

Company Profile & Marketing Summary



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Western United Realty, LLC sells large cattle ranches, agricultural, big game & upland bird hunting, fly fishing & recreational ranch properties in Colorado & Wyoming.

One of Wyoming and Colorado's largest ranch and recreational land real estate brokers; offering conservation solutions in the brokerage of fine ranch and recreational properties throughout Wyoming & Colorado.

Baggs Office

Tom Grieve, Broker
Patsy Grieve, Administrator
441 Penland Street
Baggs, WY 82321
(307) 383-2125

Laramie Office

James Rinehart, Associate Broker
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Who we are, what we do...

It's not just about "dirt for dollars". It is about families, heritage, integrity, hard work and honesty.

Western United Realty, LLC and its agents have the knowledge and contacts to perform to the highest standards in the industry. We are always looking for more quality properties for our clients.

Western United Realty, LLC has been in the ranch and recreational property sales business since 1972. Started by **Homer Wilson**, though semi retired is still active in the firm. **Thomas Grieve** is the current broker and has been with the firm since the beginning. **James Rinehart** has been with the firm for fourteen years with a total sixteen years of experience working throughout Wyoming, Colorado and parts of New Mexico. Licensed in both Wyoming and Colorado, the firm's three agents are all from ranching and real estate backgrounds and all are experienced in ranch and recreational property sales. The size of properties we have dealt with has ranges from small, unique and expensive tracts to large, extensive ranches over 100,000 acres in size. The majority of our expertise is in the larger, high value properties, including those with elaborate and exquisite homes.

Our 2003 to 2007 sales company wide neared \$150 million dollars. Throughout this period we have been and will be at or near the top in sales of Wyoming and Colorado Ranches. Through some challenging and turbulent financial times, great marketing, an experienced team of professionals and a keen knowledge of the industry were instrumental in making things happen! For your convenience, our five year sales history is included.

Western United Realty, LLC lists mainly in Wyoming and Colorado, so if you're considering selling your property, Western United is one of the best around and knows where to find that one special buyer for that one special place. We pride ourselves on having an extensive knowledge of the subject property. We are able to answer the buyers' questions, which makes a buyer feel welcome and comfortable while looking.

Our primary advertising program is our website, www.ranchbrokers.com, however we do extensive advertising in several magazines and local newspapers, including hunting and fishing magazines and metropolitan business journals targeting the specific buyers we are looking for. **Rocky Mountain Farm and Ranch** and Western Livestock Journal's **Properties Magazine** are two of our most productive advertising mediums. We headline **Properties** as their cover advertiser for the summer issues. Regional real estate magazines are chosen for specialty and smaller properties as well.

We also maintain an extensive mailing list consisting of individuals who have contacted us over the years. Our website remains to be our most productive advertising medium with averages above 15,000 unique visitors each month. We've also been fortunate to have received many referrals from past clients. Should you wish references, we would more than happy to give you names of people that would be glad to visit with you about our services.

With Western United's knowledge base and extensive referral network of where to find the best ranches in the Rockies, we represent buyers in their search for the ranch that suits them best. We would appreciate the opportunity to help you find that special place. We are confident that your research of our firm will show us capable of handling your project, and doing an outstanding job. If you have any questions or need further information, please feel free to contact us.

We would welcome the opportunity to market your property. We're confident that your research of our firm will show us as capable of handling the project, and doing an outstanding job. If you have any questions or need further information, please feel free to call.

[List with us: Details on getting your ranch sold!](#)

Want one of the best in the west working for you? The extensive knowledge base of our fulltime brokers allows us to present the best and honest picture of your ranch. You'll find that our professionalism, total ranch marketing packages, past successes and drive to get the job done makes Western United Realty, LLC your best choice for selling your ranch.

Property Marketing Outline

Property Brochure

This is probably the most important aspect of ranch marketing. If your brochure does not have all the details, you can't get them "on the ground". An in-depth brochure will be prepared for the property detailing acreage and types of acreage, carrying capacity, water rights, improvement details, maps, and a narrative on the unique attributes of the particular property, and other pertinent data. Pictures of the property's best attributes will be included, as well as detailed location maps and acreage maps. Also included will be the property aesthetics and the area aesthetics. Any other items unique to the property will be included. Extensive knowledge of large ranches and years of ranch sales experience is the key to this.

Advertising

If a property has a unique niche it will fall into, a specific market for the property will be targeted for advertising. This will include advertising in a variety of publications that specifically cater to the buyer group we are targeting. Many properties however are not unique with any one attribute, but have several. Each property will receive our general nationwide advertising. These will sell to someone who happens to like that specific area or the unique combination of attributes that each property has to offer. Personal contacts of our agents are a major source for locating buyers. Our property specialists have contacts throughout the country that may know of some one looking for your specific property.

Brokers

We believe the objective of a listing is to represent the seller and sell the property. It is our policy to work with other brokers and offer commissions to assist them in selling the property. We have a good working relationship with a number of brokers, all of whom will be made aware of your property. The majority of ranch and recreational properties in the Rocky Mountain region are sold within the framework of this brokerage network. If you have one or more properties to list, please send us the details and we'll contact you directly.

Target Market

- Individuals looking for a lifestyle change, personal or company retreat.
- Hunters and fisherman where the property has either or both of those attributes.
- Wealthy individuals pursuing the Western lifestyle and who are in search of a "Trophy Ranch".
- Existing ranchers. Many ranchers are looking to expand current operations, or leaving an expensive area to find another ranch through an IRC 1031 tax deferred exchange.
- Investors wanting investment property in an area of appreciating values or for future development.

Methods to Reach Target Market

Our **Web Site** Our most active source of customers. We have worked hard (along with our webmaster!), in developing a top quality web site that is easily found and often visited. We also have numerous links from other sites of western and ranching interests. We are constantly updating the site to remain the top ranch.

Previous Three Months: Web Statistics

08/01/2007 - 10/31/2007			
Total Sessions	63,653.00	Average Pageviews Per Session	3.25
Total Pageviews	206,752.00	Average Hits Per Session	50.26
Total Hits	3,199,213.00	Average Bytes Per Session	461.94 KB
Total Bytes Transferred	28.04 GB	Average Length of Session	00:03:41
Average Sessions Per Day	691.88	Session: Navigation by one user with in our site	
Average Pageviews Per Day	2,247.30	Pageview: A request to view a particular page/file on our site	
Average Hits Per Day	34,774.05	Hit: Any successful request to view any part of our r site	
Average Bytes Transferred Per Day	312.11 MB	Bytes: The quantity of network bandwidth used by the files requested during the selected date range.	

* Sessions are those visitors who stay and browse the site, not just "hits" on the first page. Sessions are a much more telling number.

Referrals

A high percentage of our sales are generated by referrals from past buyers and sellers, or a "friend of a friend" situation. This has proven to be our best method of generating sales. We've been around a long time, and referrals count!

Additional Services

Western United Realty, LLC endorses the idea of wise, sustainable use of both public and private ranch lands. To advance this idea WUR has established a working relationship with Land Stewardship Associates LLC, a highly qualified team of individuals with established professional credentials. LSA offers a broad range of land assessment and management services rooted in applied science. LSA's collective expertise is comprehensive and we recommend considering the services LSA provide to ranchers and owners of large tracts of agricultural and recreation land.

Recent Sales History – Five Years

2007 Sales

Ranch Name – State	Approx. Acres (+/-)	Sales Price	WUR Listing?
* Basin Ranch-WY	14,928	\$12,000,000	Yes
Fox Creek Ranch-WY	850	\$2,200,000	Yes
* Table Mountain -WY	10,262	\$18,250,000	Yes
Carroll Ranch-WY	1,533	\$2,750,000	Yes
Kamp Ranch-CO	8,850	\$1,600,000	Yes
Galey Place-WY	64	\$625,000	Yes
Dietrich Ranch-CO	1,300	\$1,200,000	Yes
33 Fox Creek Rd - WY	8	575,000	Yes
	2007 TOTAL	\$ 38,625,000	

2006 Sales

Ranch Name – State	Approx. Acres (+/-)	Sales Price	WUR Listing?
Aspen Country -WY	2	650,000	Yes
McGraw – CO	1,500	\$4,300,000	Yes
Coyote Creek – CO	1,064	\$2,300,000	Yes
Stonewall – WY	1,250	\$1,200,000	Yes
Hay Creek – WY	800	\$2,100,000	Yes
McKee – WY	9,800	\$12,000,000	No
Shamrock Angus - WY	2,661	\$2,750,000	Yes
High Mountain - WY	280	\$420,000	Yes
X Bar Laramie River Ranch - WY	3,985	\$5,500,000	Yes
	2006 TOTAL	\$32,120,000	

2005 Sales

Ranch Name – State	Approx. Acres (+/-)	Sales Price	WUR Listing?
North Horse Creek - WY	2,720	\$ 1,000,000	Yes
Elk Mountain Ranch - WY	22,000	\$17,950,000	No
River Bend Ranch - WY	1,223	\$3,250,000	Yes
Mill Iron S Ranch - WY	511	\$1,850,000	No
State Line Ranch - WY	95	\$650,000	Yes
Farnik Homestead - CO	477	\$3,500,000	Yes
K-T Ranch - CO	725	\$3,100,000	Yes
Squires Ranch - WY	2,279	\$2,600,000	Yes
Campstool Ranch - CO	663	\$1,200,000	Yes
Blackhall Mountain Ranch - WY	1,000	\$2,200,000	No
	2005 TOTAL	\$37,300,000	

2004 Sales

Ranch Name - State	Approx. Acres (+/-)	Sales Price	WUR Listing?
Chicken Creek - CO	560	\$299,000	Yes
Coal View Ghost - CO	1,897	\$7,588,400	Yes
Cozy Canyon - WY	640	\$2,750,000	Yes
JR Three - WY/CO	2,240	\$2,150,000	Yes
Meier's Shore Place - CO	1,199	\$3,900,000	No
Mountain Valley Ranch - WY	1,065	\$1,400,000	Yes
Rosaschi Ranch - CO	1,490	\$3,500,000	Yes
	2004 TOTAL	\$21,587,400	

2003 Sales

Ranch Name - State	Approx. Acres (+/-)	Sales Price	WUR Listing?
Airport Pasture - WY	5,097	\$900,000	Yes
Young Ranch - CO	6,300	\$6,000,000	Yes
Sheep Rock - WY	640	\$900,000	Yes
Foreman - CO	2,300	\$1,500,000	Yes
Ricks Ranch - CO	2,500	\$2,350,000	No
Laramie West Ranch - WY	16,000	\$3,900,000	Yes
Smelter Ranch - CO	5,673	\$2,300,000	Yes
	2003 TOTAL	\$17,850,000	

Western United Sales History Highlights: Footnotes

1) Colorado sales are a matter of public record and we are able to fully disclose the details of all.

2) Wyoming sales are not public record and we release those only with permission of the parties. The above sales do not include Wyoming sales that are under confidentiality agreement and the above figures would show an increase in total sale volume had they been included.

3) Numerous smaller sales have not been included.

4) Of all Albany and Carbon County Sales, approximately 95% were brokered by our firm during this period. More ranch sales completed by WUR in the down year of 2002 than any other real estate firm in Wyoming.

*** Please Note:** Some sales have been omitted at the request of the sellers. Five years of sales are shown to reflect some ranches average time on market of 2 years. The actual sales years are vital to telling a true story of the market. **When you see a list of sold ranches on other brokers' web sites, do they tell you how long ago it sold?**

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