

# Marketing Strategies

for Ranch Properties

**PAUL TAYLOR**

LEADING THE WAY  
IN RANCH REAL ESTATE

ADVERTISING  
MEDIA & MARKETS





## Farm & Ranch

Farm & Ranch is distributed nationwide on newsstands and by subscription targeting high-income demographic groups.

The average annual income of this readership is well over \$100,000.

*Sixty-two percent of this magazine's readers own secondary real estate!*

Paul Taylor advertises properties in both Texas and Rocky Mountain editions of Farm & Ranch.



**Back Springs Ranch**  
2,000 sq. ft. home  
Full South County - Cross Falls

**Shallow Springs Ranch**  
6,275 sq. ft.  
East Hill County - Full South County - Good Lake

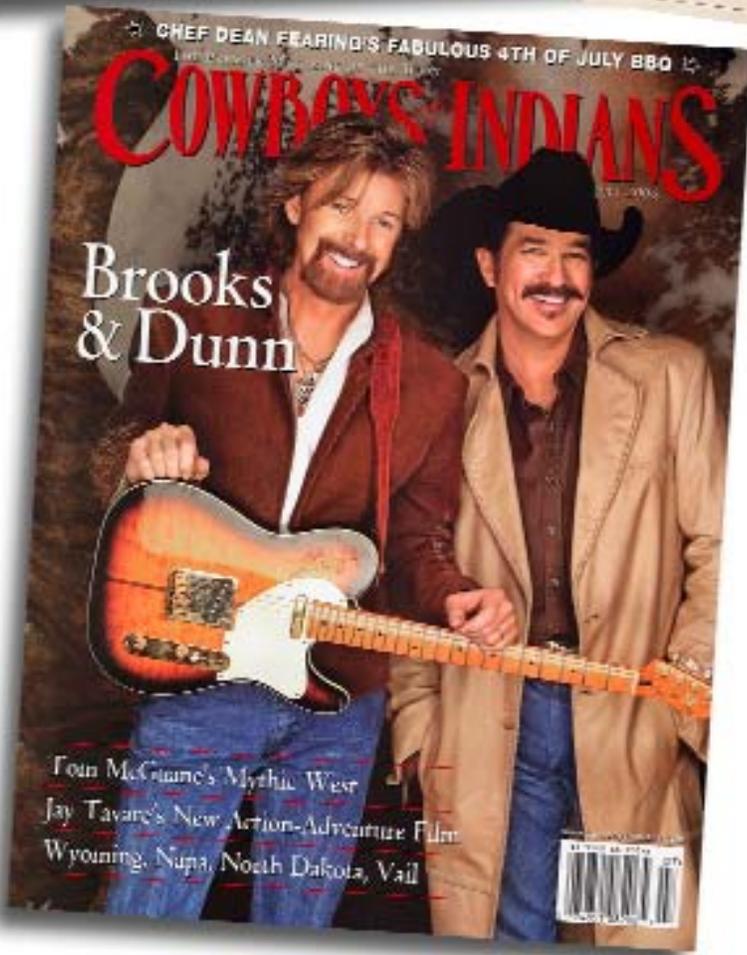
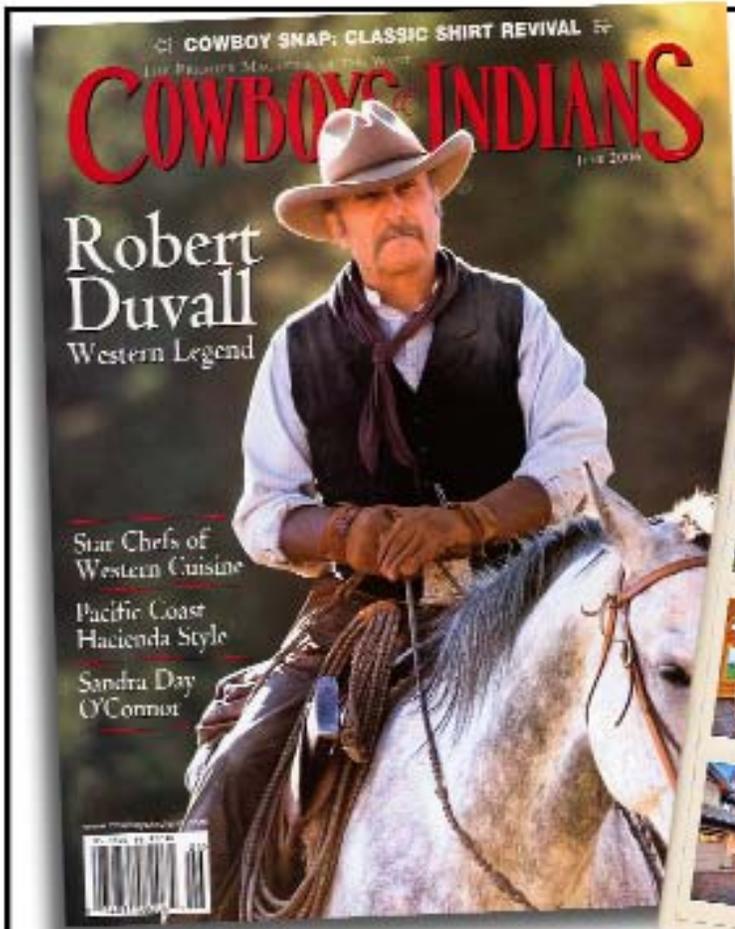
**Waters of the Ranches Resort**  
2,800 sq. ft.  
Good Lake - Ziehl County - Crystal Lake

**Carte Valley Ranch**  
2,875 sq. ft. home  
Good Lake - Ziehl County - Crystal Lake

**PAUL TAYLOR**  
LENDING THE WAY  
IN RURAL REAL ESTATE

**Coldwell Banker  
Taylor & Taylor  
Realtors**

640 N. Second Street  
Bismarck, ND 58101  
800-523-3131 ext. 100  
705-221-3587 ext. 100  
705-227-1400 ext. 100  
paul@taylor.com  
www.taylor.com



## Cowboys & Indians

This national magazine is published every six weeks with a readership of 600,000. It is distributed in 115 major airports, 42 countries and 15,000 retail stores.

Readership facts:  
 Average age .....47  
 Average household income .....\$173,000  
 Average subscriber net worth .....\$1.5 million  
 80% college educated

**Nearly half the readers of *Cowboys & Indians* own a second home or investment/ranch property!**

**Feeder Lambs Hold While Fats Tumble**

Feeder lambs held steady in the week, despite a slight dip in the early part of the week. The week's gain was 1.5 cents, but the loss in the early part of the week was 1.0 cent. The week's gain was 1.5 cents, but the loss in the early part of the week was 1.0 cent. The week's gain was 1.5 cents, but the loss in the early part of the week was 1.0 cent.

# Livestock Weekly

THURSDAY, APRIL 11, 1996



**Plains Feedlots, Packers Stand \$7-8 Apart On Price At Midweek**

Continued by a strong demand for feeder lambs, the week's gain was 1.5 cents, but the loss in the early part of the week was 1.0 cent. The week's gain was 1.5 cents, but the loss in the early part of the week was 1.0 cent.

**Range Sales**

Range sales were steady in the week, with a slight dip in the early part of the week. The week's gain was 1.5 cents, but the loss in the early part of the week was 1.0 cent.

**Kid Goats On Texas Markets See Hard Going Prior To Passover**

Kid goats on Texas markets saw a hard going prior to Passover. The week's gain was 1.5 cents, but the loss in the early part of the week was 1.0 cent.

**South Africa Cattle Market Slow Lower**

The South African cattle market was slow and lower in the week. The week's gain was 1.5 cents, but the loss in the early part of the week was 1.0 cent.

**Range Sales**

Range sales were steady in the week, with a slight dip in the early part of the week. The week's gain was 1.5 cents, but the loss in the early part of the week was 1.0 cent.

**Kid Goats On Texas Markets See Hard Going Prior To Passover**

Kid goats on Texas markets saw a hard going prior to Passover. The week's gain was 1.5 cents, but the loss in the early part of the week was 1.0 cent.

**South Africa Cattle Market Slow Lower**

The South African cattle market was slow and lower in the week. The week's gain was 1.5 cents, but the loss in the early part of the week was 1.0 cent.

**www.ranchline.com**

Great views and country living make this a great place to call home.

Premier Ranch Properties across New Mexico and Texas

Paul Taylor - LEADING THE WAY IN RANCH REAL ESTATE

www.ranchline.com

Call toll-free at 1-866-323-3111

400 Wood Ranch Rd, Houston, Texas 77057-8207 • Phone (501) 470-0282 • Dishes (804) 673-1300 • e-mail: paul@ranchline.com

# Western Livestock Journal

# PROPERTIES

## RANCH · FARM

September 17, 2009 [www.ranchline.com](http://www.ranchline.com) • Section II  
**ADVERTISERS' INDEX -- PAGE 1**

Cover photo: Mike Smith, ranch, offered by Western Livestock Realty  
 See page 10 for more information.



[www.ranchline.com](http://www.ranchline.com)



**Nueces Lake Ranch & Resort is an Oasis with a unique personality**

Nueces Lake Ranch & Resort, located in Grand Old Texas in the heart of the spectacular Texas Hill Country, is a unique opportunity to own a magnificent ranch property with lake frontage, situated on the wonderful Nueces River. The Nueces Lake Ranch & Resort is a multi-million dollar investment with everything of luxury provided from the finest building materials. And it's all in one place, offering the best of both worlds: a beautiful lake with a view of rolling hills and a country all its own. Call for more information at 817-331-0900 or [www.ranchline.com](http://www.ranchline.com).

### Premier Ranch Properties across New Mexico and Texas

<b>Chico, Frank, Mark &amp; Wynne</b> 200 acres of outstanding Texas Hill Country ranch with lake frontage. The 200-acre property is a great investment. Call for more information at 817-331-0900.	<b>Chico, Frank, Mark &amp; Wynne</b> 200 acres of outstanding Texas Hill Country ranch with lake frontage. The 200-acre property is a great investment. Call for more information at 817-331-0900.	<b>Chico, Frank, Mark &amp; Wynne</b> 200 acres of outstanding Texas Hill Country ranch with lake frontage. The 200-acre property is a great investment. Call for more information at 817-331-0900.	<b>Chico, Frank, Mark &amp; Wynne</b> 200 acres of outstanding Texas Hill Country ranch with lake frontage. The 200-acre property is a great investment. Call for more information at 817-331-0900.

## PAUL TAYLOR

LEADING THE WAY  
 IN RANCH REAL ESTATE

Call toll-free at 1-866-323-3111  
[www.ranchline.com](http://www.ranchline.com)

## Western Livestock Journal's Properties Magazine

Blanketing 17 western and midwestern states, the Properties Magazine has been a steady source for property buyers and sellers since early 1980s.

With 20,000 subscribers, this publication gets in the hands of potential buyers of ranch properties on a quarterly basis, and has been instrumental in the exposure and sale of many of Paul Taylor's ranch properties.



400 West Wood, Round Bay, Nevada 89411 • Mobile (360) 420-6800 • Office (908) 602-1400 • [www.colliers.com](http://www.colliers.com)



*Properties listed with Paul Taylor, III can be found advertised in many other national publications.*

Paul Taylor properties are regularly listed in these local and national publications:

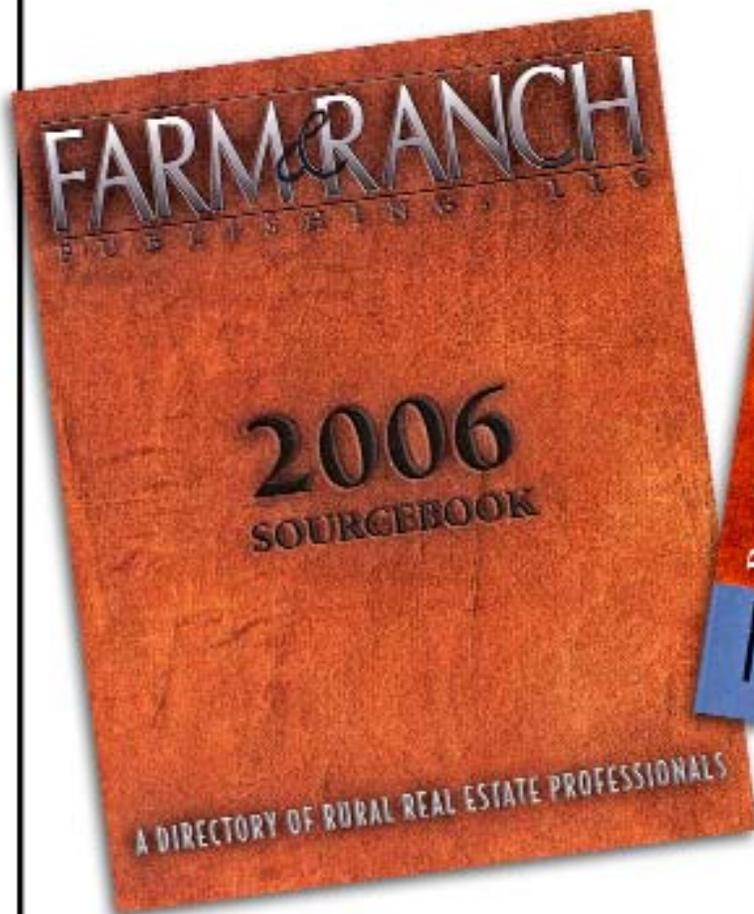
- *The Wall Street Journal*
- *Houston Chronicle*
- *San Antonio Express-News*
- *San Antonio Business Journal*
- *Arizona Republic*
- *Albuquerque Journal*
- *El Paso Inc.*
- *Midland Reporter*
- *Odessa Statesman*
- *San Angelo Standard Times*
- Many other regional publications



**El Paso Inc.**  
EL PASO-OWNED AND PROUD

## Farm & Ranch Sourcebook

When ranch property buyers begin looking for land to purchase, the first place many go to is the Farm & Ranch Sourcebook which lists the leading real estate brokers. Paul Taylor, III is a regular listee in this valuable publication which is mailed directly to individuals who are proven buyers of ranch property.



## Professionally filmed DVDs

Take a video tour of properties listed by Paul Taylor, III. A professional video puts you in the middle of the ranch property. These DVDs are sent to potential buyers allowing them to get a feel for the property before they even leave their living room.



[www.ranchline.com](http://www.ranchline.com)

INTERNET &  
WEB-BASED MARKETING







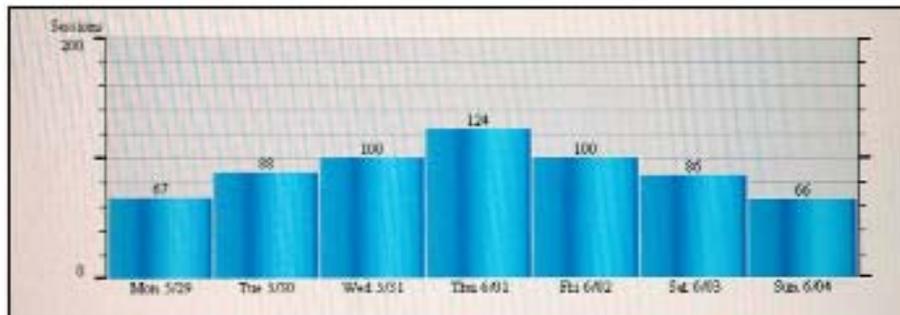
# ranchline.com

## NUMBER OF HITS RECEIVED ON RANCLINE.COM

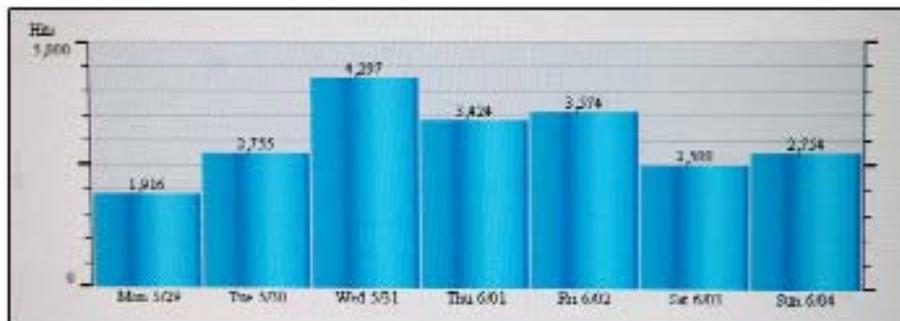
Paul Taylor, III's advertising directs buyers to ranchline.com because that is where more detailed information on properties can be found.

### *How popular is ranchline.com?*

The charts below indicate the effectiveness of ranchline.com. Hits are the number of times a visitor goes to the web site from a search engine, etc. A session is a visitor who actually stays on the site for a period of time, searching through various pages.



Sessions at ranchline.com May 29 – June 04, 2006



Hits at ranchline.com May 29 – June 04, 2006

Report: Summary - www.ranchline.com	
Date Range: 05/29/2006 - 06/04/2006	
Total Sessions	431.00
Total Pageviews	2,222.00
Total Hits	21,276.00
Total Bytes Transferred	203.06 MB
Average Sessions Per Day	61.57
Average Pageviews Per Day	317.43
Average Hits Per Day	3,039.43
Average Bytes Transferred Per Day	29.01 MB
Average Pageviews Per Session	5.16
Average Hits Per Session	49.44
Average Bytes Per Session	474.54 KB
Average Length of Session	00:04:13

Summary of activity at ranchline.com



BROCHURES & OTHER  
PRINTED MEDIA

# Ranch Brochures

Properties listed by Paul Taylor, III receive a full color 8.5 x 11 multi-page brochure filled with photographs, ranch information and maps. These brochures are mailed to prospective buyers, along with a professionally filmed DVD of the ranch.

www.ranchline.com

## Canyon Rock Ranch

Chuska Country • Southeastern New Mexico • 43-546 866

### New Mexico Dream Ranch

Spacious New Mexico ranch offers a little bit of everything. High desert, rolling hills, deep canyons and long, verdant greenery.

PAUL TAYLOR  
www.paultaylor.com

400 West 2nd, Roswell, NM 86201  
Tel: (505) 1-800-223-2171  
Mobile: (505) 432-8888 Office: (505) 823-1190  
e-mail: paul@paultaylor.com • www.ranchline.com

www.ranchline.com

## Canyon Rock Ranch

South Headquarters North Headquarters

The Canyon Rock Ranch is a beautiful, well-maintained property with a variety of amenities and features. The property is located in a beautiful area with rolling hills and a clear view of the mountains.

PAUL TAYLOR  
www.paultaylor.com

400 West 2nd, Roswell, NM 86201  
Tel: (505) 1-800-223-2171  
Mobile: (505) 432-8888 Office: (505) 823-1190  
e-mail: paul@paultaylor.com • www.ranchline.com

www.ranchline.com

## Canyon Rock Ranch

High desert views from just off the main growing conditions when the land is as beautiful as your soul.

Lay of the Land

The Canyon Rock Ranch is a beautiful, well-maintained property with a variety of amenities and features. The property is located in a beautiful area with rolling hills and a clear view of the mountains.

PAUL TAYLOR  
www.paultaylor.com

400 West 2nd, Roswell, NM 86201  
Tel: (505) 1-800-223-2171  
Mobile: (505) 432-8888 Office: (505) 823-1190  
e-mail: paul@paultaylor.com • www.ranchline.com

www.ranchline.com

## Canyon Rock Ranch

### Climatic

The Canyon Rock Ranch is a beautiful, well-maintained property with a variety of amenities and features. The property is located in a beautiful area with rolling hills and a clear view of the mountains.

PAUL TAYLOR  
www.paultaylor.com

400 West 2nd, Roswell, NM 86201  
Tel: (505) 1-800-223-2171  
Mobile: (505) 432-8888 Office: (505) 823-1190  
e-mail: paul@paultaylor.com • www.ranchline.com

www.ranchline.com

## Canyon Rock Ranch

### Utensil Facilities

The Canyon Rock Ranch is a beautiful, well-maintained property with a variety of amenities and features. The property is located in a beautiful area with rolling hills and a clear view of the mountains.

PAUL TAYLOR  
www.paultaylor.com

400 West 2nd, Roswell, NM 86201  
Tel: (505) 1-800-223-2171  
Mobile: (505) 432-8888 Office: (505) 823-1190  
e-mail: paul@paultaylor.com • www.ranchline.com

www.ranchline.com

## Canyon Rock Ranch

### Well Aggravation

The Canyon Rock Ranch is a beautiful, well-maintained property with a variety of amenities and features. The property is located in a beautiful area with rolling hills and a clear view of the mountains.

PAUL TAYLOR  
www.paultaylor.com

400 West 2nd, Roswell, NM 86201  
Tel: (505) 1-800-223-2171  
Mobile: (505) 432-8888 Office: (505) 823-1190  
e-mail: paul@paultaylor.com • www.ranchline.com

www.ranchline.com

## Canyon Rock Ranch

PAUL TAYLOR  
www.paultaylor.com

400 West 2nd, Roswell, NM 86201  
Tel: (505) 1-800-223-2171  
Mobile: (505) 432-8888 Office: (505) 823-1190  
e-mail: paul@paultaylor.com • www.ranchline.com

www.ranchline.com

## Canyon Rock Ranch

Canyon Rock Ranch provides RL120 (MER) status of riparianity. New Mexican ranch property.

PAUL TAYLOR  
www.paultaylor.com

400 West 2nd, Roswell, NM 86201  
Tel: (505) 1-800-223-2171  
Mobile: (505) 432-8888 Office: (505) 823-1190  
e-mail: paul@paultaylor.com • www.ranchline.com

www.ranchline.com

## Canyon Rock Ranch

High desert views from just off the main growing conditions when the land is as beautiful as your soul.

PAUL TAYLOR  
www.paultaylor.com

400 West 2nd, Roswell, NM 86201  
Tel: (505) 1-800-223-2171  
Mobile: (505) 432-8888 Office: (505) 823-1190  
e-mail: paul@paultaylor.com • www.ranchline.com



Paul Taylor III has been recognized as a *Number One Producer by State* by the Coldwell Banker Real Estate Corporation for the 2005 year.

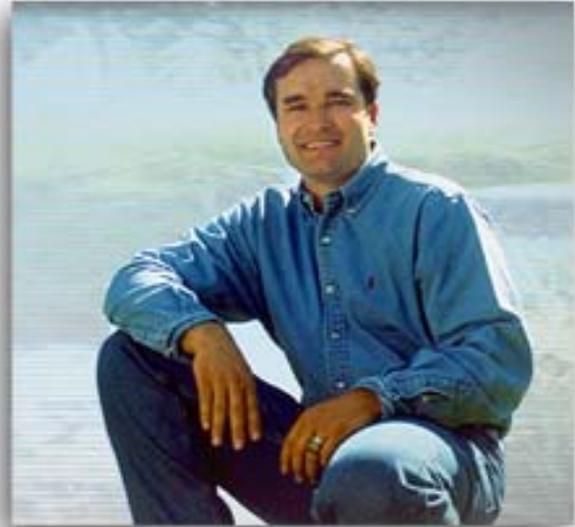
**Number One Producers By State**

Kathy Dennis	Coldwell Banker Commercial Eyster Properties	Birmingham, AL
John Brigham	Coldwell Banker Commercial NRT	Phoenix, AZ
Alexander Sachs	Coldwell Banker Commercial WESTMAC	Los Angeles, CA
Dale Beede	Coldwell Banker Commercial Home Owners Realty, Inc.	Grand Junction, CO
Christopher O'Hara	Coldwell Banker Commercial NRT	Norwalk, CT
David Kerton	Coldwell Banker Commercial NRT	Rehoboth Beach, DE
Gloria Spanjers	Coldwell Banker Commercial NRT	Winter Haven, FL
Guy Eberhardt	Coldwell Banker Commercial Eberhardt & Barry	Macon, GA
William Pratt	Coldwell Banker Commercial NRT	Honolulu, HI
Glen Sather	Coldwell Banker Commercial Schneider Miller Realty	Coeur d'Alene, ID
Mike Flynn	Coldwell Banker Commercial Heart of America REALTORS®	Bloomington, IL
James Mosher	Coldwell Banker Commercial Realty Services	Indianapolis, IN
Martin Nussler	Coldwell Banker Commercial The Real Estate Shoppe, Inc.	Garden City, KS
Frank Starks III	Coldwell Banker Commercial McMahon Co.	Louisville, KY
Hannibal Davis	Coldwell Banker Commercial Pelican Real Estate	Lafayette, LA
Anthony Cross	Coldwell Banker Commercial NRT	Baltimore, MD
Steven Debisto	Coldwell Banker Commercial NRT	Hingham, MA
Rita Rathburn	Coldwell Banker Commercial Schmidt, REALTORS®	Traverse City, MI
Sam Ford	Coldwell Banker Commercial Alfonso Realty, Inc.	Culport, MS
Victoria Dolan	Coldwell Banker Commercial CRA LLC	Saint Louis, MO
Blaine Poppler	Coldwell Banker Commercial The Brokers	Billings, MT
John Luce	Coldwell Banker Commercial World Group	Omaha, NE
Andie Wilson	Coldwell Banker Commercial Premier Brokers	Carson City, NV
Robert Schubiger	Coldwell Banker Commercial Riviera Realty, Inc.	Manahawkin, NJ
<b>Paul H. Taylor</b>	<b>Coldwell Banker Commercial Taylor &amp; Taylor REALTORS</b>	<b>Roswell, NM</b>
Nicholas Poskus	Coldwell Banker Commercial Properties Unlimited	New York, NY
John Kaulow Jr.	Coldwell Banker Commercial Gluano Realty	Sunset Beach, NC
Mark Kichman	Coldwell Banker Commercial First Realty - Encore	Targa, ND
Brad Humrighouse	Coldwell Banker Commercial United Realty Services	Columbus, OH
Dal Shannon	Coldwell Banker Commercial Hocker & Associates	Oklahoma City, OK
Curt Arthur	Coldwell Banker Commercial Mountain West Real Estate, LLC	Salem, OR
Dave Nicholson	Coldwell Banker Commercial Bennett Williams	York, PA
Lewis Bowers	Coldwell Banker Commercial Chicago	Surfside Beach, SC
Patrick Hall	Coldwell Banker Commercial Lewis-Kirkeby-Hall	Rapid City, SD
Timothy Duff	Coldwell Banker Commercial Wallace & Wallace, REALTORS®	Knorrville, TN
Il. Hland Crowwell	Coldwell Banker Commercial Jim Stewart REALTORS®	Waco, TX
Tim Simonsen	Coldwell Banker Commercial NRI	Salt Lake City, UT
Joe Samaha	Coldwell Banker Commercial Elite	Stafford, VA
Michael Jenkins	Coldwell Banker Commercial Jenkins Bernhardt Associates	Vancouver, WA
Joel Patch	Coldwell Banker Commercial McGuire Means & Associates	Janesville, WI



# About Paul Taylor, III

## “HIS CAPACITY FOR WORK SEEMS LIMITLESS!”



This single quote really captures the essence of Paul Taylor, III's personality. These words were originally written by a United States Army Colonel who was evaluating Paul's performance in the Army when he was only 23 years old. This telling description, however, is just as appropriate today as it was back then. That's because Paul's commitment, dedication and drive to succeed are personal qualities that have characterized this native resident throughout his entire life.

### **Reaching New Limits**

Paul began developing leadership skills while growing up in Roswell. They weren't realized, however, until he was accepted to the United State Military Academy at West Point. There, his passion to excel pushed him to new limits in both scholastic as well as athletics. He was a three-time MVP in baseball and was honored as team captain his senior year. Paul's experiences at West Point focused the values and ethics he learned from his parents and prepared him for his five-year tenure in the Army. As a leader, Paul ultimately rose to the rank of Captain.

After serving in the Army, Paul returned home to Roswell with his wife, Terri, and set out to make a name for himself in his hometown community. The moment he arrived, Paul hit the ground running in his career in real estate. He is a second generation broker whose background, experience and drive to succeed have allowed him to fulfill the promise that Colonel Cartland saw in him so many years ago. "He simply re-emphasized what my family had taught me that there was really not much in life I couldn't do if I was willing to work hard to achieve it," Paul says positively, "I know that if there is a path to success for any given problem, I have the ability within me to find it. You just have to be committed to getting results."

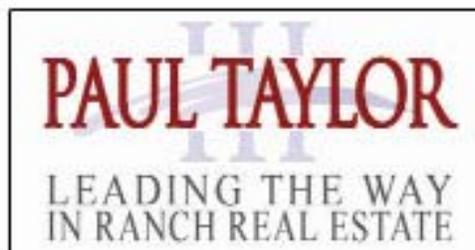
### **A Unique Thrill**

When you get to know Paul, you'll see he really does possess a limitless capacity for work. In addition to his real estate career, Paul, along with his father, own P.T. Productions, Inc., a commercial and residential development company. They also own a cattle and sheep ranch, and a horse operation where they raise and sometimes race American Quarter Horses. For, Paul, there's nothing quite as thrilling as winning a race. "It's just a tremendous source of satisfaction to be a part of a winning team," he says in his typical, understated manner.

### **A Proven Leader**

It's a sentiment that many of Paul's clients undoubtedly share as well. That's because when they work with Paul they know they are working with a proven leader who possesses the contacts, experience, and market knowledge to help them achieve their goals. Regardless of whether they're interested in ranch, farm or commercial properties, more and more people are turning to Paul to handle all of their real estate needs.

So when you're ready to make your next move, run with a leader. Paul Taylor, III is leading the way in New Mexico real estate and can make your next move a complete success. Contact him today and see how leadership, drive, and determination can help you reach your goals.



**www.ranchline.com**  
**Call toll-free at 1-866-323-3111**

400 West Second, Roswell, New Mexico 88201 ♦

Mobile (505) 420-5585, Office (505) 622-1490 ♦ e-mail: ptaylor@rt66.com

