



# YOUR PROPERTY

- Is the Olive Grove your passion & dream!
  - A lifestyle choice and dream when purchased / developed!
  - Your DREAM may not be that of others.
- Is the FARM improved from when purchased?
  - Has the asset been developed and grown?
    - WHAT IS A SALABLE ASSET?

# **BUSINESS OR LIFESTYLE**

- Is the farm a business or a lifestyle?
  - If lifestyle then development of property has different goals,
  - If a business, then treat and operate as a business and develop business / asset.

Unless the farm is being passed on to family then basis should be to
<u>grow & develop</u>
as well as
<u>maintain & improve</u>

the asset for sale.

# **FARM SALE**

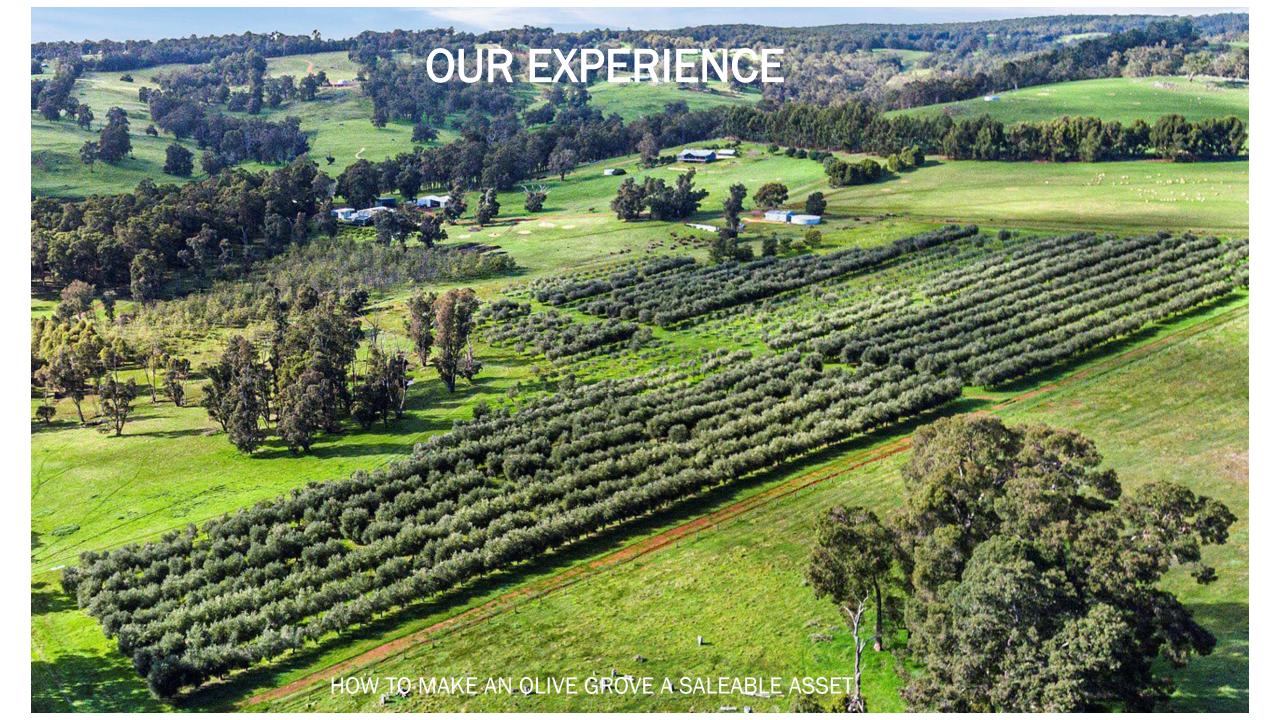
- A farm is like any other property there needs to be a willing seller and a willing buyer
  - The trick is finding that willing buyer in a timely manner
- A farm is a little different to selling a house in suburbia.
  - It has a much bigger back / front yard to maintain
  - Requires more general maintenance
  - Is further from services
- A farm is a Business

# **FARM SALE**

- Like a house preparation is critical for selling
  - If possible, pick the best time of year to make the sale when the property presents the best
  - Decide what you are selling, is it:
    - Just the property
    - The business
    - Property business all stock (walk-out / walk-in)

#### PRESENTATION

- As with selling a house it is all about presentation
- Seller Mind-set
  - May sound simple but you dream is not necessarily someone else's
  - If someone is prepared to buy property for your asking price be prepared to sell regardless of what they want to do.
  - Be realistic in pricing!



2003	Q1 - Purchase Property & Plant Olive Trees
2004	Install Process Plant & Contract Processing
2009	Contract Harvesting
2010	Start Sheep Grazing
2022	Q4 - Sold



# **OUR SALE PROCESS**

- We made the decision to sell in March 2022 prior to the 2022 harvest
- The next 6 months were used to prepare for the sale:
  - We rationalised customer base, for sales and contracting
  - We started preparing property with more focus on short-term improvements and maintenance. Particular emphasis on presentation, this includes roads / fencing / pasture / equipment & buildings.
  - Notified staff providing bonus to stay until completion of sale.
  - Decided what we wanted to keep and what was to become part of sale
- Found Agent probably the hardest part
  - On Market end August
    - Sold end September
    - Handover November.

