

Meet Carolina Forestry who is proud to sponsor with the NCAPL!

Carolina Forestry is a privately-owned, professional corporation formed in 1998 by Keith Brouillard and Rodney Finkbiner. The company provides land brokerage and consulting forestry services to landowners in North Carolina and Virginia. Carolina Forestry is a professional organization recognized by the North Carolina Board of Registration for Foresters as a Professional Forestry Company.

Carolina Forestry is a licensed real estate company in North Carolina and Virginia with offices in Raleigh and Winston-Salem, NC.

Rodney Finkbiner

Originally from Pennsylvania, Rodney moved to Raleigh, North Carolina after graduating from Penn State in 1992. Rodney's qualifications are:

- BS in Forest Management, Penn State University, 1992
- NC & SC Registered Consulting Forester
- NC & VA Licensed Real Estate Broker
- 19 Years Experience



Keith Brouillard

Raised in Raleigh, North Carolina, Keith is a graduate of North Carolina State University. Keith's qualifications are:

- BS in Fisheries and Wildlife Sciences, NC State University, 1995
- Minor in Forest Management, NC State University, 1995
- North Carolina Registered Consulting Forester
- North Carolina Licensed Real Estate Broker & Realtor®
- 16 Years Experience



John Shipley

Raised in Winston-Salem, North Carolina, John is a graduate of North Carolina State University. John is the manager of the Winston-Salem office. John's qualifications are:

- BS in Forestry Management, NC State University, 2006
- North Carolina Registered Consulting Forester
- North Carolina Licensed Real Estate Broker & Realtor®
- 5 Years of Experience



Forestry and Real Estate Affiliations

- Raleigh Board of Realtors®
- Triangle, Triad and Wilson Multiple Listing Services (MLS)
- Society of American Forester (SAF)
- Forest Landowners Association
- North Carolina Forestry Association (NCFA)



Real Estate Marketing Plan

When considering a real estate company to sell your land, you need to look at what that company can do for you. **Carolina Forestry** can offer you valuable experience in dealing with raw land and most importantly, it has an extensive marketing plan that reaches the local market and beyond. Although we embrace traditional real estate marketing methods, we eagerly utilize new technologies to promote our listings to all potential buyers. Our marketing plan includes:

- **Custom Marketing Packages** – These packages include a detailed description of your property, GIS maps (aerial, topography, location, timber type, surveys, etc) and photographs. These are available in print or on the internet.
- **Our Web Site** – We average 800± visitors to our web site each day. The majority of these visitors go directly to our “Land for Sale” section and search for properties. Most land searches begin on the Internet. Carolinaforestry.com is located in the top results for many key search strings, putting your property in front of the most potential land buyers in the least amount of time.
- **Email List Subscribers** – For each new listing, we notify all 2,400± of our subscribers that a new land listing has been added to our site.
- **Direct Mail** - Several times each year we mail newsletters containing advertisements of our listings to large landowners, developers, etc.
- **Multiple Listing Services (MLS)**– Carolina Forestry is a member of three MLS systems so our listings reach maximum exposure to other land brokers and buyers.
- **Local Newspapers** – We continually run ads in the News & Observer (largest newspaper in NC) for all of our listing. We also run ads in smaller local papers which provide even more exposure for our listings.
- **Our Network of Land Buyers** – We have many long-term clients who are continually searching for new properties in North Carolina and the surrounding areas. We notify these buyers of our new listings immediately.
- **Our Background in Land Management**—With a background in Consulting Forestry and Land Management, we have diverse experience in disciplines important for effective land marketing including: timber management and appraisals, surveying, GIS/GPS, soil evaluation, property improvements and land development.



Land Marketing Services

Real estate in the Southeastern United States is owned primarily by individuals and families who manage their land for various purposes including: timber production, farming, hunting, recreation, development and investment. **Carolina Forestry** specializes in marketing these multi-faceted properties which range in size from mini-farms to large scale timberland and farm properties.

As consulting foresters, outdoorsmen and rural landowners, we are proficient at determining all aspects of land values including:

- **Current and future timber values**
- **Recreational values**
- **Development potential**
- **Potential conservation easements**

Before marketing your land, we must determine its value. A common approach is using comparable land sales derived from the local Multiple Listing System and courthouse records. However, that is not enough. When estimating the value of land, we also consider:

- **The value of any standing timber (stumpage)**
- **The current value of pre-merchantable timber (young growth)**
- **Road frontage and access easements**
- **River, creek frontage and floodplain**
- **Soil types (perkability, site index, minerals)**
- **Zoning regulations and other building restrictions**
- **Building value**
- **Location of utilities**
- **Current and past land sales in the area**

Our specialized knowledge and experience of marketing raw land is what makes Carolina Forestry stand out from the rest. If you are interested in selling your land, call us at **1-800-706-8280** for a free consultation.

