



Texas Ranch Sales, LLC

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PROPERTY SPLIT MARKETING POLICY

POLICY OVERVIEW: This policy outlines the requirements and procedures for marketing a property that has been split into sections to be marketed separately. It ensures that each split is accurately represented and identified, maintains consistency in marketing materials, and optimizes the use of online listings. Requirements for Marketing Property Splits:

1. Listing Agreement for Each Split: A separate listing agreement that clearly defines the acreage and price must be executed for each split of the property that is to be marketed independently.

2. Property Information Sheet (New Listings) or Adjustments (Existing Property Splits): For new listings that involve property splits, a property information sheet must be submitted for each split, providing comprehensive details. For existing properties that are being split, a list of adjustments required for current marketing materials, such as property descriptions, must be provided for each split.

3. KML File for Each Split: A unique KML file must be generated and submitted for each split of the property.

4. Unique Ranch Names: Distinctive names must be assigned to each split to clearly identify and differentiate them in marketing materials. These names should help potential buyers easily recognize and refer to each section.

5. Photo Assessment and File Management: The listing agent is responsible for reviewing our comprehensive file of all images from the main property and submitting a list of images to be used in each split. If a video tour or presentation exists for the property, submit a list of the necessary edits required to accurately depict each split.

6. Lands of Texas (LOT) Listings: A maximum of two slots on Lands of Texas will be allotted for properties that have been split. The listing agent must specify which two splits should be featured on LOT. (We will notate all additional splits available within each slot). Exceptions to this rule will only be considered for properties in which each split possesses a high degree of uniqueness, such as distinctive features or improvements exclusive to that part of the main property.

Compliance Deadline:

All the required documentation and adjustments must be submitted to the marketing department before the marketing campaign for the property splits commences.