



Caring for You and Your Farm®

Professional Farm Management • Farmland Sales and Acquisitions • Trusted Appraisals



“Since we’ve started with Hertz, they’ve helped us transition the farm from a livestock focus to row crops focus, looking for innovations in seed, chemicals, machinery and cover crops. I’ve really appreciated how Hertz is willing to work with me to implement what makes sense for the best use of the land, our goals as landowners, and our family circumstances.”

– Steve Schomberg



A **Personal Approach** to Professional Farm Management, Real Estate and Appraisal Services

One way or another, your connection to the land has brought you here.

Perhaps a farm has been your life’s work or has been in your family for generations. Maybe the farm is an investment from which you hope to receive strong returns.

Whatever your relationship to the land might be, you understand not only its financial value but also its emotional worth. Knowing and appreciating the true value of land has been a critical part of Hertz Farm Management’s way of doing business since Carl Hertz founded the company in 1946.

Today, Hertz Farm Management brings a personal and knowledgeable approach to helping customers manage, buy, sell or appraise farms. Even though ours is one of the largest companies of its kind in the country, our clients often see us as one of the family—someone they know on a first-name basis.

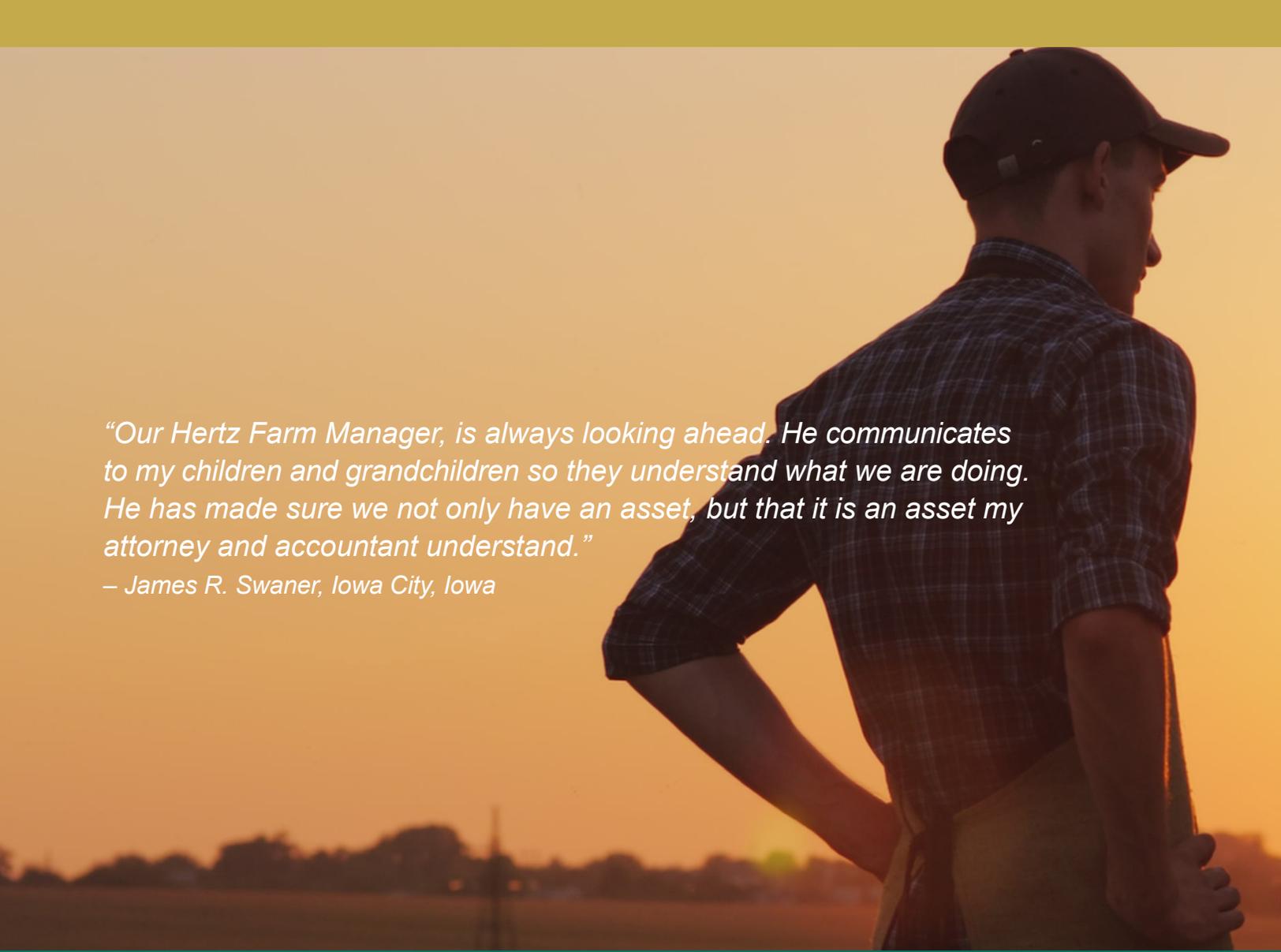


Planning Your Family Legacy

We understand it can be difficult to think about what's next for your farm.

Maybe you don't want to disrupt family dynamics, or feel overwhelmed with all of the details or you just simply don't know where to begin. Planning for the future of your farm can help ensure the farm remains in the family and provide your heirs with an understanding, not only of the farm operation, but of its importance to your family legacy.

There are many options to consider for transferring land from simple wills to trusts to various ownership options. Proper planning can also result in tax savings when it comes to estate, gift and inheritance taxes. We can work with your family and your attorney/tax advisor to help you determine what is best for your farm and your family.



“Our Hertz Farm Manager, is always looking ahead. He communicates to my children and grandchildren so they understand what we are doing. He has made sure we not only have an asset, but that it is an asset my attorney and accountant understand.”

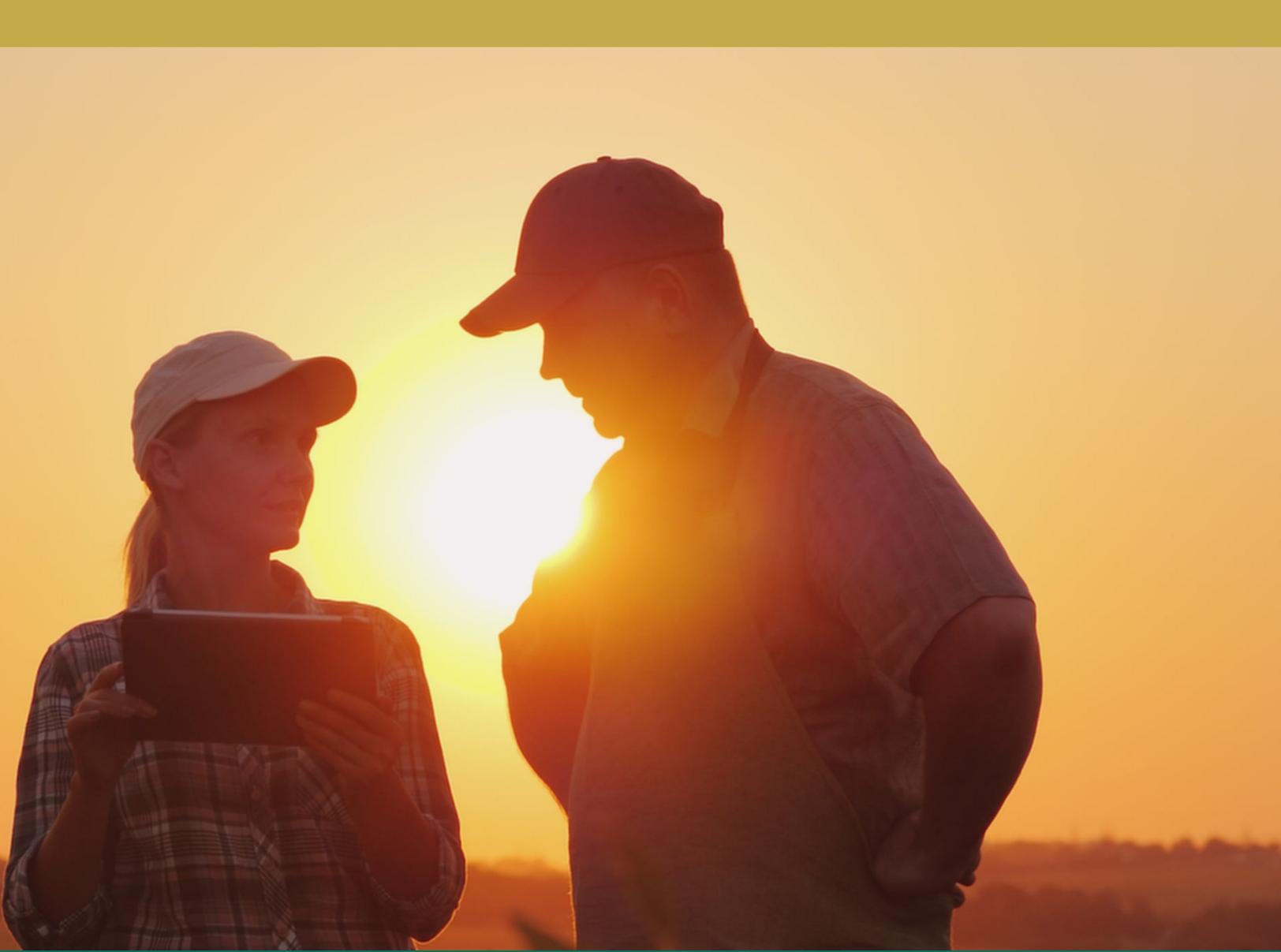
– James R. Swaner, Iowa City, Iowa

Managing Farms Through the Generations

The key to successful farm management is land stewardship.

Selecting the right crops, making wise use of government farm programs, ongoing maintenance and improvements, and strategically sound marketing are all important — but it's the land that counts in the end.

All Hertz Farmland Professionals come from rural America. They have a degree in agriculture or ag business, and they keep up with their industry through continuing education. In short, they have the tools to serve you well. They understand the importance of stewardship to the prosperity of current and future generations of farm owners.



Exploring Alternatives in Farm Leasing to Realize the Best Results

With Hertz Farm Management, you have the opportunity to explore a variety of lease options.

Our experienced professionals have access to the latest information, so you're able to select the option that fits best with **your** circumstances.

OBJECTIVES	Custom Agreement	Modified Crop Share	Crop Share	Net Share	Variable Cash Rent	Cash Rent
Grain market opportunities	●	●	○	○	○	○
Productivity & technology advances	●	●	●	○	○	○
Income tax flexibility & deductions	●	●	●	○	○	○
Minimal investment	○	○	○	●	●	●
Benefit from land improvements like drainage tile	●	●	○	○	○	○
Influence farm operations & care	●	●	○	○	○	○
Participate in a higher value crop (seed corn)	●	●	○	○	○	○
Conservation practices—cover crops, no-till	●	●	○	○	○	○

● Highest Benefit ● Moderate Benefit ○ Least Benefit



With 30+ drone pilots on staff, Hertz has the expertise to capture aerial photos & videos, and scout hard to reach areas.

Shaping Wise Real Estate Decisions

The Hertz Farm Management and Hertz Real Estate Services team specializes in farmland sales, both in-person and online auctions, acquisitions and exchanges.

We use our exclusive listings or professional auctions to achieve maximum returns on property sales and offer professional buyer representation if you wish to invest in farmland. We also can help you and your attorney use a tax-deferred 1031 exchange to realize the most from your investment.

When we list a property for sale or auction, we provide a complete roster of services, from recommending a listing or reserve auction price to marketing and advertising the property to coordinating and handling closing details. We have real estate agents licensed in every state we serve, and they specialize in the sale, acquisition, appraisal and management of farmland.



“The people at Hertz carry on the traditional company values that founder Carl Hertz started—stewardship, trusted advisors and Midwestern values.”
— Bill Dunn, New Jersey

Appraising with Professionalism

Appraisals serve a number of important functions. They can be used in family decision making and estate planning, to help make buying and selling decisions, for tax assessment and for a number of other purposes.

Hertz Appraisal Services offers expertise in a variety of land uses, with each requiring a specialized knowledge. Because we have appraisers who are well versed in a variety of areas, we can provide: agricultural appraisals, real estate valuations, consultations.

In every case, we make sure you receive a high-quality and accurate appraisal, performed with the integrity and professionalism you expect from Hertz Farm Management.



According to the Natural Resources Conservation Service (NRCS), “Pollinators are an integral part of our environment and our agricultural systems; they are important in 35% of global crop production. More than ¼ of food and beverages we consume are the product of animal pollination. The restoration of natural land can benefit pollinators and wildlife, increase water quality and help mitigate flooding.”

The Hertz Farmland Professional Advantage

We strive to achieve the highest levels of professionalism in everything we do.

That’s why our Farmland Professionals choose to pursue Professional Accreditations. Receiving designations gives our staff the highest level of education, experience, and professionalism, helping to ensure that we give our clients the best quality of service.

We Provide:	A Team of Trusted Advisors	Ethical, Knowledgeable, Professional Service
Most Accredited Land Consultants (ALCs) of any one Organization	Enhanced Property Value over Time	Peace of Mind
Improved Profits	Production Expertise	Frequent Farm Visits
Clear & Concise Communications	Customized Marketing Plan	Comprehensive Quarterly & Annual Reports



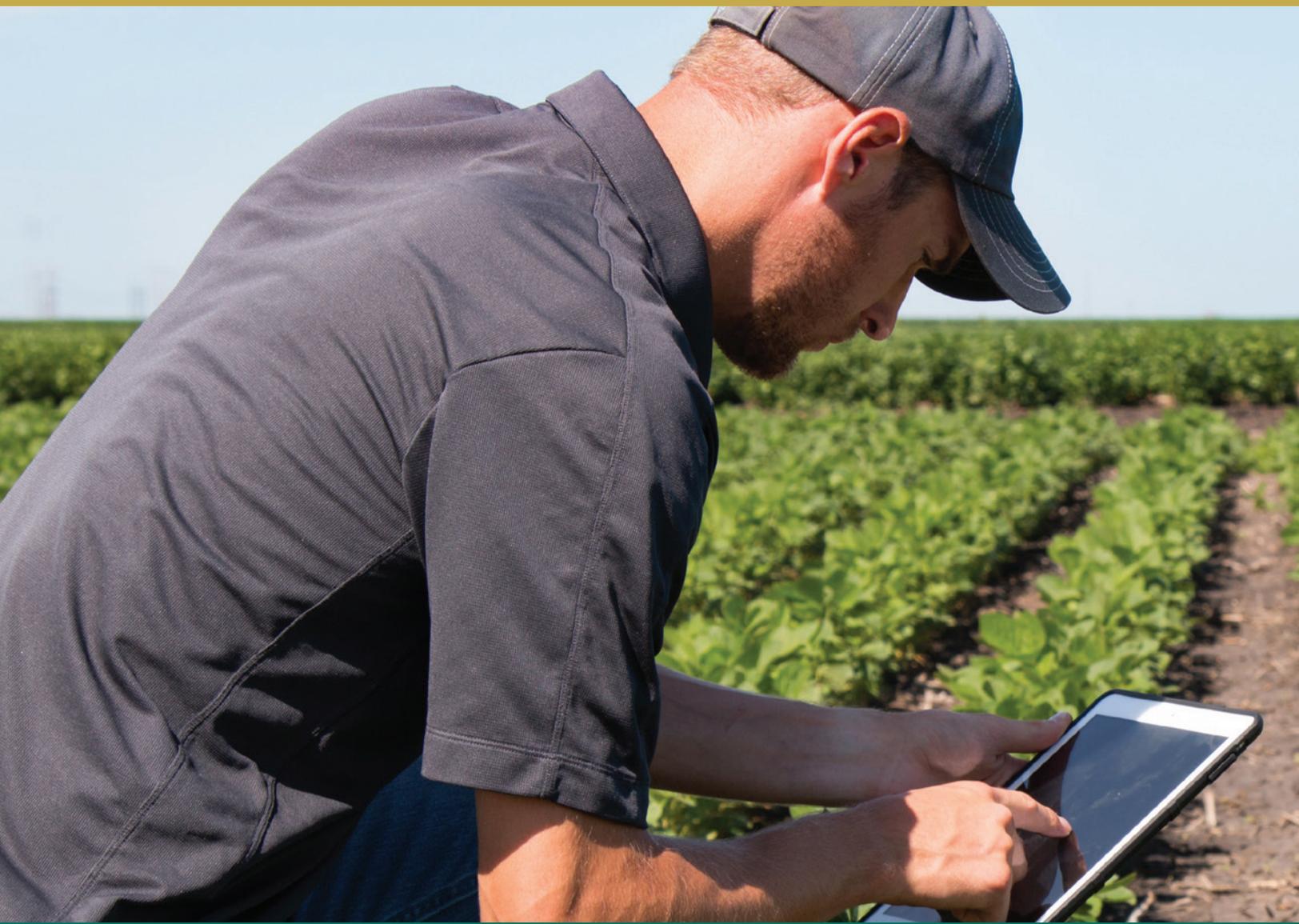
Conservation and Stewardship

Your land is your livelihood, which is why we do everything in our power to protect and preserve your legacy.

At Hertz, we pride ourselves on being good stewards of the land. Using the best management and sustainability practices, we help protect your investment while also increasing your farm's profits long term.

Our team of Farmland Professionals are knowledgeable and experienced in a wide variety of farming and conservation practices. Among others, we have worked extensively with the following:

No-till Farming • Cover Crops • Drainage Tile • Soil Testing • Saturated Buffers • Terraces • Grass Waterways • Pollinator Habitats • Conservation Reserve Programs (CRP)



Caring for You and Your Farm[®]

Only one factor truly measures Hertz Farm Management's success—*your satisfaction.* We strive every day to build a relationship of confidence through our professionalism in farm management, real estate sales, real estate auctions, land acquisitions, appraisals and exchanges. We do it by staying informed and knowledgeable and, most of all, by serving as your trusted advisor.

We earn trust by keeping your best interests at the forefront, and acting in light of those best interests in everything we do. We are committed to adding value to land ownership through land stewardship.

We look forward to serving your best interests and caring for you and your farm.

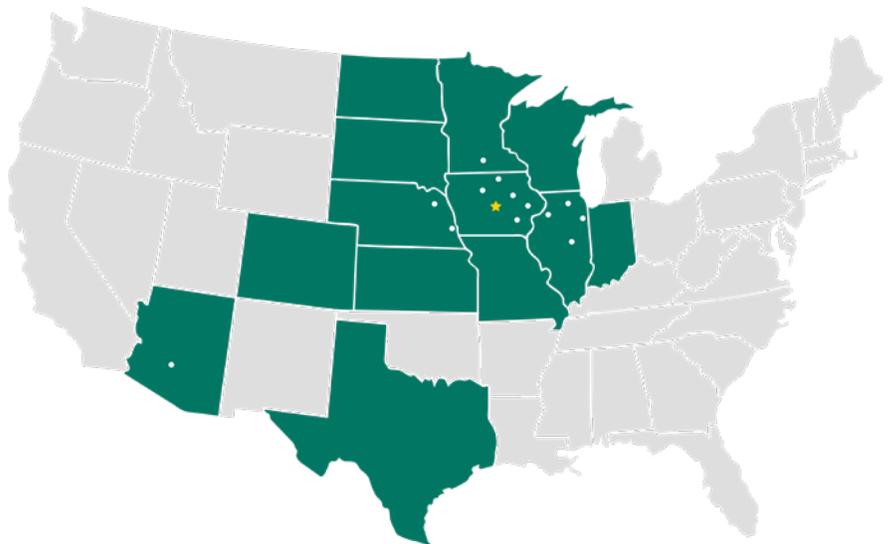
“I love the idea of owning farmland. It’s an intelligent investment. It outperforms the stock market. It’s a reasonable investment choice and a great asset to possibly leave to children. It probably sounds silly, but it’s also a positive contribution to the world. Hertz knows how to grow crops and how to market them.”

– John O’Neill, Houston, Texas



Hertz Farm Management, Inc.

serves clients throughout the United States with offices across the Midwest.





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800.593.5263 www.Hertz.ag



Corporate Headquarters

415 South 11th Street
P.O. Box 500
Nevada, IA 50201-0500
515.382.1500

Iowa Offices

Cedar Falls, IA (319) 234.1949
Humboldt, IA (515) 332.1406
Mason City, IA (641) 423.9531
Mt. Vernon, IA (319) 895.8858
Nevada, IA (515) 382.1500
Washington, IA (319) 382.3343

Illinois Offices

DeKalb, IL (815) 748.4440
Geneseo, IL (309) 944.2184
Kankakee, IL (815) 935.9878
Monticello, IL (217) 762.9881

Minnesota Office

Mankato, MN (507) 345.5263

Nebraska Offices

Norfolk, NE (402) 371.9336
Omaha, NE (402) 697.7500

Arizona Office

Avondale, AZ (602) 932.5874