



Texas Ranch Sales, LLC

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TRS LISTING POLICY

Texas Ranch Sales (TRS) values the diverse portfolio of ranch properties represented by our associates. To streamline our marketing efforts and enhance the quality of service provided to our clients, TRS has implemented the following policy regarding property listings under 5 acres.

LISTING CRITERIA

1. Property Size: TRS will no longer actively market properties that are smaller than 5 acres. Associates are permitted to list properties smaller than 5 acres under TRS. However, these listings will not be promoted on the TRS website, third-party listing sites, public email blasts, social media platforms, Texas Ranch Journal, or similar marketing channels operated by TRS.

AVAILABLE SERVICES FOR LISTINGS UNDER 5 ACRES. For agents who choose to list properties under 5 acres with TRS, the following services will be provided:

- 1. Pocket Listing Status:** Marketing will add the listing to our internal portal as a 'pocket' listing, making it accessible to TRS Team.
- 2. Weekly Updates:** The listing will be shared with the TRS Team through our weekly updates email.
- 3. Marketing Assistance:** Marketing will aid in creating property write-ups to enhance the marketing of the listing. Marketing will create digital brochures and/or flyers using content and images provided by the agent. Additionally, marketing will assist with designing graphics for use on social media, email campaigns, and other promotional materials.

ALTERNATIVE MARKETING OPTIONS. Agents also have the option to explore alternative marketing strategies for listings under 5 acres:

- 1. MLS Collaboration:** Agents can collaborate with TRS broker associates who have MLS accounts to have the listing added to the MLS database.
- 2. Print Materials:** Our preferred printer, Thompson Print, is available to assist agents with any print materials they may require for marketing purposes.