



WHY LIST YOUR PROPERTY WITH US?

- John Hall & Company has sold over 300,000 acres of land in 30 years of specializing in land transactions. Connecting Sellers with Buyers of Alabama land is what we do.
- John Hall & Company has developed a comprehensive marketing strategy that recognizes the advantage of advertising through technology. At the same time, we remain fully aware that we are in the business of building personal relationships and personal contacts.
- Through an ever-evolving marketing strategy, we utilize a combination of web-based advertising where your property is featured on not only our website, but hundreds of ancillary web-based websites reaching Purchasers and potential prospects on a local, state, and national campaign.
- Google Ad Word Campaigns, Search Engine Optimization, social media, and Behavioral Marketing. Maximizing the visibility of your property to the appropriate target demographic is paramount.
- Recognizing we live in the “Information Age,” our website is designed to educate and find investors who are actively pursuing and capable of purchasing recreational hunting land, timberland, river lots/development, transitional land, agriculture, mini-farms, and rural residential.
- John Hall & Company will send out E-mail Blasts (marketing brochures) of your property to thousands of qualified Purchasers from our database built up over 30 years of selling land. These Blasts or “Property Campaigns” include personnel of all facets involving appraisers, lenders, closing attorneys, trust officers, surveyors, and most importantly all other Brokers who deal in Land in Alabama.
- Our clients are best served when there is participation among other land professionals. Thus we encourage co-brokering and working together with our competition.
- As seasoned professionals, we can recommend creative financing options such as 1031 Tax Deferred Exchanges, installment sales, and other tools to increase your net profit from a sale.
- We have personal relationships with lending institutions, co-op banks, etc., and can help guide you through the process.
- We will recommend ways to improve your property before putting it on the market. We have an extensive database of comparable sales that give empirical data on current market prices. This data allows us to price properties using a realistic value approach.
- Our clientele includes private landowners/purchasers, timber investors, estates, Real Estate Investment Trusts, trust departments, conservation groups, organizations with access, and state and federal funds.
- We will help establish your land value, negotiate and prepare contracts, and prepare lists of qualified lenders, attorneys, surveyors, etc.
- We utilize computers with the latest mapping technology, GPS tracking, Polaris Ranger to show land, drones to take videos of your property, and create a marketing brochure second to none.