Leveraging Land Auctions for Growth

A Guide for Loan Officers and Marketers



WWW.CAMO.AG

INTRODUCTION

Land auctions and listings are the best opportunity to originate new loans with existing customers and win new business with new customers. Auctions and listings are an excuse to reach out to existing customers and new customers alike with valuable information that is proprietary and unique to Farm Credit – it is an opportunity to show the unique advantages of working with Farm Credit and their expertise in agriculture.

TABLE OF CONTENTS

Evaluating Outreach Effectiveness in Farm Sales and Land Auctions

- **3** Marketing vs. Loan Officers
- 4 Using CamoAg Solutions to Supersize Farm Sales Outreach
- **9** Conclusion

Evaluating Outreach Effectiveness in Farm Sales and Land Auctions

- **1** How effective is outreach today around upcoming Farm Sales and Auctions?
- 2 Are all loan officers following a similar best practice?
- **3** Are loan officers leveraging the differentiated information and services the association has access to?
- **4** Are they ensuring that the auction and information gets to the best prospects? Or just the ones that they have relationships with?

Marketing vs. Loan Officers

Typically outreach around upcoming farm sales has been the responsibility of individual Loan Officers / FOs. However, upcoming farm sales is also an opportunity to make new personal connections with prospects and build the brand. Marketing can also play a crucial role in the tools used by loan officers, presentation of information, and tracking brand impressions. A shift to account based marketing (ABM) and account based outreach requires a close relationship with sales and marketing teams. Identifying roles and responsibilities between the two groups is an important component of a great process.

What is Account Based Marketing?

This Linkedin Article summarizes ABM as "a strategy that directs marketing resources to engage a specific set of target accounts. ABM doesn't just call for alignment between sales and marketing teams – it forces teams to align because personalization at the account level requires sales and marketing to be in sync with account-specific messaging. The motivation? Higher revenues in a shorter time frame.

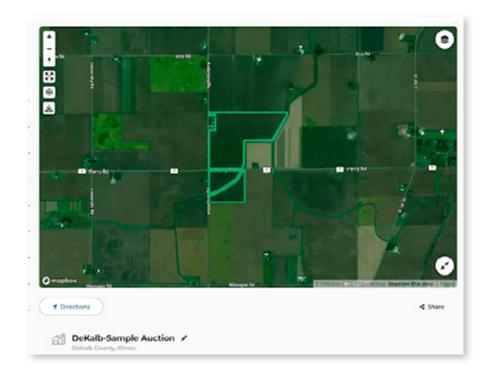
Instead of casting a wide net with their lead-generation efforts, marketers using ABM work closely with sales to identify key prospects and then tailor customized programs and messages to the buying team within target accounts"

Using CamoAg Solutions to Supersize Farm Sales Outreach

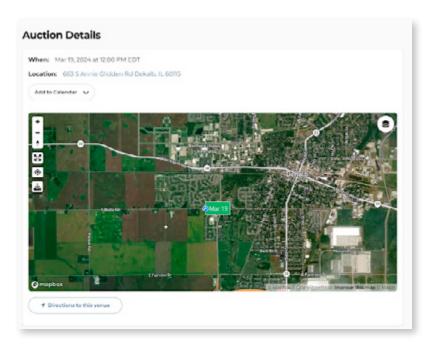
CamoAg's unique tools and integration with proprietary appraisal datasets provide loan officers with a tool to create branded outreach at scale. A loan officer can send out an analysis to interested parties that provides access to nearby comparable sales so that a member can enter the auction with the most accurate and up to date information on recent farm sales. The report is branded to a specific loan officer including their contact information and photo – useful so that when they show up at the auction people know who they are. The following outlines the specific steps that a loan officer and marketing can take to maximize the opportunity created by every auction to drive new mortgage origination.

Loan Officers should:

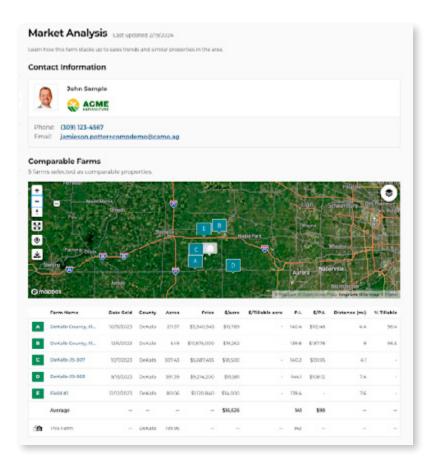
- 1. Find the property that is for sale / auction
- 2. Create the Farm in CamoAg



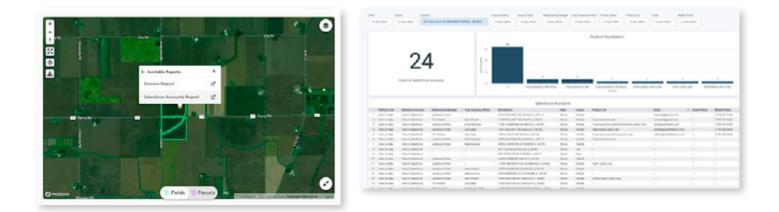
a) Enter auction details: location and date



3. Create a CMA by choosing the nearest comparable recent sales from verified appraisal data (up to 15). The CMA will be branded with the associations colors and logo and your custom camo.ag url. In addition it will include the name and contact information of the local loan officer.



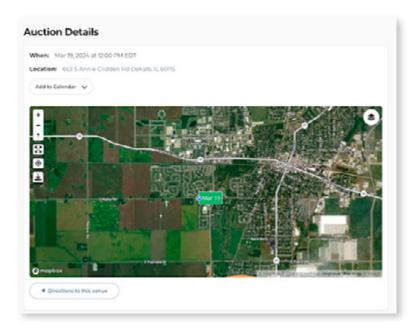
4. Create your list of current customers and known prospects based on Salesforce data by right clicking on the farm and generate the report.



- 5. Send each prospect a personalized note and a link to the Farm Report
 - a) This link will provide access to the CMA and access to the different layers, soil maps and all other information on the upcoming farm sales



b) It includes a one click bookmark to create a calendar event around the auction that include the address of the auction





Pro Tip:

Track the link using a pixel to measure engagement and identify which prospects are engaging the most with the analysis. Need help on how to best implement pixels? Reach out to us!

Marketing should:

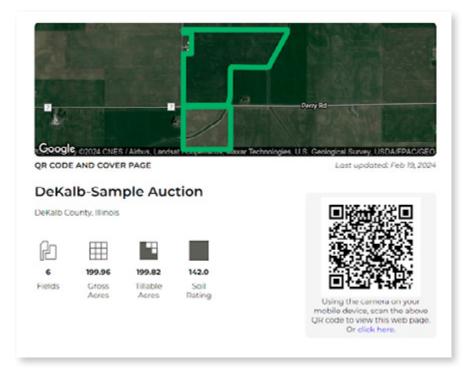
1. Create a report of nearby landowners not already in Salesforce as a current customer or prospect.

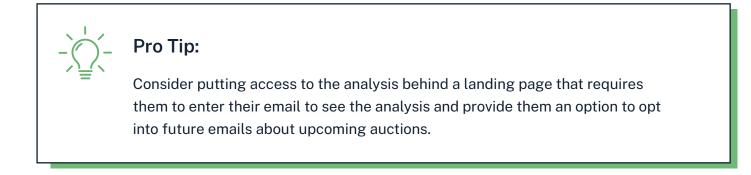
Owners													TAN C T
No. 2014	Panel Dromp	Recei Dente	Peorlander			Penary Addresse have	Princip Addressen Type	Center Address	Ourse State	Decer Courty	Owner 20F Code	Post Dife Box N	
in any calls	e teargades	in any -oth	at Thirdea In		6, 30.299	in any other	and a	to any called		is any rates	14 million and the	in any radius	
	New Colorado	Min Dene Add	traiters	Ann Initestan	a biatica	Accountions Salesford	Accounting Saladara	Poderiuma Sale	alorse insident part				
is style-ter	 is any value 	is sty	volue illo 100	is any value	i in any	rolas is nat	1.14	obs i	any value				
	5 (5,6	560				a Dered by D	nithy Type • star 100	• 2	
Owne	er and Parc	el Details				Total Dyned Acres	by Unique Wallings	Address					
		say inference	Permettad alatitesa	delines the Ter-		Total Dyned Acres	by Unique Valling	femaled is		Addresses		Total Install Across	French Street
		nary dull resure		Address that face					loss.			Total Second Second	Face of Street
-	1 2 2	say inference	Permantial address Line line				Dif durin	forsatul la Alfree Total process	100 m	100			Facel Reser
-		nary ikilitasuwa na	Permathal abilitions Line line 14th Injury Harris May				04 daala	formather in	10 500, 000	inter View			Facations
- 100 5 100		nary deliterate Maria temp Lo. Metale Jacob	Formatical approach Line line Socio approach der 1 120 Sach 40		an, Names		Nor Association of the second	Annual and Annual Annua	10, 51.0. 000 A (2, 10, 10, 10, 10, 10, 10, 10, 10, 10, 10	1 100 1 100 1 100 1 100	a proteg		Facel Reser
- 100 9 100 9 200	na di Ang na na Di Ang Ni Ang Ni Ang	nary deliterature Nation mongo Lo. Restor Janual Na Aasta	Formation assistants Line Time Time Time Time Time Time Time Time Time Time Time Time Time Time Time	11.00	an Antonia Pattern Batta	5. 5. 6. 6.	897 daam 900 10 00110 00110	Annualisation Annualisation Trades Services Services Services	10,510, 00e A10,10, 00e A10,10, 00e	ver Ver Ver	- pring	401.0 812.0 712.0	Facel Reco
· · · · · · · · · · · · · · · · · · ·		nary dell'essare Na Net Hong LA, Net Astal Net Astal cuida fuerta de	Formatteal assistance. Line State 1930 S Joan Ho 1930 S Mound Mark No. 1930 Mound Mark No.	11.00	an Antonia Pathony Refs Refs		001 0 001 01 001 02 001 02	Annubul A Annua Tota an an Tota Selo Selo S Mich Selo S Mich	1000 1000 1000 1000 1000 1000 1000 100	view View View View View	e pring e pring e pring e pring	1001.0 102.0 102.0 1050.0	Paul Insu
- 100 9 100 9 200 0 9.10 9 200		nang dalif secure na tem tempi to, kenter secure a Anton tempi Tanta (de aan Tanta (de aan Tanta (de	Particular antista Line State State State Not T1255 Sadt No Setter S Marko No 1115 Marko No 1115 Marko No 1115 Marko No 1115 Marko No	01.09 1 1 1 1	an Norman Politica Nata Nata Nata Nata	5. 5. 5. 6. 6. 6. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7.	NY Ame Vice OFTE OFTE OFTE OFTE OFTE	Remarked In Address Trade State State State State State State State State State	100 000 000 000 000 000 000 000 000 000	rear View View View View View	- p : ship - p : ship	1001.0 102.0 102.0 1056-0 1011.0	Panel Inner
		nary Mill source na ten source to lesses anne source family could family fa	Permathal Jamiros Lina Ing Son agus son men me Trats Saint Al Selat S Marko Al Selat S Marko Al Selat S Marko Al	01.09 1 1 1 1	ing Norman Shitten Northout Northout Northout Northout		107 Auros 107 10 00717 00717 00707 00707 00707 00707 00700	Remarkal A Management	1000 10,510, 000 10,510, 000 10,51, 000 100,5, 000 105,5, 000 105,5, 000	rear View View View View View View	- proteg - proteg - proteg - proteg - proteg - proteg	401.7 101.8 101.8 1056-9 101.0 101.0	Paul Inter
		nany definitional Mitta mongo co, Reservatione except function (c) and that the property function (c) provided (c)	Persented assisters base loss trace server was trace server as trace server as trace server as to the base te to the base te to the base te	101.0% 2 2 2 3 4 4 4 4 4	are Someries Pathons Refs Refs Refs Refs Reserve Second Second Second		89 June 100 H 00128 00128 00128 0012 00128 00102 00100 00100 00100	Remarkatika Anterna Konstantina Konstantina Konstantina Konstantina Konstantina Konstantina Konstantina	Type R1, 50.40 0.000 R1, 50.40 0.000 AR1, 80. 0.000 AR1, 81. 0.000 AR1, 81. 0.000	View View View View View View View View	- p : dag - p : dag	1011 1012 1012 1015 1016 1016 1016 1016 1016 1016 1016	Paral Servi

Pro Tip:

Use filters like aggregate acres owned to target only prospects that own significant amounts of farmland and are likely to buy more. Also filter by address type to eliminate institutional owners of farmland, government, farm management companies, energy companies, banks, and more.

2. Download the addressee list to create a direct mail campaign with a postcard, the post card will contain a QR code that takes the user to the branded CMA with the loan officer's name and contact information.





Conclusion

Auctions may be seen as one off events, but they are still an incredible opportunity for marketing to make a first impression on the community and demonstrate an association's expertise and commitment to agriculture. Given the volume of auctions that take place each year across an association's territory a direct mail campaign for non-customers for each auction would actually reach almost all non-customers within an association's territory. Furthermore, rather than being a generic direct mail piece about interest rates or expertise, the campaign will deliver useful, differentiated information that a prospect will remember. A good process and coordination between loan officers and marketing can ensure that your association is maximizing auctions as an event to reach out to new and existing customers alike, in addition with the integration of AgWare verified appraisal data into the CamoAg platform an association can turn appraisal data into a key differentiator to win new customers



WWW.CAMO.AG

220 N SMITH ST, STE 408 PALATINE, IL 60067