

**Land Sale Representative and/or Real Estate Agent**  
**Regional – Wisconsin**

The **Land Sale Representative** position is a member of Pifer's Auction & Realty, a division of The Pifer Group, Inc. The Land Sale Representative is primarily responsible for having an understanding of the agricultural industry including market trends, prices and the overall economy. The Land Sale Representative is responsible for prospecting new clients, staying in communication with current clients and managing seller expectations during all auction sales. The Land Sale Representative must be in constant communication with the President/CEO, COO, Administrative Assistants and Marketing at all times regarding new auctions, contracts, etc.

**A. Position Summary and Responsibilities:**

This position will oversee all daily functions relating to:

- Prospect and secure new clients
- Follow up with lead sources
- Partner with all team members and all Pifer's Agents to secure new clients
- Follow up with sales calls
- Fulfill all contract needs with client(s) to protect the interests of the client and the Pifer Group, Inc.
- Work directly with client(s) to gather all information, data, photos and maps for land
- Gather all information and input it on the website for the public to see
- Work directly with marketing to make sure all information is represented correctly and proofed
- Work with marketing to come up with an advertising plan for the best results.
- Understand the market value of land and control of client(s) expectation of value(s)
- Continue communications with all clients throughout the entire land auction/real estate process
- Be present at all auctions in which you represent or are asked to attend
- Understand the market of current trends and results from other Pifer's Land Auctions/Real Estate
- Represent Pifer's Auction & Realty and/or The Pifer Group, Inc. at local seminars, expos, presentations, social events, charity events, etc.
- Cross Sell other Pifer's services including Equipment Auctions & Land Management Services
- Must be proficient with Microsoft Office Suite, E-mail and Internet
- Must be proficient with all auction software and apps necessary to conduct an auction sale

**B. Job Requirements:**

- Understanding of the agricultural industry
- Experience in a similar field
- Proficient with Microsoft Office Suite, E-mail and Internet
- Proficient with all auction software and apps necessary to conduct an auction sale
- Must have a Real Estate License to sell Real Estate in Wisconsin
- If Applying for Broker - Brokers License is needed in Wisconsin

**C. Compensation**

- Commission