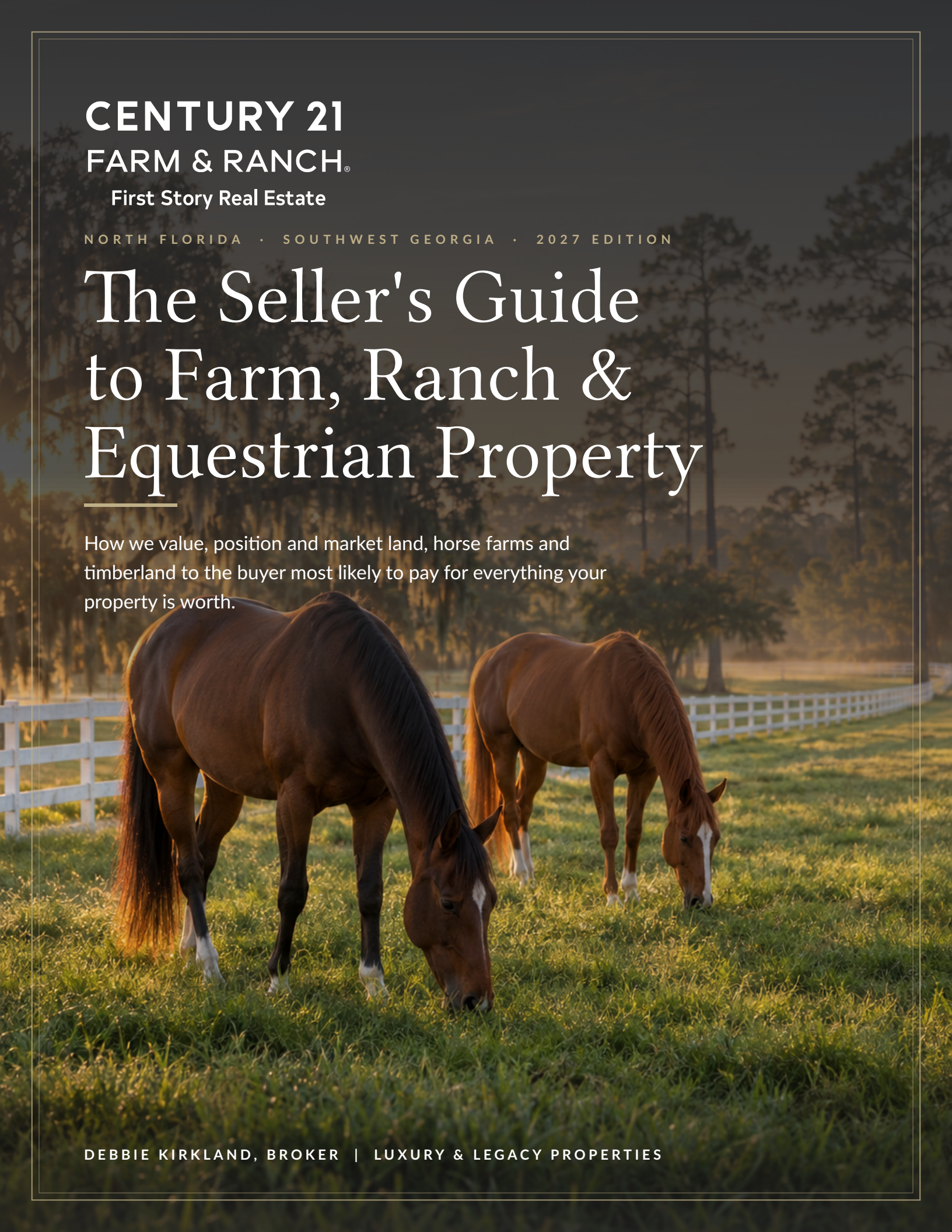
CENTURY 21
FARM & RANCH®
First Story Real Estate

NORTH FLORIDA · SOUTHWEST GEORGIA · 2027 EDITION

The Seller's Guide to Farm, Ranch & Equestrian Property

How we value, position and market land, horse farms and timberland to the buyer most likely to pay for everything your property is worth.



DEBBIE KIRKLAND, BROKER | LUXURY & LEGACY PROPERTIES



WELCOME

No two farms are alike.

A farm is more than acreage. It's the fencing you built one post at a time, the barn you designed around your horses, the pines you planted for the next generation, and the pond your grandchildren learned to fish in. When it's time to sell, that property deserves more than a few MLS comparables and a sign by the road.

I was raised on a farm, rode and competed growing up, and come from five generations of North Florida and South Georgia families who farmed, ranched and raised cattle. I own a farm in Cairo, Georgia today. I know what it takes to build and care for land like yours, and I know how to find the buyer who will value it.

This guide shows how we study your property, price every asset on it, and market it directly to the most probable buyer.

Debbie Kirkland

BROKER · CENTURY 21 FIRST STORY REAL ESTATE, FARM & RANCH

INSIDE

Meet Debbie	03
By the Numbers	04
Rooted in Horse Country	05
Southwest Georgia Farm Country	06
How We Value & Market a Farm	07
Your Custom Marketing Plan	09
Finding the Most Probable Buyer	10
Our Marketing & Network	11
Featured Listings & Proven Results	14
The Selling Process	17

MEET YOUR BROKER

Debbie Kirkland

BROKER · CLHMS · LUXURY & LEGACY PROPERTIES

A fifth-generation Tallahassee native, Debbie has been licensed since 2002 and has led her own brokerage since 2014. She is licensed in both Florida and Georgia and focuses on farms, ranches, equestrian estates, timberland and luxury rural property.

Her clients get a broker who has worked the land herself. Debbie grew up on a farm, rode and competed into her early twenties, and comes from a family of farmers and cattle ranchers on both sides of the state line. That background shows in how she reads a property: soils, fencing, barns, water, timber and the cost to build each one.

Credentials

- Certified Luxury Home Marketing Specialist (CLHMS), Institute for Luxury Home Marketing
- Century 21 Centurion Producer
- Top 5% producer, Tallahassee Board of Realtors
- Specialty certifications in Farms & Acreage and Fine Homes & Estates
- Licensed in Florida and Georgia; Broker since 2014
- Past Local Board President, State District Vice President, and National Association of Realtors chairs and committees

Member boards

Tallahassee Board of Realtors · Realtor Association of Franklin & Gulf Counties · Central Panhandle Board of Realtors · Thomasville Board of Realtors · Southwest Georgia Board of Realtors · Georgia Association of Realtors





BY THE NUMBERS

A record built on land

Sellers of farm, ranch and equestrian property choose Debbie because of her results with properties exactly like theirs.

$70M+	25	96.5%
FARM & LAND SALES VOLUME	YEARS OF EXPERIENCE	SOLD-TO-LIST PRICE RATIO
92	34K+	$2.8M
AVERAGE DAYS ON MARKET	BUYERS & SELLERS IN OUR DATABASE	LARGEST SINGLE SALE

Most of our farm buyers pay cash. Qualified, motivated buyers mean fewer financing contingencies and smoother closings, even on large, complex properties.

Figures reflect farm, land and equestrian sales over Debbie's career. Average days on market and sold-to-list ratio apply to those property types.

LOCAL KNOWLEDGE

Rooted in horse country

From the Red Hills plantations between Tallahassee and Thomasville to the pastures and farmland of Wakulla, Gadsden, Jackson, Grady, Brooks, Colquitt and Decatur counties, this region offers what equestrians and land buyers look for: a mild climate for year-round riding, productive soils, long growing seasons, and room to breathe within an easy drive of Tallahassee.

Debbie is known across the region for equestrian listings and sales. She understands what a horse buyer checks first: fencing and cross-fencing, paddock rotation, stall count and barn ventilation, arena footing, wash racks, tack rooms, trailer access and hay storage.



A horse barn with Dutch doors, built for ventilation and turnout.



A center-aisle stall barn. Buyers check stall count, airflow and footing first.

Where we work

NORTH FLORIDA

- **Leon County & Tallahassee** – gated equestrian estates and acreage close to town
- **Wakulla County** – rural acreage near the Gulf coast, springs and national forest
- **Gadsden County & Quincy** – rolling horse farms, ponds and working ranches
- **Jackson County** – open pastureland and larger horse and cattle tracts

SOUTHWEST GEORGIA

- **Thomas County** (Thomasville, Boston, Ochlocknee) – Red Hills plantations and quail country
- **Grady County** (Cairo, Whigham) – timber, river frontage and hunting land
- **Brooks County** (Quitman, Dixie) – cropland, cattle and rural acreage
- **Colquitt County** (Moultrie) – Georgia's top farm county by value
- **Decatur County** (Bainbridge, Attapulgus, Lake Seminole) – irrigated farmland and horse farms

Our equestrian home base online

HomeSalesofTallahassee.com is our main driver for equestrian property. Buyers come to it specifically to search horse farms and acreage across the region.



MARKET PROFILE

Southwest Georgia farm country

Rural counties with productive soils, cropland, cattle and timber, and a long agricultural heritage. Debbie is actively working with farm buyers and sellers in each of them.

Colquitt County MOULTRIE	Georgia's top agricultural county, with a state-leading farm gate value of about $700 million in 2024. It also leads the state in vegetable value and is a top producer of cabbage and bell peppers, alongside cotton and peanuts.
Decatur County BAINBRIDGE · ATTAPULGUS · LAKE SEMINOLE	A row-crop and fresh-produce powerhouse on highly irrigated farmland. It ranks first in Georgia for sweet corn and second for vegetable value, with large cotton and peanut acreage and recreation on Lake Seminole.
Brooks County QUITMAN · DIXIE	About 392 farms on roughly 207,000 acres, ranking fifth in Georgia for harvested cropland. Cotton and peanuts lead, alongside about 13,000 head of cattle, dairy, hay and a top-10 vegetable industry.
Grady County CAIRO · WHIGHAM	Row crops, vegetables and a strong timber sector, plus one of Georgia's top-10 counties for ornamental horticulture. Cairo carries a proud cane syrup heritage, and the Ochlockonee River offers hunting and river land.
Thomas County THOMASVILLE · BOSTON · OCHLOCKNEE	The heart of the Red Hills, known for historic quail plantations, longleaf pine and legacy estates, with working row-crop farms, cattle and timber across its rural communities.

Sources: UGA Center for Agribusiness & Economic Development, Georgia Farm Gate Value Reports 2023–2024 (agecon.uga.edu; georgiaagimpact.caes.uga.edu); USDA 2022 Census of Agriculture.



HOW WE VALUE & MARKET A FARM

Beyond the MLS comps: our five-step process

Many agents put together a price from a few MLS sales nearby. Farms don't work that way. Two 40-acre properties on the same road can be worth very different amounts depending on the fencing, the barns, the timber, the water and the work that has gone into the home. We study and drill down on every one of those layers.

01 Gather & assemble the data

We collect every pertinent fact about the land: exemptions and current uses, flood zone, soil reports, surveys, taxes, property appraiser data, any income production, and the costs of running the farm.

02 Build the pricing strategy

Price is based on the market, the property's specific amenities, buyer demand and a current appraisal if one exists. Our detailed **Seller Interview Sheet** captures systems, buildings, fencing, leases, exemptions and exactly what conveys with the sale.

03 Create the feature lists

We build separate lists for the home, the land and the amenities. They become the backbone of the marketing plan and the shot list for photography and video.

04 Outline the marketing timeline

A written, dated plan from property walk to public launch, including media production, web buildout and seller review points.

05 Roll out the marketing

A coordinated launch across MLS, specialty sites, video, social and direct outreach to our database and equestrian network, with ongoing updates.

WHAT WE VALUE

Every asset counts

These are the improvements and natural features we study and price on every farm. Each one can add real value when it's documented and presented to the right buyer.



Timber

Species, age, stocking and merchantable volume, verified by a forester's cruise.



Fencing

Board, no-climb and wire; perimeter and cross-fencing; gates and paddock layout.



Barns & Stalls

Stall count, construction, ventilation, wash racks, tack rooms and living quarters.



Arenas

Size, footing, drainage, fencing and lighting for riding and training.



The Home

Construction quality, updates, remodels, systems and the finishes buyers notice.



Outbuildings

Equipment sheds, workshops, hay storage, garages and guest cabins.



Water

Ponds, springs, creeks, river frontage, wells and irrigation.



Land & Soils

Pasture quality, cropland, topography, access, road frontage and divisibility.

> **Tip for sellers:** pull together receipts, permits, surveys, timber records and improvement dates before we meet. Documented improvements are easier to value and easier for a buyer to trust.

YOUR CUSTOM MARKETING PLAN

A targeted listing strategy for every farm

Every seller receives a written Targeted Listing Strategy built for their property. Here is what a typical plan for an equestrian farm includes.

Market the whole property

We tell three connected stories, not just "a house with acreage":

Home & Lifestyle

The residence, porches and setting as a comfortable home base.

Horse Operation

Barn, stalls, tack, arena, fencing, paddocks, water and trailer access.

Land & Location

Acreage, parcels, pasture and hay ground, access and drive times.

The visual package

- Professional photography from an equestrian buyer's point of view
- Cinematic property film and a short vertical video series
- Aerial imagery, parcel maps and feature graphics
- Matterport 3-D home tour for out-of-area buyers
- Single-property website and SEO/AEO landing page
- YouTube film and a printed Farm & Ranch brochure

A deliberate two-week pre-launch

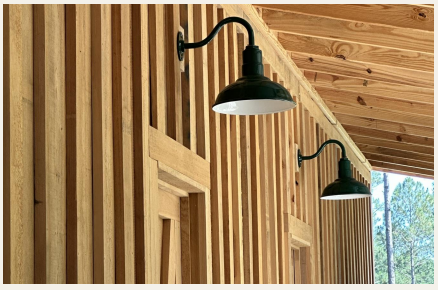
We build the full campaign first, then launch everywhere at once.

Day 0	Walk the home, barn, arena and acreage; confirm features and seller priorities
Days 1–3	Feature inventory, measurements, parcel and access review, inclusions and exclusions
Days 3–7	Photography, film, aerials, Matterport and short-form video
Week 2	Edit media; build property website, maps, brochure, MLS copy and agent outreach
Launch	MLS, websites, video, social and Farm & Ranch and equestrian outreach together
Days 10–14	Formal seller review of traffic, inquiries, showings and feedback
Ongoing	Fresh content and expanded outreach at least every two weeks

Seller Interview Sheet: our 14-page pre-listing questionnaire covers home systems, inclusions, barns and fencing, utilities, costs and insurance, leases, exemptions, easements and rural features, so nothing is missed.







TARGET MARKETING

Finding the most probable buyer

Putting a farm in the standard MLS and waiting is not a marketing plan. We laser-focus on the buyers most likely to purchase your specific property, then put it in front of them wherever they are searching, scrolling or riding.



The Equestrian Buyer

Riders, trainers and breeders looking for turnkey barns, arenas, fenced pasture and trailer access.

The Legacy & Estate Buyer

Families seeking a luxury rural home and land to enjoy and pass to the next generation.

The Recreational Buyer

Hunters, anglers and outdoor families looking for timber, ponds, food plots and privacy.

The Timber & Land Investor

Buyers focused on stand value, growth, cash flow and long-term appreciation.

The Farm Operator

Cattle, hay and row-crop producers who need productive soils, water and infrastructure.

The 1031 Exchange Buyer

Investors with exchange deadlines who need the right replacement property, often paying cash.

Off-market matters too. Some of our best sales never reached the MLS. They closed through word of mouth, our database and private 1031 exchanges, quietly and on the seller's terms.

OUR MARKETING

Where your buyers are looking

Every farm listing gets a custom plan that combines specialty land and equestrian advertising, national syndication and our own networks.

HorseProperties.net

A specialty marketplace where serious equestrian buyers search nationwide.

Land.com Network

National land marketplaces reaching farm, ranch, hunting and recreational buyers.

HomeSalesofTallahassee.com

Our main driver for equestrian properties in North Florida and South Georgia.

FirstStory.co & Century 21

Our brokerage site plus Century 21's nationally branded websites in English and Spanish.

Commercial Platforms

Larger tracts and investment land reach commercial and investor buyers on platforms such as Crexi.

Specialty Digital Groups

Targeted placement in equestrian, land, hunting and farm communities online.

Equestrian Events

We bring listings to the horse shows and equestrian events where buyers gather.

Paid Social Advertising

Facebook and Instagram campaigns aimed at buyers by interest, location and lifestyle.

Professional Photography & Aerials

Magazine-quality photos and drone imagery that show the whole property, from the barn to the boundary.

Coming Soon Campaigns

We build demand before launch, with early outreach to our database and network.









OUR NETWORK

Reach no MLS can match

34K+

Our private database

More than 34,000 buyers and sellers built over 25 years. Every farm listing goes straight to the people already looking for land like yours, often before it's public.

Nationwide

Top equestrian producers

Our relationships with leading equestrian real estate agents across the United States bring out-of-state buyers relocating to horse country.

C21 F&R

Century 21 Farm & Ranch

A national network of land specialists under the most recognized name in real estate, with listing syndication to top land and luxury sites.

> **The result:** your farm reaches qualified, often cash-ready buyers through channels most agents never use, which supports a stronger price and a faster sale.

Your Listings Exposed to a World of Buyers!

CENTURY 21
FARM & RANCH®
First Story Real Estate

A ***constantly growing network*** of the ***industry's top listing sites*** ensures ***maximum exposure*** of ***your properties*** to a ***world of buyers***!

Current

THE WALL STREET JOURNAL.

DOW JONES

LANDBROKERMLS

acres

RPR

REALTORS® LAND INSTITUTE

HuntStand

LandHub.com
Sell Your Land, Land Your Dream

FARMS USA

landsearch

CREXI

Coming Soon

LANDGATE

land id

CommonGround

Additional Feed Options

LANDFLIP

LR LUXURY RANCH REAL ESTATE

ranchline

MONTANALAND MAGAZINE



FEATURED LISTING

11412 Turkey Roost Road

$1,600,000

TALLAHASSEE, FLORIDA · 20 ACRES · TRUE EQUESTRIAN ESTATE

Twenty gated acres, fully fenced and cross-fenced, with a classic country home, a screened saline pool and a barn designed for horses. This is a turnkey equestrian property minutes from Tallahassee.

- 4,886 sq ft home with 5 bedrooms and 4 baths
- 36 × 84 barn with 6 stalls, rubber matting and individual fans
- Air-conditioned tack room, wash and grooming stations, workshop
- Screened saline pool and patio; gated entrance











COMING JANUARY 2027

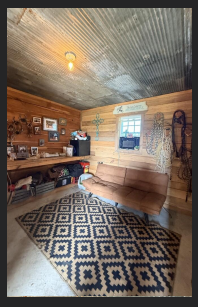
A Jackson County Equestrian Ranch

JACKSON COUNTY, FLORIDA · APPROXIMATELY 57 ACRES · EQUESTRIAN & RANCH

Open pasture, a fenced sand riding arena, a center-aisle stall barn, a second horse barn and a home with a wraparound porch overlooking it all. This one will be offered first to our database and equestrian network.

Ask Debbie about a private preview.







PROVEN RESULTS

Recently sold



$1,550,000

Woodland Hills Way

Tallahassee, FL · 42 acres · Equestrian-style estate, 6,679 sq ft home, pool



$1,225,000

Ben Bostic Road

Quincy, FL · 266 acres · Working farm and ranch with pond, spring and creek frontage



$790,000

Priest Road

Attapulgus, GA · 50 acres · Gated horse farm, fenced and cross-fenced pastures



$500,000

Salley Brown Road

Quincy, FL · 70 acres · Six-stall barn, board-fenced pasture, spring-fed pond · Cash

$1,135,000

Rawls Road

Cairo, GA · 128 acres · Paired with a $370,000, 50-acre 1031 exchange closed at the same time

OFF-MARKET

$550,000

Dickey Ferry

Cairo, GA · 86 acres · Planted pines, hardwoods and Ochlockonee River frontage · Cash, 1031 exchange

WORD OF MOUTH

A selection of farm, land and equestrian sales by Debbie Kirkland. Some sales were completed off-market.

THE SELLING PROCESS

From consultation to closing

01 CONSULT

Listing Consultation

We walk the property together and talk through your goals, timeline and expectations.

02 PRICE

Data Gathering & Pricing Strategy

Surveys, soils, flood zone, taxes and exemptions, the Seller Interview Sheet, and a market-based price.

03 PREPARE

Prepare the Property

Mow, repair fencing, clean barns, open trails and roads, and gather surveys and records.

04 CAPTURE

Photography, Drone & Video

Professional photos, aerials and property boundary graphics that tell the whole story.

05 PREVIEW

Coming Soon to Our Network

Early exposure to our 34K+ database, equestrian producers and the C21 Farm & Ranch network.

06 LAUNCH

Targeted Market Launch

Specialty sites, syndication, paid social, digital groups and equestrian events.

07 SHOW

Qualified, Accompanied Showings

We pre-screen buyers and show the land personally, by appointment.

08 NEGOTIATE

Offers & Negotiation

We review terms, proof of funds and contingencies, and negotiate for your best result.

09 DILIGENCE

Due Diligence

Surveys, inspections, timber cruises, wells and septic, guided to keep the deal on track.

10 CLOSE

Closing Day

Keys, gates and barn doors change hands, and your next chapter begins.

GETTING READY

Preparing your farm for market

Around the property

- [ ] Mow pastures, road edges and around buildings
- [ ] Repair fence boards, wire and gates
- [ ] Clean and lime stalls; organize tack and feed rooms
- [ ] Grade and clear farm roads, firebreaks and trails
- [ ] Flag property corners and key boundary points
- [ ] Tidy equipment, hay and storage areas
- [ ] Touch up paint on the home, barns and fencing

Documents to gather

- [ ] Survey, legal description and plats
- [ ] Deed, easements and any timber, mineral or hunting leases
- [ ] Timber cruise, management plan and harvest records
- [ ] Well, septic and utility information
- [ ] Receipts and dates for improvements, barns and fencing
- [ ] Property tax bills and any agricultural classification
- [ ] Equipment that may convey with the sale

> **We'll help.** Our team works from a checklist built for farms and coordinates surveyors, foresters and inspectors so nothing is missed.









YOUR FARM & RANCH SPECIALIST

Debbie Kirkland

BROKER · CLHMS · LUXURY & LEGACY PROPERTIES

Your farm is one of a kind. Let's give it a valuation and a marketing plan built for it, and put it in front of the buyer who will value everything you've built.

Thinking of selling your farm, ranch, timber or equestrian property? Contact Debbie Kirkland.

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