLeader affiliates and was opened 768 times with phenomenal feedback!

We truly hope you enjoy reading this publication as much as we've enjoyed putting it together.

We pledge to continue to give you the best of the best in land exposure for sales.

Thank you for taking the time to read it and if you'll please take a moment to give us feedback at the bottom option buttons, we'd greatly appreciate it.

Executive Team
LandLeader

TODAY'S PRO TIP



Please welcome this publication's Pro Tip ambassador Jeff Browning.

Jeff is a top-producing agent with Living The Dream Outdoor Properties in Missouri.

Upon obtaining his Real Estate license in 2018, Jeff was awarded the 2018 Rookie of the Year.

In 2021 Jeff closed over 24 Million and 69 transaction sides, and in 2022 Jeff closed over 36 Million with 125 transaction sides!

Watch to learn some of Jeff's pro tips below.



IMPORTANT HIGHLIGHTS

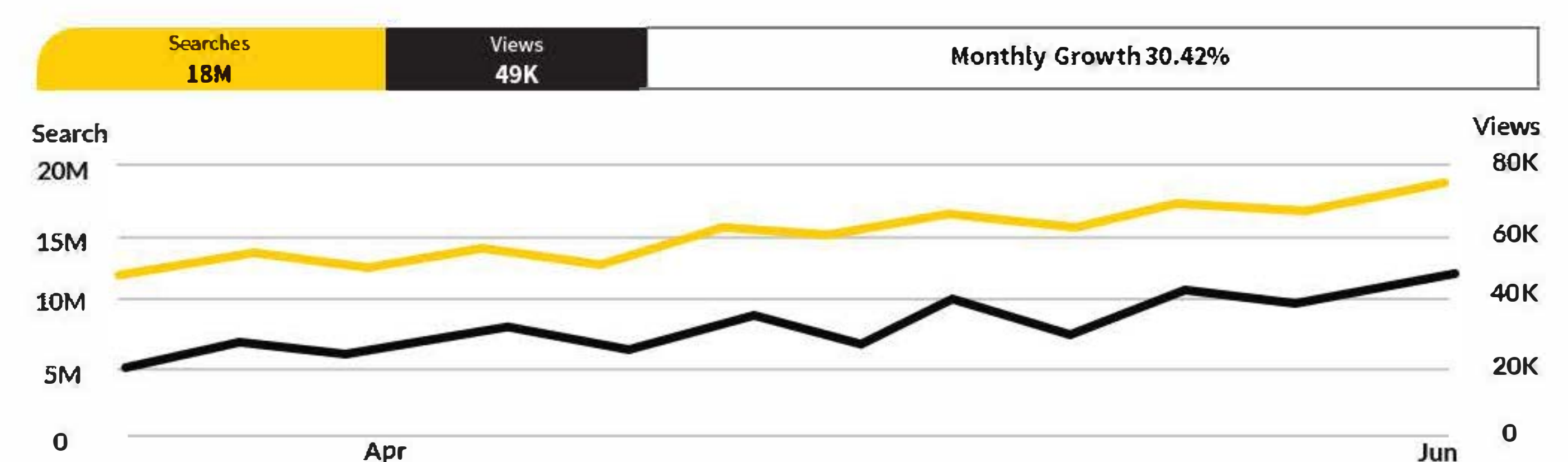


- [Access previous publications of the Rainmaker by clicking here](#)
- [California Outdoor Properties](#) has been named America's Best Brokerages for the 12th consecutive year from The Land Report; 2011-2023.
- [LandLeader](#) has been named America's Best Brokerage for the 9th consecutive year from The Land Report; 2014-2023.
- [Corder and Associates](#), [Living the Dream](#), [Jon Kohler & Associates](#), [Maine Outdoor Properties](#), [Timberland Realty](#), and [Land and Wildlife ...](#) Have been named as America's Top 100 Best Brokerage in The Land and Report for 2023.
- [Jon Kohler & Associates](#) Jon Kohler & Associates Expands Team in South Carolina! We are thrilled to announce the hiring of [Jason Hewett](#) of Bluffton, South Carolina, and [Chip Byrd](#) of Charleston, South Carolina, as real estate agents. With a combined 38 years of experience in private land management, Jason & Chip are an incredibly valuable asset to buyers and sellers alike in the South Carolina area and we are excited to welcome them to the team.
- Recent Press Releases:
 - [Hayes Springs Ranch](#) was recently featured in the [Sacramento Bee](#)
- Please Welcome LandLeader's Newest [Brokerage Participants](#):
 - [Creek Country Real Estate](#) [Sneedville TN](#)
- Please welcome LandLeader's newest [Agent affiliates](#):
 - [Jason Hewett](#) with [Jon Kohler & Associates](#)
 - [Chip Byrd](#) with [Jon Kohler & Associates](#)
 - [Anne Morgan](#) with [California Outdoor Properties](#)
- Interested in collecting all your leads from on line property websites and saving them into your REALSTACK account automatically? The leads are associated with the related property, so you can see all of your leads for each of your listings in one location. If so, [Click here to learn more about connecting Google to REALSTACK Lead Collector](#)

DIGITAL PERFORMANCE



Website Performance - We are performing well compared to the competition by having a high number of first impressions and with close to 6,150 average clicks. The website results indicated high return visits, low bounce rates, higher conversions, engagement, higher ranks in organic search and better user experience.



- LandLeader 30 day average website and listing syndication report:
 - 6,278,602 Search Results Views
 - 165,062 Detail Page Views
 - 559 Avg Mo. Lead Inquires
- YTD Website Users have increased by 345% while sessions have increased by 361%.
- Social Media engagements have increased 553% YTD 2023.
- Website performance has increased by 30.42% in terms of views and 7.39% for searches.
- The Engagement Rate has increased by 1.04%, Engaged sessions have increased by 366% and Organic searches have increased by 399%.
- Google search impressions have increased by 26.54% and clicks increased by 6.92%.



CLICK THE ICONS ABOVE TO FOLLOW US ON SOCIAL MEDIA TODAY!

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TRADE SHOWS & EVENTS



- LandLeader and its participants collaboratively expose its inventory to the foot traffic of over 1 Million lifestyle-minded people annually.
- LandLeader corporately sponsored the following events in 2023:
 - RMEF Hunters & Outdoor Christmas
 - National Finals Rodeo VIP Room
 - Safari Club International
 - Realtors Land Institute
 - 32nd Annual Outlook for Texas Land Markets
- LandLeader co-sponsored with Participants the following events in 2023:
 - American AG Expo
 - Western NY Sport & Travel Expo
 - The Great American Outdoor Show
 - Magie and Mate Trade Shows MT
 - Pacific Northwest Sportsman Show
 - SEWE - Southeastern Wildlife Exposition
 - Central Oregon Sportsman Show
 - Pheasants Forever
 - Kevin's Southern Game Fair
 - Weiser River Cattlemens Conference
 - Oregon Cattlemen's Association
 - Western River Cattlemen Conference
 - NW Hay Growers Conference

LATEST LANDLEADER VIDEOS



LadLeader's ANNUAL AVERAGES BY THE NUMBERS



Active LandLeader Affiliated Real Estate Professionals	214
LandLeader Authorized Physical Office Locations	38
States LandLeader has Participants Licensed in	35
Active LandLeader Brokerage Affiliates	16

EMAIL MARKETING INSIGHTS



LandLeader leverages proprietary email marketing tools to send personalized, targeted emails with the details of our services to increase engagement and build trustful relationships with buyers and sellers worldwide. Here are our email insights:

Total Subscribers	Total Email Sent	Total Email Opened	Total Email Clicks
27,183	100,941	19,350	5,202

PUBLICATIONS & BRAND IMPRESSIONS



Participants and Co-Branded ads have been featured in the following YTD publications:

- Idaho Cattlemen's Association Magazine
- Hook and Barrell Magazine
- The Land Report
- Haven Homes
- ODFW Hunting synopsis
- Ranch & Country / Homes & Estates
- Corder and Assoc Spring/Summer Catalog
- LandBroker MLS
- LAND magazine
- Cowboys & Indians
- Luxury Home Silicon Valley
- Farm & Ranch
- Ranch & Country
- Wine Country Weekly Real Estate Reader
- Western Livestock Journal
- AG Alert Newspaper

SYNDICATION PARTNERS



LandLeader.com website and syndication exposes our listing inventory to over 14 Million syndicated site visitors and hundreds of thousands of active users each month. LandLeader website additionally syndicates to



Was this Fact Sheet useful?

Yes

No

Any Suggestions?