



RayWhite

Capability Statement

Ray White Rural Wagga Wagga | Agribusiness Transactions

Introducing Ray White Rural Wagga Wagga

Ray White Rural Wagga Wagga is a property specific agency specialising in the full suite of agribusiness and rural lifestyle sales in Southern NSW.

Under the guidance of our leadership team, Geoff Palmer, Lucas Myers and Cassie Sheahan, our business is perfectly positioned to provide industry leading asset marketing, acquisition proposals and property due diligence. These are delivered in a way that ensures enthusiasm and integrity throughout the whole process.

Our focus remains on delivering the best possible result to our clients, whilst nurturing strong relationships locally, nationally and internationally in our rural business.



Our business structure



Geoff Palmer
Rural Director
0437 892 522

- Project team leader
- Client relations
- Buyer negotiation
- Property due dilligence



Cassie Sheahan
Director
0409 032 712

- Project team leader
- Client relations
- Buyer negotiation
- Campaign strategy



Lucas Myers
Director

- General Manager (Business)
- CFO
- Growth and development



Glen Simmons
Rural Sales Associate
0413 788 544

- Sales and buyer presentations
- Inspections
- Buyer negotiation



Kandice Hinchcliffe
Operations Manager

- Campaign management
- Business administration
- Digital marketing
- Legislation & Compliance



Debbie Grentell
Sales Administration

- Campaign marketing management
- Digital marketing
- Sales Administration



Our strengths: your assets

Strength of brand: Ray White is Australia's most Googled real estate brand with over 1,000 offices across Australasia, with over 400 local professionals specialising in rural property and livestock.

Strength of contacts: Our database is in excess of 642,000 clients, and our weekly 'new to market' farm alerts are distributed to over 30,000 subscribers. Our social media audience is 3x that of our closest competitors in agribusiness transactions in Australia.

Strength of referral: Ray White consists of over 12,000 agents who easily communicate and share listings. One agent's client may be another agent's purchaser.
Strength of reputation: Ray White Rural's net promoter score (NPS) is 84. For context, Telstra's is 17. NPS is a management tool that can be used to gauge the loyalty of a firm's customer relationships. It serves as an alternative to traditional customer satisfaction research. Our research shows that 9/10 sellers recommend Ray White to family and friends.

Strength of volume: Last financial year, Ray White Rural agents conducted over 3,000 transactions of rural property and farmland, with gross sales totaling in excess of \$1.6 billion. Additionally, over 1.3 million head of cattle and sheep have been sold through Ray White Livestock agents in that time.

Strength of press: We market more than 3x the volume of rural property in the major agriculture publications in Australia (The Land, Queensland Country Life, Stock and Land Journal, The Weekly Times, The Country Man) than our nearest competitor.

Strength of experience: The Ray White Group sells \$5 million worth of property every hour, equating to 150 properties each day; as well as selling more properties for over \$1 million than any other brand in Australia.

Strength of values: Ray White is now a fourth generation owned and led family business, starting in the rural region of the Darling Downs, Queensland.

Strength of diversity: Ray White has 1000 offices across 10 countries.

Strength of outreach: Ray White Rural and Livestock's website is the single most popular website in the entire Ray White Group (over 1500 individual sites), attracting more than 100,000 viewers every month perusing rural property and livestock.



The process for creating competition

1. There is power in numbers

Better and broader marketing brings more buyers to the table. Competition among buyers creates value for the vendor.

2. Use your connections

Not one sole agent in Australia knows directly all the potential buyers for your property. Working collaboratively at a local, corporate and international level exposes your property to a diversity of buyers.

3. Google is golden

Using targeting via Google ads is a great way to find buyers who have the capacity to purchase, as well as those with an interest in a particular commodity or farming sector.

4. Put your best foot forward

Uncovering the true saleable assets; identifying the marketable potential of the property and bringing all of that to the forefront. You need to put your best foot forward. You can't sell what the market can't see.

Ground-breaking local and international digital advertising



Immersive property videos



Conversion generating information memorandums



Inspection generating brochures

**CREATE
COMPETITION**
with Ray White
integrated campaigns



Award-winning press advertising



Engaging property websites

Geoff Palmer

Specialising in rural property transactions with a key focus on raising capital from private wealth.

Having been consistently recognised as one of the top performing agents for Ray White Rural, Geoff is an accomplished rural agent and has been highly successful in the marketing of rural & agribusiness assets throughout NSW.

Geoff specialises in the sales of agricultural assets including:

- Broadacre farming
- Irrigation & cotton
- Livestock Operations
- Permanent plantings
- Rural lifestyle.



Achievements

2018/2019 - No. 1 Rural Principal NSW

2018/2019 - No. 2 Rural Principal Australia

Awards

2019/2020 - Elite Performer

2018/2019 - Elite Performer

2017 - Premier Member (AUS)

2016 - Premier Member (AUS)



Laura Semmler

Ambitious, motivated and personable. Laura has spent the last five years working remotely in Northern Australia, most recently Tipperary Station NT.

The strength of the Ray White Rural network is tangible; having more properties than any other network means a bigger pool of buyers to canvas, a better bargaining position for advertising and more avenues to promote property.

With a focus on rural and lifestyle sales, and a background in rural operations, Laura provides value to her clients via bespoke property marketing coupled with unparalleled communication to both vendors and buyers.

For further information, or to discuss your rural business, feel free to get in touch.



Methods of sale for farmland

Auction

The auction method is recommended for properties which are in a high demand market, are likely to encourage competitive bidding between multiple buyers and where the price is not capped.

Auctions are suitable when:

- it is preferable to let the market determine the price rather than predetermining it prior to sale
- creating deadlines for purchasers will limit procrastination
- sticking to a marketing budget and a specific time frame is important.

A major benefit of the auction method is that it results in an unconditional sale.

Private Treaty

The private treaty method is recommended for properties where:

- the asking price can be clearly identified
- where recent comparable sales with other properties give buyers factual data of the current market.

This can be a slower process where time is not essential in the sale equation.

Expressions of Interest

This is a useful sales method for a property which is special and unique and not directly comparable to many other recent local sales.

Expressions of interest campaigns:

- are likely to attract specific buyers
- are suitable when it is preferable to let the market determine the price rather than predetermining it prior to sale.

This method requires a defined close date to qualify the interest and bring it to a head.

Tender

Tender presents another opportunity for sellers to create a competitive situation without stating a listed price. They set the terms, conditions and the deadline, and prospective buyers have only one opportunity to put forward their most competitive offer. Like auction, tender increases the number of enquiries, inspections and opportunities to obtain the very best price for the property. Also, the seller doesn't necessarily have to accept the highest price. They can choose to negotiate with any of the tenderers to achieve a satisfactory conclusion. The main benefits of this method are that:

- all offers and negotiations are confidential
- the seller sets the terms, conditions and deadline
- the target marketing draws attention to the property, adding a competitive edge that strongly favours the seller, you let the market determine the value
- the 'no price' aspect will attract more genuinely interested buyers.



Our Signature Sales

Agriculture has always been and is likely to remain for some time, an important component of the Australian economy. It has been one of our most innovative and efficient industries and our farmers have remained competitive in a global market despite Australia having low levels of subsidies relative to our major competitors.

Agriculture is the biggest employer in rural and regional communities, and farming families have long been the backbone of industry. Such is the success of this sector that interest in farmland, and participation in farming, now comes from multiple sources.

Major super funds are doing it. Nearby nations are dependent on it. Participating in Australia's agricultural economy is more popular than ever. Farming's rising attraction as an investment class makes a lot of financial sense for anybody committed to riding out the industry's seasonal and market gyrations.

Family farmers too are enjoying strengthened yields even in the face of climactic adversity. The beef farm average income is projected to be 85 per cent higher than it has been in the 16 years prior.

We're seeing large corporates buying aggregations not necessarily because profit is the major driver. There's an appetite to own finite resources like agricultural land and water. Add to that, a lifestyle component for individuals where many people wish to participate in agriculture but not necessarily as a central income source. The return on the initial investment is not a cut and dry business proposition, as our purchasers are still very much motivated by involvement in a farming lifestyle and rural communities.

Ray White Rural Wagga Wagga has been honoured to take some extraordinary properties to market this year, and we believe in presenting our listings in a way that highlights the unique features of each property to it's full potential.



‘Coolooli’, Dirnaseer via Junee Reefs NSW **503 ha (1,245 acres)**

Boasting some of the most productive undulating country in the district. Coolooli is subdivided into 9* paddocks with 11* dams, also supported by a stock and domestic water scheme. Tree lined fences follow the undulating landscape and the central small stand of Cypress Pine provides shade during the summer months and warmth and protection during winter.



‘Mauna Loa’ Jingellic NSW

617 ha (1,525 acres)

Overlooking the Ournie Valley, ‘Mauna Loa’ is located in the productive South East region of NSW and is positioned to the East from Jingellic, and South East from the township of Tumbarumba. The property offers 3 main grazing valleys that are well sheltered with a mix of improved and native grasses. The topography of the property consists of low, well watered creek country, through to open mountain plateaus.



‘Ivydell, Wagga Wagga NSW

171 ha (422 acres)

Currently running as a stud operation, Ivydell provides the most astute rural buyer with an excellent livestock platform to build on. Over the last 15 years, the property has benefited from rigorous pasture renovation and liming programs. Pastures grown and present are phalaris, cocksfoot, ryegrass and clovers. This continual development has seen regular applications of single super and foliar fertilisers across the entire property.



‘Hanging Rock’ The Rock NSW

358.8 ha (886 acres)

Originally part of ‘Hanging Rock Station’, ‘Hanging Rock’ boasts the oldest homestead in the region, and is prominently positioned on 358.8ha (886 acres*). With its elevated and awe-inspiring views of The Rock, Bulloc Hill, and Coffin Rock, the positioning of the residence is captivating.



‘Myrtle Vale’, Junee NSW

453 ha (1,120 acres)

With tremendous yielding crops with the added versatility of running a lucrative livestock enterprise, Myrtle Vale was offered to the market for the first time since 1973. With 453 hectares (1,120 acres) with readily available town water and located merely 8km from Junee, the property is an extremely attractive asset within the Riverina market.



‘Jandera’, Kyeamba Valley NSW

340 ha (840 acres)

Upheld within the enviable reputation in the Upper Kyeamba Valley of the rewarding Wagga Wagga region, Jandera boasts substantial perennial pastures to present itself as an absolute spectacle for livestock production and country living.



‘Carraman Station’, Narrandera NSW

1,327 ha (3,280 acres)

Boasting large areas of productive river country, the property is well suited to the fattening of all livestock. Having 9kms of Murrumbidgee River frontage, Carraman is an outstanding mixed farming property that provides opportunity for the most discerning rural buyer.

Investment Assurance

The region of Southern NSW would be considered as one of the most premium parcels of Australia. Due to its extensive topography, along with the luxury of the Murrumbidgee Irrigation Area (MIA), the versatility to incorporate a vast range of particular agricultural industries allows for lucrative results for all those involved.

The viable demand for food worldwide is a divergence that is most desirable for investors seeking to safely secure their means for the abiding future. Agribusiness within Australia is a direct route to financially prosper from this contingency, with plentiful accessible opportunities within the sector at the present.

This notion is ingrained and supported by the growing need of agri-experts to meet the outstanding implications of a rising global population. Individuals with such knowledge and experience are paramount to maximising the potential of the agriculture sector. The choice to invest into Australian agriculture presents many benefits, along with grasping the advantage of counter-season offerings opposing the northern hemisphere production.



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