

2020



OLD NORTHWEST LAND CO.^{inc}
FARMS • HOMES • COMMERCIAL • RECREATION

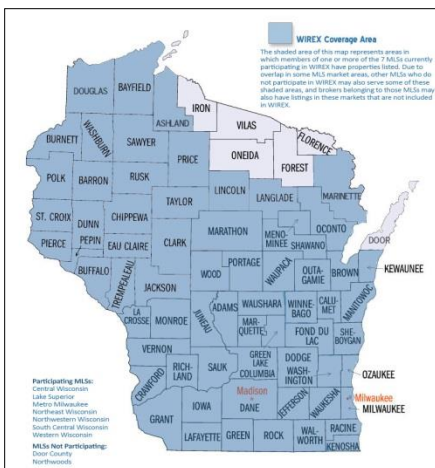
**4359 Industrial Park, Suite 101
Galena, IL 61036**

815-777-1776

Old Northwest Land Co, inc - COVERAGE AREA



- Shaded in **yellow** are the coverage areas for the three Multiple Listing Services that our agents are a member. IF YOUR AGENT IS A MEMBER in these areas then your listings will be exposed to as many as 4000 Realtors®. Ask your agent if they are licensed in Iowa or Wisconsin, in addition to Illinois.
- Shaded in **blue** are the additional multiple listing service(s) where we can place listings for even more coverage, for additional low fee, giving your listing the potential of being exposed to even more Realtors®
- Each time your listing is placed in a Multiple Listing Service it automatically goes in the National Association of Realtors® website: www.realtor.com This website is the #1 real estate site and means even more exposure!



- **WIREX** is a joint venture between South Central WI MLS, Metro MLS (based in Milwaukee), Northeast WI MLS (based in the Appleton), Northwest WI MLS (based in Eau Claire), Central WI MLS (Stevens Point, Marshfield, Wausau, Wisconsin Rapids), and Western WI MLS (North and West of Eau Claire) to bring together their MLS content into a shared database. WIREX provides users of Wisconsin MLSs access to shared MLS data for the state of Wisconsin. WIREX provides active listing information, as well as recent sold and expired listings, complete with photos, as offered by approximately 14,000 MLS participants representing about 85% of the MLS listed properties in the state of Wisconsin.



2020 MARKETING PROGRAM

Designed to market your property...
24 hours a day, 365 days a year – WORLDWIDE
www.oldnorthwestlandco.com

Our goal is to serve our clients with a marketing program second to none in our Tri-State, ten county area. This is a summary of our basic program. While it is subject to change, depending upon market conditions and the general effectiveness of particular marketing techniques, it represents a major advancement in real estate sales techniques and will continually be enhanced and individualized.

When you list with Old Northwest Land Co, inc. your property gets actively promoted by our **TEAM of PROFESSIONAL REALTORS®** who have access to over a thousand members of the three Multiple Listing Services to which we belong, as well as thousands of potential buyers. Here's how...



- **OUR OFFICE LOCATION - ACCESSIBILITY:** Our Jo Daviess County headquarters is strategically located off US Hwy 20 and Industrial Park Dr. close to downtown Galena, near the Corner of US 20 and Industrial Park Dr. Easy to find, ample entry level parking and available staff of licensed Realtors® seven days a week.
 - **4359 Industrial Park Suite 101, Galena IL 61036 (AGENTS AVAILABLE 7 DAYS A WEEK)**
- ****THREE** MULTIPLE-LISTING SERVICE MEMBERSHIPS :**
 1. As members of the **REALTOR® ASSOCIATION OF NORTHWESTERN ILLINOIS MULTIPLE LISTING SERVICE (RANWIL)** our listings are easily seen and accessed by all agencies and agents who are members of this Service. Approximately 165+ area agents belong to RANWIL.
 2. Additionally, as members, our Wisconsin Realtors® will display listings in the **SOUTH CENTRAL WISCONSIN MULTIPLE LISTING SERVICE**, which will offer exposure to approximately 1000+ offices with about 4000 agents, and still growing.
 3. Likewise, as members, our Iowa Realtors® will display listings in the **EAST CENTRAL IOWA MULTIPLE LISTING SERVICE**, which has approximately 282 agents in 52 offices. This will offer exposure to buyers in Dubuque/Jackson County and the surrounding areas.

Access to Others

4. **ROCKFORD AREA ASSOCIATION OF REALTORS:** selected properties are exposed to approximately 1000 agents in 150+ offices in the Rockford area market through their MLS.



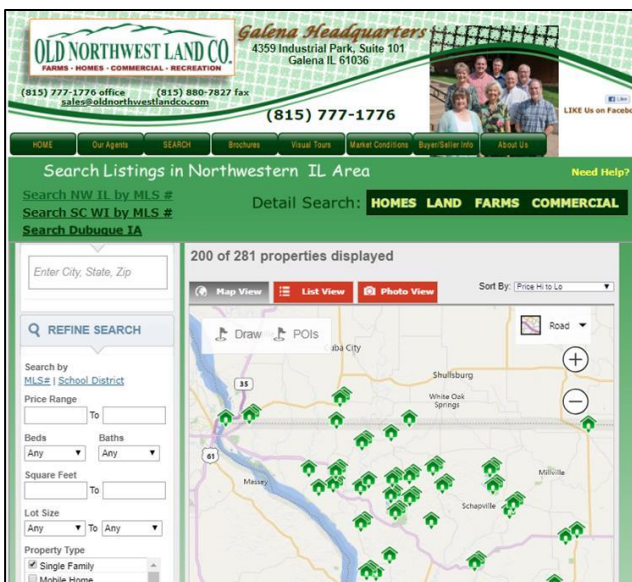
TRACKING OUR SALES: We have accumulated a long history of tracking the source of our buyers. The **internet is now the top source of buyers** (nationwide as well as locally) therefore we have designed the easiest and most comprehensive website (www.oldnorthwestlandco.com). Complete with searching ALL THREE MLS's, *search by map function*, visual tours, color brochures, aerial maps, featured listings and much more. Print media advertising is #2. So, we continue that presence in the real estate related magazines, newspapers and circulars because they drive potential buyers to our website. Signs are now #3 and have always been a key part of property marketing for the “drive-by” and word of mouth advertising.



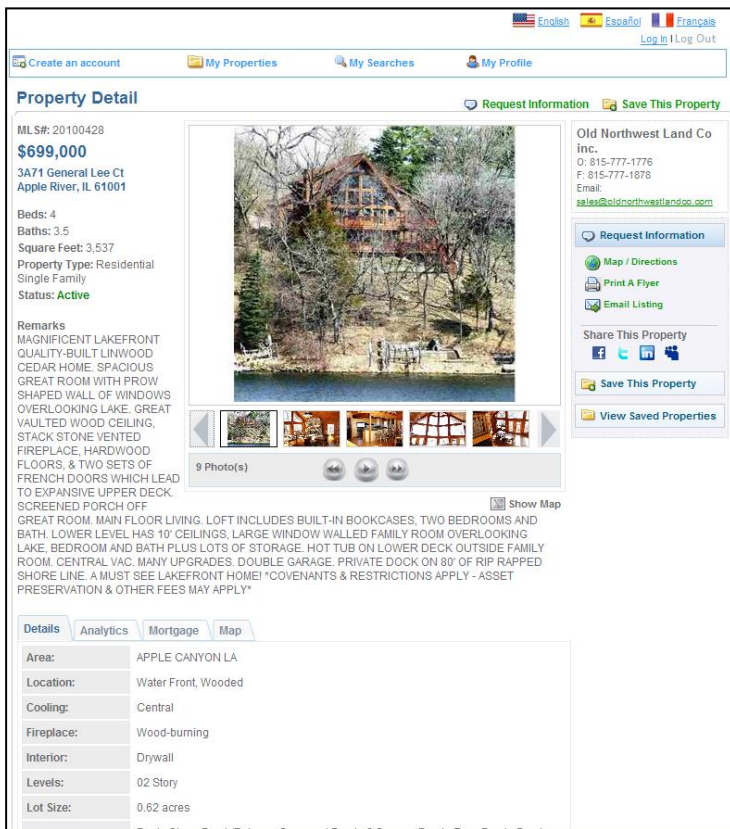
• **WEBSITES and Web Presence:**

- ✚ www.oldnorthwestlandco.com The official website & **full on-line brochure** for Old Northwest Land Co, inc. A fully developed website featuring residential, resort properties, commercial property, farms, rural residential, vacant land and resort home sites. You can also meet our agents, read about the many services we offer and get area information. It also allows our customers to view listings from ALL THREE multiple listing services in the tri-state area.
- ✚ www.Realtor.com The National Association of Realtors official website. **92% of Buyers Come Here 1st** All residential, vacant land and farm listings can be accessed from searches on this site and links to www.oldnorthwestlandco.com can be easily accessed.
- ✚ Links from various search engines, the www.galenagazette.com , www.Stocktonil.com , www.GalenaChamber.com , www.ScalesMound.com the Telegraph Herald's GoFindMyHome.com , AppleCanyonLake.org , HomesandFarmsOnline.com , Elizabeth-il.org , as well as numerous other websites makes www.oldnorthwestlandco.com extremely easy to find on the web.
- ✚ **Web Syndication:** One of the ways to increase your properties visibility and exposure on the web is through web syndication. Our listings are syndicated on two different web syndication services: ListHUB and Point2 giving your listing the Maximum web footprint possible (**websites supported through these syndication services change periodically, so the list contained in this document may NOT be up to date and are deemed somewhat accurate, but not reliable**).
- ✚ **Social Media:** Adding yet another avenue of property exposure. Many of our Realtors® use social media channels, like YouTube, Facebook, LinkedIn, Twitter, etc to market properties to their personal network. This has proven to be a very effective instantaneous distribution channel.
- ✚ You can email us at sales@oldnorthwestlandco.com. When you list with ONLC your property is "**ON LINE ALL THE TIME.**" 24 hours a day, 365 days a year - **WORLDWIDE.**
- ✚ Many of our agents also have their own websites that features their listings as well as the shared MLS listings from the multiple listing service with which they belong, (i.e.: www.LaVonneSells.com , www.GarrettHillary.com , www.SkipandCarol.com , www.GalenaProperties.com and www.SellitWithSteve.com) giving your listings the maximum web exposure.

www.oldnorthwestlandco.com



- **Search ALL THREE MLS services** (Northwestern Illinois, South Central WI, and East Central Iowa) for Residential, Land, Commercial, and Farms
- **Search by Map** function making it easier to search for your next ideal property
- **Visual Tours**
- **Printable Color property brochures**
- **Buyer and seller information**
- **Meet our agents**
- **On-Line Help videos**



- **Detailed Property Information**
- **Access to Facebook, Twitter, and LinkedIn**
- **Three Language support** (French, Spanish and English)
- **Email or Print Map property to friends**
- **Save searches & auto-email capability** for instant notification of new listings meeting your search criteria
- **Picture slideshows**
- **Local Market Conditions**
- **Property Price History**
- **Aerial Maps**



- **A COMPLETE INVENTORY OF ALL AGENCY LISTINGS:** This color brochure is provided for every prospect that inquires. That means if you list with us, your property can be presented electronically to every potential buyer who contacts our office or website. We often find our buyers purchase something other than their first request, or they pass the inventory along to someone else who might be looking for your home, land or business. In addition, our many sales professionals frequently email this inventory to their “Personal Network.” The **extensive BROCHURE** has evolved into an on-line, frequently updated, full-color brochure with world-wide circulation via the internet. The brochure provides a extensive inventory of listings that add a valued reference for our customers. To view it go to www.oldnorthwestlandco.com and envision your property there for the world to see, print and share with others.
- **RESORT AND INDIVIDUAL PROPERTY BROCHURES:** These brochures are mass produced for trade fairs and presented to any prospect that is interested in the properties. There are two Kiosks located at The Galena Territory (one at the owners club and the other at the Real Estate information Kiosk on Territory Drive) and one Kiosk at Apple Canyon Lake. These Kiosks are updated on a regular basis.
- **STAFF REVIEW:** All of our listings are presented to our entire staff at our bi-weekly meeting at the time of listing and re-presented, as appropriate, throughout the listing period.
- **CARAVAN:** Our Realtors® view the properties shortly after listing so they are able to knowledgeably contact anyone on their “Personal Network” who might be seeking a similar property. They are also able to describe the property to callers from personal knowledge of the property.
- **STAFF TRAINING:** Legal updates, sales technique training and market news is provided to our Realtors® bi-weekly at our professional development meetings. Our agents are fully qualified to offer you the best in real estate advice and assistance. Many of our agents also attend NAR’s GRI graduate program (Master’s Degree level training in Real Estate). Yearly GRI follow up training guarantees the most updated real estate information is transferred to our agents.
- **PERSONAL NETWORK:** Our cohesive team of professional Realtors® each have an extensive personal network of prospects with which they maintain contact regarding new listings, price changes, back-on-the-markets, etc. Several agents have their own personal websites & personal mailings to include over 3200 calendars. Our agency is demanding in our expectations concerning maintenance of those contacts and our agents are professional in carrying out those expectations.
- **H.S.A. HOME WARRANTY:** We offer a residential warranty product which we believe is the best on the market and provides another effective tool to market your property. The warranty is provided at NO COST DURING LISTING PERIOD. The warranty can provide protection to both buyer and seller from unexpected and unnecessary additional cost of repair or replacement of home components not covered by home-owner insurance.

PRINT MEDIA ADVERTISING

- **REAL ESTATE GUIDES AND CATALOG ADVERTISEMENTS:** Old Northwest Land Co, inc. as well as many of our professional Realtors® **advertise regularly** in the following publications:
 1. **Galena Gazette** strategically placed back page position. The newspaper covers Jo Daviess County and is very popular with the many tourists visiting here. Many sales leads are derived from calls on our ads in this publication. A link to www.oldnorthwestlandco.com is also accessible through www.galengazette.com. Weekly circulation includes a substantial number of Chicago area subscribers and visitor purchasers.
 2. **Homes and Farms** of Northern Illinois, a potent circulation base from the Chicago suburbs to the Mississippi River. Printed 13 times a year. Circulation - 1,000+ locations..



3. **Telegraph Herald Real Estate Magazine** Serving the tri-state area, this monthly publication links to properties through their websites: www.thonline.com and GoFindmyHome.com. Circulation - 27,000..
 4. **The Weekly Visitor** (Scales Mound IL) Mailed to Scales Mound and Apple River residents and also available via subscription.
- **LAKE AND GOLF RESORT/DEVELOPMENT PUBLICATIONS:**
 1. **Apple Core, The Chronicle & ACL Service Providers Booklet:** Apple Core is a monthly newspaper publication sent to approximately 3000 property owners at Apple Canyon Lake and the service providers booklet is an annual publication with a circulation of about 3500.
 2. **Territory Times:** a monthly publication sent to approx. 4000 property owners in The Galena Territory.
 3. **The Galenian Magazine:** a bi-annual informational publication distributed throughout the Tri-State area as well as all of it's advertisers and anyone interested in our Galena area.
 - **NEWSPAPERS / MAGAZINES (Used occasionally for spot marketing)**
 1. **Republican Journal, Round Up, & Reminder** Local Wisconsin newspapers work very affectively due to its longer shelf life, community outreach and local reader loyalty. Covering southern Wisconsin area. Circulation - 3,000 - 4,000
 2. **Other Carroll County Publications** To target specific markets for properties listed in the area of distribution are: Mt. Carroll Mirror Democrat, Savanna Times Journal, Carroll County Review and Northwestern Illinois Dispatch. These publications are distributed in Mt. Carroll, Savanna, Thomson and other towns within Carroll County. Circulation - 3,000 -10,000.
 3. **The Flash** This newspaper covers most of Jo Daviess County (available online too) focusing mainly on the Warren, Stockton and Lena markets besides being distributed to the Galena Territory. Inclusion in this publication is used to target particular markets for properties listed in those areas. Circulation - 8,000.
 4. **Village Voices** Used to reach potential buyers in Elizabeth, Orangeville, McConnell, Galena Territory, Scales Mound, Lake Carroll, Lena, Stockton, Woodbine, Warren, Apple River, Kent, Nora, Pearl City, Apple Canyon Lake and Winslow.
 5. **The Libertyville Sentinel** "The voice of the horse industry in the Midwest" is ideal for marketing horse & farm properties. It is published 7 times a year and goes out to 23,000 horse enthusiasts.
 6. **WNS Publications** Fulton Journal, The Review, Echo, Whiteside News Sentinal
 7. **Daily Herald.** Classifieds – print media and on-line as appropriate. Third largest daily newspaper in Illinois with circulation in **Chicago's North**, Northwest and West suburbs. 150,000+
 8. **Other newspapers** used occasionally, as appropriate to advertise properties in area of distribution include: Rockford Register Star, Quad City Times, Freeport Journal Standard, Clinton Herald, Northwest Herald, Southwest Herald, Tri-State Business News, Ogle County Life, etc.
 9. **Prairie Advocate** This newspaper covers all of Carroll County weekly. It is also used as an "every box holder" shopper. This publication has proven to provide many buyer clients for us. Circulation - 15,000.



- **TARGETED DISPLAY ADVERTISING:** Box ads in tourist publications, plat books, fair books and special group publications are used as appropriate.
- **EXPOS & MARKETING SESSIONS:** Elizabeth, Scales Mound, Stockton, Hanover, and The Galena Territory. Our properties are presented by our agents, on a periodic basis at selected Community Expos, increasing exposure on your property by several thousand.
- **CONVENTIONS:** The Illinois Association of Realtors Convention, the National Association of Realtors Conventions as well as Graduate Realtor Institute are attended annually by many of our agents, which opens networking with other agents at state and national levels. In addition to the professional education our salespeople bring back to the benefit of their clients, establishing relationships with other attendees leads to referrals, which ultimately leads to property sales.
- **TASTEFULLY DESIGNED SIGNS:** More than any other marketing tool, we have found that our carefully selected and designed real estate signs plus our specific property billboards or mini-billboards account for a large percentage of buyer exposure. Our unique signs attract a great number of buyers.
- **OTHER MARKETING RESOURCES:** Buyers will also find us in the Yellow Pages as well as the Jo Daviess County Resource Guide, Farm Services Directory, Phone Book ads, and growing number of website links, social media sites, and links to resort communities, chamber, banks & service provider websites.
- **OPEN HOUSES:** Even though statistics have proven that less than 1% of homes sell as the result of an Open House, agents do acquire many contacts from Open Houses. Those contacts often know others who might be interested in your home. There is always a chance that your home may be in that 1%. Open Houses are held based on mutual agreement between you and your listing agent.

National Real Estate statistics show that currently, the most effective means of selling real estate is through the Internet, networking, signage, and catalogs. No one does these better than

OLD NORTHWEST LAND CO, inc.

IF THERE'S A BETTER WAY TO MARKET YOUR PROPERTY, WE'LL FIND IT!



4359 Industrial Park. Suite 101 Galena, IL 61036 815-777-1776





HOMES & FARMS

Real Estate Magazine

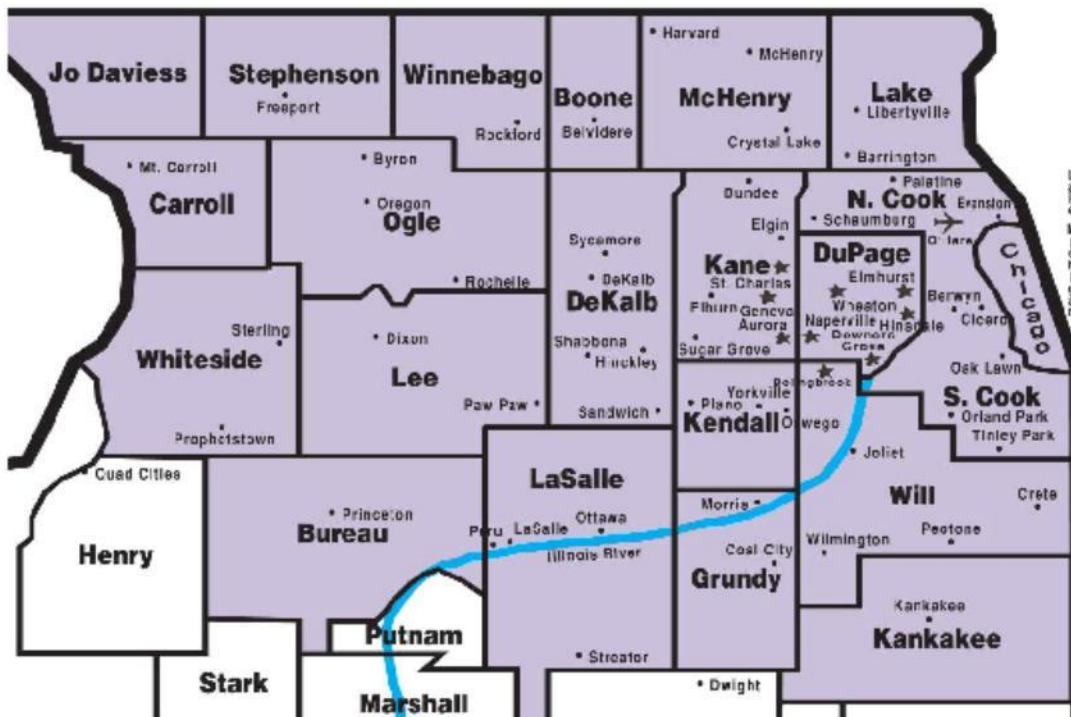
Homes & Farms is now in its **33rd Year** of being **YOUR Premier Connection** to the **Chicagoland Area**.

Homes & Farms is **PUBLISHED 13 TIMES ANNUALLY**

Homes & Farms is a **"Free to the Public"** real estate advertising medium with consistent, established distribution – in **1,000+** locations throughout Boone, Bureau, Carroll, Cook, DeKalb, DuPage, Grundy, JoDaviess, Kane, Kankakee, Kendall, Lake, LaSalle, Lee, McHenry, Ogle, Stephenson, Whiteside, Winnebago, & Will Counties, Downtown Chicago, and Chicago.

Magazines are distributed in high traffic locations including convenience stores, grocery stores, train stations and realtors offices.

Our latest issue is available online in a downloadable PDF format at www.HomesandFarmsOnline.com





TELEGRAPH HERALD

REAL ESTATE MAGAZINE

DISTRIBUTION LIST

This publication is inserted in all 27,000 newspapers that are delivered to the tri-state area on the 3rd Thursday of every month.... In addition it is distributed to these businesses around Dubuque IA and surrounding area.

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| <p>America Trust – Main St
Premier Bank – West St
Dubuque Bank & Trust – Central Ave
Duggan Realty – Iowa St
Bisping Realty – Central Ave
Greater Dubuque Development Center
Kwik Stop – Kerper Blvd.
Hilton Hotel – Greyhound Park Rd
Ruhl & Ruhl Realtors - Star Brewery Dr
Grand Harbor – Bell St.
Chamber of Commerce - Main St
Hy-Vee Gas – S. Locust St
Days Inn – Dodge St
YMCA – N. Booth St
Finley Hospital - N. Grandview Ave
Mid Continent Realty – Plaza 20
Exit Realty – Dodge St
Heartland Inn – S. Park Ct
Kwik Stop – University Ave
Locators – University Ave
Coldwell Banker – University Ave
Best Western Plus – Dodge St
American Trust & Savings –JFK Rd
Dubuque Bank & Trust – JFK Rd
Comfort Inn – McDonald Dr
Mainstay Suites – Associates Dr
Country Inn – Associates Dr
Medical Associates – Associates Dr
Key City Financial – Embassy West Dr
RE/MAX – Pennsylvania Ave
Dubuque Bank & Trust – Holliday Dr
East Central Iowa Association of Realtors – Carter Rd</p> | <p>Brissey Realty – Kennedy Circle
American Realty – JFK Rd
Hartig’s Pharmacy – Asbury Square
US Bank – Gear St
Illinois Bank & Trust – Gear St
1st Community Bank – Exchange St
Eagle Ridge Realty – Eagle Ridge Dr
American Realty – 2nd Ave SE, Dyersville, IA
Volk Real Estate – 4th Ave NW – Cascade, IA
Vosberg Realty, Hazel Green, WI
First Weber, E Business Hwy 151, Platteville, WI
Marshall Realty – Dickeyville, WI
Old Northwest Land Co – Galena IL</p> |
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Distribution Partners

**When You Showcase Your Listings on REALTOR.com®,
You and Your Listings are Shown on these Major Portals!**

Network Partner	Channel	Link
Move.com	Homes by REALTOR.com®	
MSN.com	House & Home	
Excite	Real Estate	
Juno	House & Home	
NetZero	House & Home	
Internet Broadcasting	Real Estate <i>90+ local broadcast TV affiliate sites</i>	
World Now	Real Estate <i>70+ local broadcast TV affiliate sites</i>	
Moving.com	Real Estate	

ListHub. –The Listing Asset Management Network on the web. Which include all these local portals for all of our listings, for even more internet exposure, 24 hours a day, 7 days a week, 356 days a year: (Partial list and is changing everyday to maximize your properties exposure).

