



Flemings
Rural

Selling with Flemings Rural

A COMPREHENSIVE GUIDE TO SELLING WITH FLEMINGS RURAL



About Us

Flemings Rural specialises in real estate services for rural property owners and buyers. We focus on the transactions of large-scale farming and agricultural enterprises to productive lifestyle holdings and all the properties that fall in between.

Supported by our network of seven offices in Boorowa, Harden, Cootamundra, Young, Cowra, Forbes and Parkes, Flemings Rural is led by Richard Fleming, who has been selling rural property for Flemings for the past five years. He is joined by Justin Fleming as well as sales assistant and Cootamundra local, Claire Roddy.





Our Brand



Our Purpose

Why we exist?

To achieve the best possible results for our clients and passionately promote the places where we live.



Our Values

How we work?

- Integrity – Always.
- Quality – In everything we do.
- Innovation – Evaluate and get better.
- Knowledge – We know what we are doing. We give the right advice.
- Culture – Energetic and respectful.
- Community – Involved and supportive.
- Opportunity – For us, our team, our clients.



Our Vision

Where are we going?

To be the most admired rural real estate sales agents in our communities and in Australia.

Meet our Sales Team



Richard Fleming
Director - Flemings Rural

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Marketing Team



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Esther Patrick
The Social Studio & Co

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Emily O'Connor
The Social Studio & Co

E: emily@thesocialstudio.com.au



Camilla Duffy
Camilla Duffy Photography



The Flemings Rural Difference

At Flemings Rural, our sales philosophy is threefold:

1 Your property and your objectives

We start by thoroughly understanding your property, its history, and your goals. It's crucial for us to take the time to get to know you, your property, and understand your expectations. From there, we'll consider timing, the method of sale, estimated realisation, and craft a comprehensive marketing campaign.

2 Our experience and network

We combine our real estate experience with a sound understanding of rural land values, the agriculture industry and the complexities of the market.

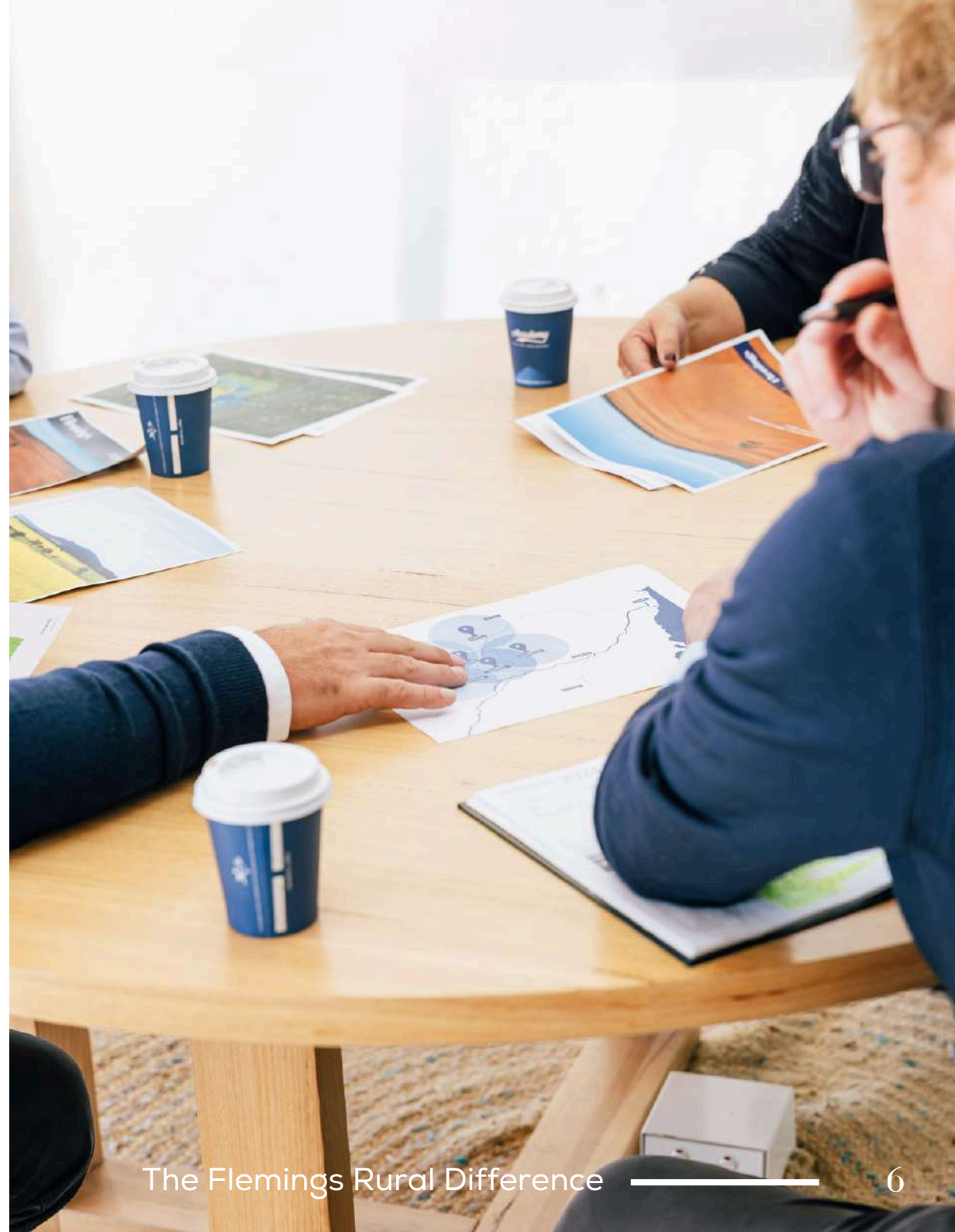
Flemings Rural has a strong track record, completing more than \$100 million worth of sales in the past 12 months across our network of offices in Boorowa, Harden, Cootamundra, Young and Cowra

3 Strategy and service

Finally, the Flemings Rural difference centres on strategy and service. This means we have skilled rural agents who can service the individual needs of our vendors and identify and work successfully with buyers.

Our service is based on traditional values – integrity, quality and hard work. We regard good communication as crucial to the success of your campaign.

This is underpinned by our in-house sales and marketing team who develop innovative strategies to get your property in front of active buyers wanting to invest in rural property.



Technology

At Flemings Rural, we pride ourselves on providing vendors and clients with the most accurate market information.

To do this, we use a variety of paid software and subscriptions. These subscriptions allow us to give our clients the most up-to-date information across all forums.

Additionally, we have subscriptions with Agriwebb and Digital Agricultural Services (DAS). This software allows us to map your property and gain a comprehensive understanding of your farm's soil types, carrying capacity and operational improvements.

We believe for vendors and buyers to make a calculated and considered decision, real time information relevant to your rural property is essential.



AML Compliance & Identity Verification

From 1 July 2026, new Anti-Money Laundering and Counter-Terrorism Financing (AML/CTF) legislation will apply to the real estate industry.

These requirements have applied to banks and other financial institutions for many years and are now being extended to real estate agencies, solicitors, accountants and other professional service providers.

For property sellers, this means a small number of additional compliance requirements now form part of the selling process.

We've built these into the way we work, so for most clients they'll simply become another straightforward step along the way.

You will be required to complete both the NSW Fair Trading Verification of Identity and the new Federal AML Compliance & Identity Verification check.

We'll coordinate both at the same time to keep the process as simple and straightforward as possible.





Marketing

Flemings Rural prides itself on offering innovative marketing strategies to generate leads and attract buyers.

Our marketing team is led by our Director of Marketing, Kate Manion, who has 15 years' experience in marketing and communications in the agribusiness sector. She is supported by The Social Studio, a creative marketing agency, who analyse trends, develop targeted strategies, create engaging content and manage social media, videography, and graphic design. This elevates our ability to market rural properties successfully.

We will develop a cross-media strategy unique to your property that may include print, online and social media advertising. This will be supported by professional photography, videography and mapping as well as an Information Memorandum.



Professional Photography and Videography

This includes aerial images and footage to highlight the size of the property and its features.



Social Media

Facebook and Instagram play a huge role in allowing us to get your property in front of buyers. From posts, stories, and reels we pride ourselves on being the market leader in providing the content that gets people interested and wanting more. We also use targeted digital marketing strategies through 23rd Street to increase reach and engagement.



Print Advertising

We partner with the following regional newspapers for press advertising: The Land, Canberra Weekly, Boorowa News, Cowra Guardian, Cootamundra Times, Young Witness. Forbes Advocate and Parkes Champion Post



Internet Listings

We maximise our subscriptions on realestate.com.au, domain.com.au, farmbuy.com to promote your property online. All rural listings also feature on our website: www.flemingspropertyservices.com.



Electronic newsletters/EDMs

Our property listings are sent to our extensive database of active purchasers.



Information Memorandums (IMs)

In consultation with the vendor, we conduct detailed analysis to include in our Information Memorandums. These are a key selling and communication tool for buyers, providing an asset overview while showcasing the property's features.



Photography and Videography

We partner with local professional photographer Camilla Duffy to capture your property's features with high quality ground and aerial photographs. This allows us to highlight the property's infrastructure, paddocks, sheds, tanks and water supply as well as homestead and gardens.

We believe doing this makes our listings stand out from the crowd and allows us to achieve excellent results in rural markets:



It can help sell your farm faster



It can help get more online traffic



It can help get more leads



It can help you achieve a higher asking price



THE SOCIAL STUDIO

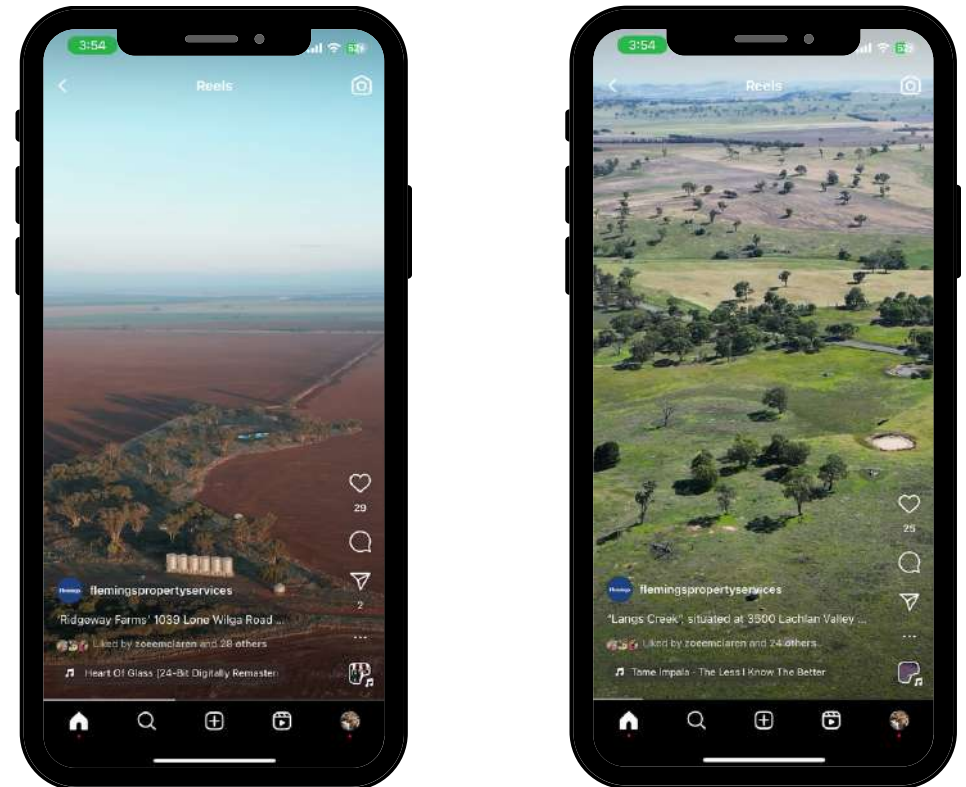
At Flemings Rural we are proud to partner with The Social Studio, a marketing agency specialising in tailored rural and property marketing solutions. Their expertise in crafting targeted strategies, creating engaging content and managing social media videography and graphic design elevates our ability to market rural properties successfully.

Marketing Strategy: Their tailored strategies leverage market analysis to boost property visibility and attract prospective buyers in competitive markets.

Content Creation: The Social Studio creates captivating content utilising high quality imagery and videography showcasing property highlights for effective online listing campaigns and marketing material.

Social Media Management, Videography, Graphic Design: Their expertise in managing social media platforms and providing professional videography and graphic design amplifies our rural marketing.

ELEVATING BRAND, CONNECTING COMMUNITIES



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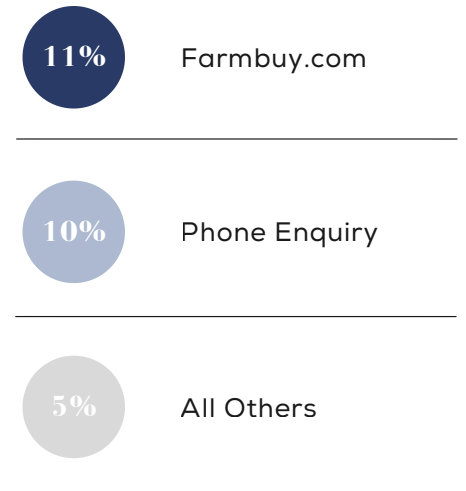
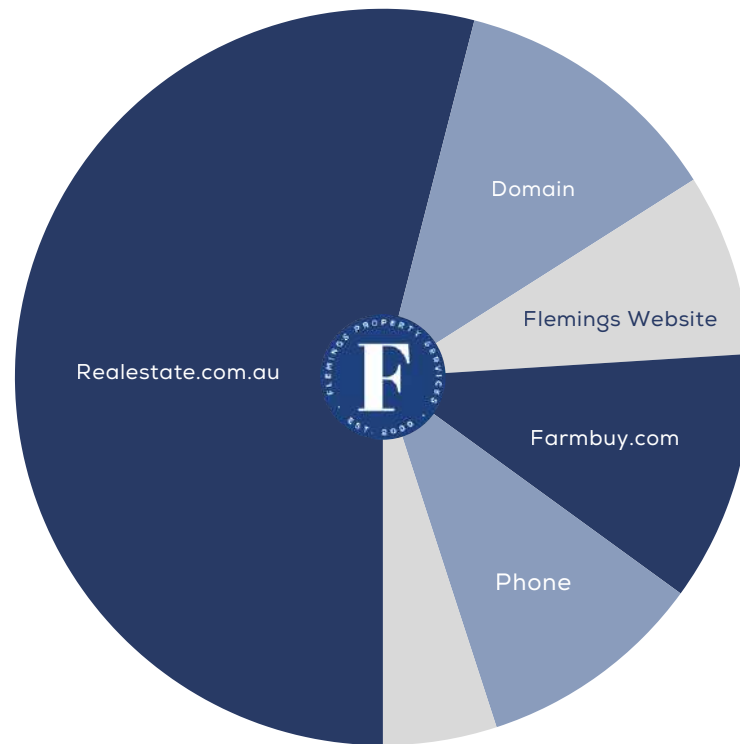
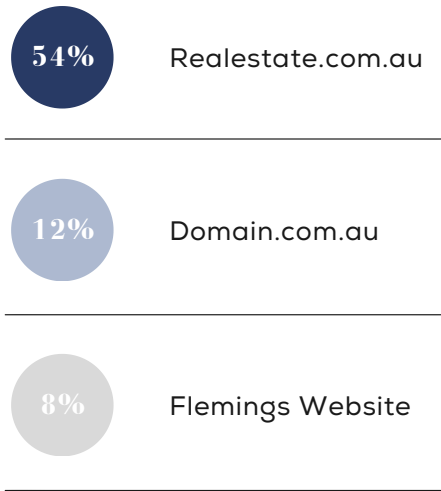
Targeting Buyers

Flemings Rural has a detailed understanding of the target buyers and their decision-making process, complemented by extensive relationships with active purchasers who will be interested in your property. We believe in order to achieve the best possible result for our clients we have to consider the property for all its merits. We look at each property and consider who our target audience will be. Upon appointment, Flemings Rural will present this opportunity to our database of purchasers who would consider an asset of this size and nature.

Nearly all buyers start their search online using [realestate.com.au](https://www.realestate.com.au) and [domain.com.au](https://www.domain.com.au). We maximise our partnerships with these websites to make sure your property stands out with premium listing packages.

Facebook and Instagram play a huge role in allowing us to get your property in front of buyers. From posts, stories and reels we pride ourselves on being the market leader in providing the content that gets people interested and wanting more information on your property

Buyer's Enquiry Graph



Vendor Reporting

We understand the significance of staying in the loop during the selling process and that's why throughout the marketing campaign we offer comprehensive marketing updates. This regular communication serves as a vital bridge between us as your rural agent and you as the property owner. By understanding you and your objectives, we can tailor our vendor reporting to suit your needs.

Each week during the marketing campaign, we can supply an email with the following information:

1. Data report from domain.com.au and realestate.com.au. This report will include:

- Number of views online
- Advert engagement
- Number of saves and shares
- Number of online enquiries
- Number of phone enquiries
- Number of inspections
- Number of contracts taken

2. A commentary/summary of the activity throughout the campaign to data including feedback from prospective purchasers.

Phone updates are a key part of communication with our vendors.

1. We will notify you when inspections are conducted.
2. Post inspection feedback – who inspected the property, their level of interest, as well as general comments on price and location.





Property Presentation

Presenting a rural property for sale is crucial for attracting potential buyers and achieving a successful transaction.

A clean and tidy property reflects good management. Selling your property is an excellent opportunity to complete all those long-overdue repair tasks, including fixing leaky tanks and organising machinery and tool sheds.

A well-presented rural property can showcase its full potential, making it easier for buyers to envision their future there, whether it be for farming or lifestyle.

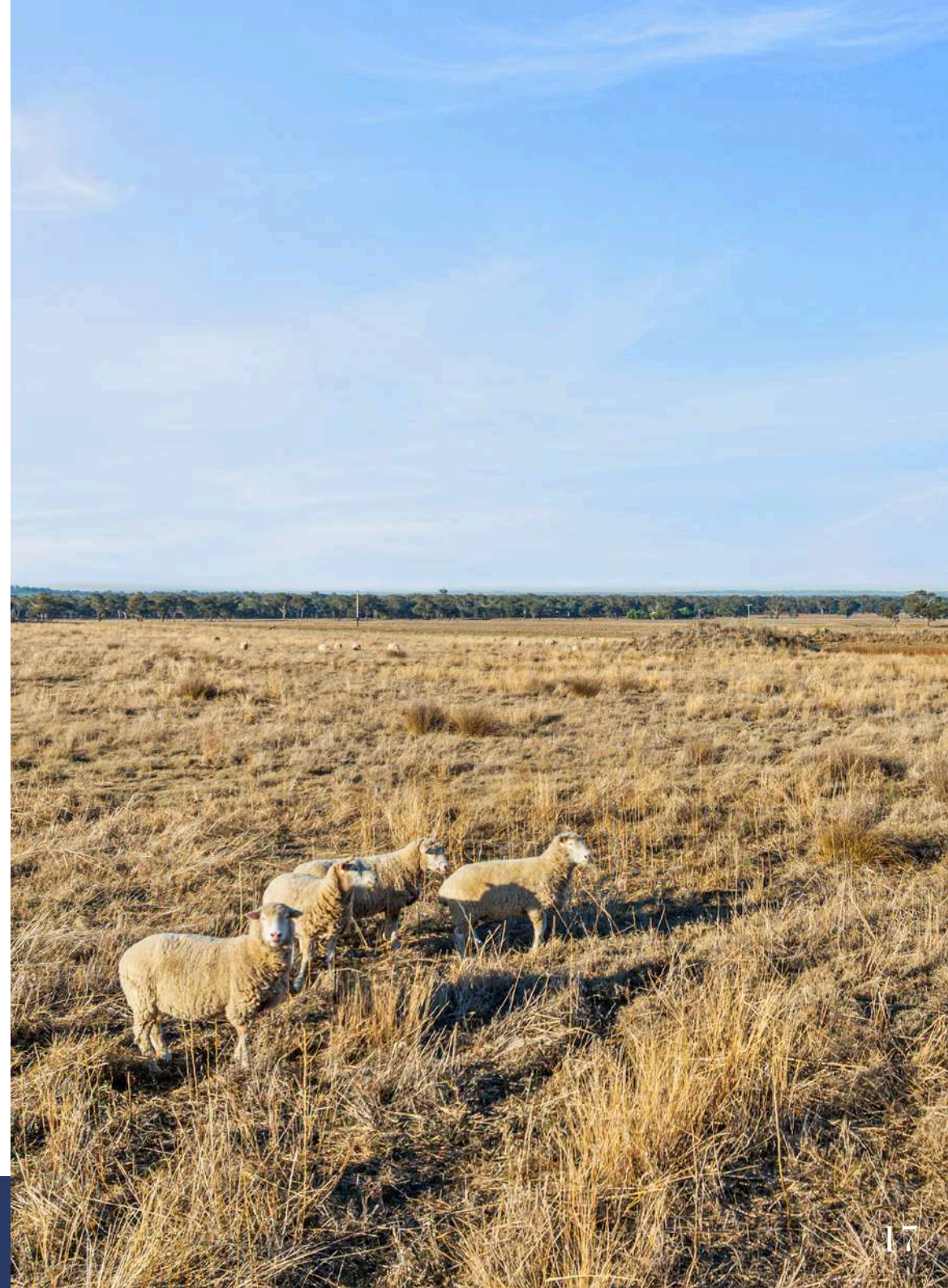
Inspections

At Flemings Rural, we strive to accommodate prospective purchasers seven days a week making it convenient for buyers to inspect at a time that suits them.

We have an All-Terrain Vehicle which we take to private inspections – this allows us to access all areas of the property and get a sound understanding of the farm and its features.

Flemings Rural has a detailed inspection process:

- A first look: this includes a drive over the property so that buyers can quickly assess whether the farm meets their specific needs.
- A detailed look: buyers can take their time to inspect the property thoroughly, ensuring they understand the condition and potential of the farm, including water availability, crops, livestock and infrastructure.
- A meeting with the vendor: when appropriate we facilitate a meeting between the purchaser and vendor which allows the purchaser to ask specific questions about the property infrastructure and history.





Flemings Rural in the Community

We take pride in being an integral part of the communities we serve, actively participating in local events, supporting regional initiatives, and fostering strong relationships with residents, farmers and businesses.

Our commitment goes beyond just property transactions, we strive to contribute to the overall growth and prosperity of these regions, ensuring that we are not just agents, but trusted partners in our communities.

Each year, Flemings spends in excess of \$25,000 on local sponsorships across a range of sporting and community groups, as well as local charities.

Some of our charity partners include: Red Nose Day, Australia's Biggest Morning Tea, Beyond Blue, Can Assist, Rotary Clubs (Young and Harden), Redtember, Margaret House (Young).

We are also proud members and supporters of the following sporting and community groups: Country Education Foundation, Boorowa Rugby Club, Boorowa Race Club, Young Race Club, Young Yabbies, Young Golf Club, Young Fire and Rescue, Cootamundra Picnic Races, Cootamundra Strikers Soccer Club, Cootamundra Junior Rugby League, Cootamundra Tri-colours Rugby Union Club, Harden Red Devils, Harden Hawks, Harden Hawkettes, Harden Picnic Race Club, CanAssist Harden, Harden Show, Cowra Tourism, Cowra Golf Club, Cowra Wine Show, Cowra Show Society, Riding for the Disabled, Cowra Races, Wattamondara Trivia Night and Meals on Wheels.

Flemings Rural - Sales



'Ridgeway Farms' 1039 Lone Wilga Road, Tottenham NSW

Size: 1,533 hectares (3788.12 acres)

Price: \$5,000,000

Price per acre: \$1,319.91



'Bongalong' 612 Finlays Lane, Muttama NSW

Size: 55 hectares (135.5 acres)

Price: \$3,250,000



'Frogmore Estate' 955 Frogmore Road, Frogmore NSW

Size: 107 hectares (264.39 acres)

Price: \$725,000

Price per acre: \$2,742.16



'Roaring Rock' 383 Roaring Rock Road, Frogmore NSW

Size: 551.15 hectares (1,361 acres)

Price: \$4,250,000

Price per acre: \$3,120.66



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