
EARTH ASSET LAND LAB AT SHO FARM

Join Real Estate Counselor, Land Steward & Conservationist Shawn Smith at SHO Farm's *1,300 acre Agroforestry Land Investment, Wildlife Preserve + Duck Sanctuary* for a Crash Course in All Things Land



This is an insider's guide to the world of real estate, customized to address your questions and goals. Peer through the lens of an expert to ensure your land investment decisions are well-informed. In this day-long intensive, participants will gain invaluable insights into a broad spectrum of issues impacting land ownership and stewardship. From the "nuts and bolts" basics, to the often unknown nuances around owning land, to the damaging effects that come from real estate industry players portraying themselves as "experts who can help you" (when, in fact, they aren't experts and

In 1998, Shawn graduated from Vermont Law School with a JD & MSEL. Since then, she has built a distinguished career as a real estate counselor.



SHO Farm's lowest-elevation fields, dotted with over 50 apple trees. The fields are being stewarded as wildlife and pollinator habitat, which calls for a strategic mowing plan.

can't help you!), Land Lab will provide you with the tools to capably discern truth from fiction.

Led by *Earth Asset Partnership's founder and managing partner*, Shawn Smith, Land Lab is an affordable way to access Shawn's expertise in real estate appraisal, brokerage, planning, conservation, and law, as well as her "boots on the ground" experience co-stewarding a 1,300-acre agroforestry land investment, co-managing a modern farmstead complex with multi-faceted renewable energy systems, and living within a wildlife preserve with wildlife tracking and monitoring skills. Avail yourself of Shawn's wisdom, gained over 18 years of planning for and valuing \$1+ Billion in real estate assets, participating in \$160+ Million in real estate asset disposition, and working on properties ranging from 1 - 445,000 acres.



For nearly two decades, Shawn has provided private, institutional, and NGO clients with intelligent, unbiased advice rooted in rigorous due diligence. The result...land owners making informed decisions.

In this one-of-a-kind opportunity, Shawn shares lessons learned working on complex consulting and brokerage projects around the U.S. and abroad. Complementing her knowledge is *Earth Asset* partner Melissa Hoffman's expertise in organic, biodynamic, and permaculture farming practices, farming with wildlife, and lessons gleaned from *SHO's Permaculture Food Lab* about emerging crops and value-add culinary techniques.

Who Is Land Lab For? Land Lab is best suited for purpose-driven people *especially women* who own land, recently inherited land, know they will inherit land, or are considering investing in land but don't know where to start or what stewardship strategies are available to them (such as savvy conservation, leasing to regenerative growers).

This customizable seminar is also perfect for private or institutional land owners, farmers, conservation commission members, foresters, wildlife consultants, and professionals who advise landowners, or anyone in search of trustworthy guidance.

"In the next two decades, approximately 240 million acres of US farmland are likely to change owners, with much of it transferred to women. By 2030, it's estimated that women may own 75 percent of transferred farmland." American Farmland Trust



Shawn speaking about land conservation to the Vermont Coverts' Council at its bi-monthly meeting at Marsh-Billings-Rockefeller National Historic Park in Woodstock.

Why Is Land Lab Especially Suitable For Women? Two reasons. First, it's estimated that of the 915 Million total acres in the U.S. used for agriculture, 301 Million acres are currently farmed or co-farmed by women. According to a 2014 article by the American Farmland Trust, "Over the next two decades, as aging farmers retire or leave their land to the next generation, 70 percent of the nation's private farm and ranch land will likely change hands. One report predicts that woman may own 75% of this transferred farmland."

American Farmland Trust reports that "Although they may not be in farming themselves, we know that non-farming landowners make many important decisions about their land that have a profound impact on the nation's land stewardship and farm viability. But research shows that women landowners who lease their land face greater gender barriers in managing their land for long-term sustainability. At the same time, Iowa researchers discovered that women who lease

farmland in their state tend to be deeply committed to healthy farmland, farm families and farm communities.”

The second reason we extend a special invitation to women is because they are anticipated to inherit a notable portion of the \$59 Trillion expected to pass from generation to generation over the next 50 years, are drawn to pragmatic and long-term investment perspectives (perfect for mission-driven land investing), have less confidence in direct investing and rely on advisor advice (research shows), and are attracted to effectuating systemic change that can be accomplished through informed land investing (e.g. modeling new food system paradigm, creating local food security, hedging against ongoing climate change, protecting wildlife habitat).

In short, women are likely going to be in control of an enormous amount of land, much of it working farmland. According to research, women tend to know very little about real estate, and those inheriting farmland tend to know very little (to nothing) about farming, managing a farm, or stewarding farmland. At the same time, women are in the position to effectuate wide-spread, profound benefit through the decisions they make about their land.

Earth Asset is a women-owned real estate firm. *SHO Farm* is our women-owned 1,300 acre working landscape investment — our living laboratory, the place we gain practical experience. We have a particular interest in the interconnected relationship of land, food and health, and are working to model regenerative, restorative forms of agricultural land use in partnership with wildlife and ducks at *SHO Farm*. We are also experimenting with a new form of working landscape conservation through *Earth Asset Trust*. We are middle-aged women who have expertise in real estate, land investing, conservation and farming, who own, manage, and steward a broad-acre land investment.

Naturally, we are excited about women owning and stewarding a whole lot of land. But, we are disturbed by the gender bias felt by women as they wade into the male-dominated real estate investing industry and farming profession. We can and want to turn the tide in favor of women.

Land Lab is an excellent starting point for empowering women to be in the driver's seat of their land-based wealth decision-making.

Why Do I Need Help? Land is an excellent alternative asset class because, unlike more commonly held assets like paper currencies, stocks, bonds, art, or gold, land is completely within the owner's control to influence, change, enhance, or damage - even destroy. One can do things with land to influence a larger community, like conserve or steward it for the greater good. Land is also tangible, *should* hold its value if intelligently stewarded, and if smartly planned for with judicious implementation, it can appreciate over time. Finally, land can be enjoyed throughout one's ownership - it is a place to build memories with family and friends, and a place to leave a meaningful legacy.

Most people have advisors to guide them in their investment of the more commonly held assets listed above. *Why should land investment be any different?* The answer is: it shouldn't.

Wealth is relative. For many people, real estate represents a significant, if not the largest, portion of their overall wealth portfolio. Whether it's their home, 10,000-acres of forested mountains and valleys, or a working farm, people want to protect the value of their real estate. Navigating the inner-workings of real estate use, ownership, enhancement, conservation, acquisition, disposition, estate/income tax planning, property tax management, and asset-transition is far too overwhelming to tackle on their own.

Do you think you can navigate the multi-dimensional world of land ownership on your own? Maybe you don't know what you don't know. Come find out what you might be missing, and let Earth Asset's Land Lab equip you with the tools to avoid critical mistakes, get the job done yourself, or at the very least to know what to look for in finding the right qualified professionals to help you achieve your goals.

Today, Shawn's preferred practice area is mission-based land investment, with a specialization in agricultural use as a tool for affecting systemic change. Using *Earth Asset's Land Investment Toolkit*, multiple issues can be addressed in thoughtful land stewardship strategies over large working landscapes, including challenges of food and water security, chronic disease escalation, health care cost increase, climate change effects, and biodiversity and wildlife habitat loss. With the right long-term plan in place, simple land ownership can transform into high-performance, dynamic solutions that address some of the greatest problems humanity faces today.

Come join in intimate conversation about all things land, and help us build a new cadre of land steward leaders!



SHO Farm's cidery. The fruits of our labor fermenting in aged wine and whiskey barrels. A bumper crop of apples led to a limited bottling of hard cider. Pressed, aged and bottled at SHO Farm in 2015-2016.

PARTICIPANTS | Land Labs will be limited to 7 participants, allowing us to customize the material around the group's prevailing interests.

LOCATION | *SHO Farm* in Huntington, Vermont – a real estate investment stewarded by *Earth Asset's* partners, Shawn Smith and Melissa Hoffman. Time will be spent inside, as well as out on the land, so bring appropriate outdoor gear.

COST | **\$500.00 per person**, for 8 hours of instruction and question/answer, includes a vegan lunch from *SHO Food Experience* chef and *Earth Asset* partner, Melissa Hoffman. Full payment due in advance to reserve your space, refunds available if cancellation occurs one week in advance of class. Limited overnight accommodation may be available.

REGISTRATION | Email Shawn with questions, or to reserve a seat at Land Lab: shawn@earthasset.com

DATES | 5 labs are initially being offered. Private labs are available on request.

2017 | **october 28, november 4, november 18 & december 16**

2018 | **january 6**

LAND LAB TOPICS

CHECK YOUR TOP 3 TOPICS & RETURN TO SHAWN@EARTHASSET.COM

- __land conservation: the players, the process, designing easements to protect your goals
- __land stewardship: wildlife + nature, beyond mowing/grazing pastures & cutting timber
- __buying land: what real estate agents DON'T do, your essential due diligence
- __selling land: how to ensure you're in the driver's seat
- __family-owned land: managing a land asset with multiple parties and goals
- __ownership structuring: how to structure durable ownership for the best outcome
- __personal use and/or investment asset: how to clarify and manage for specific goals
- __forestland: designing forest management plans that achieve multiple benefits
- __farmland: how to convert farmland to generate biological capital AND grow crops
- __optimizing social values: how to design community benefit into your land plan
- __land as a wealth portfolio diversifier: why hard asset investment benefits your portfolio
- __estate planning for land: how to protect value and establish desired legacy
- __role of law & policy: what local, state, and federal regulations you need to know about
- __choosing professionals (permaculture designer, forester, wildlife consultant)
- __renewable energy: making sure you take advantage of these potential assets on your land
- __where to invest: land, food system, renewable energy system, buildings
- __land investment built on permaculture principles: designing for perennial abundance
- __wild + working strategies for building field and forest systems that partner with wildlife while producing food: our personal toolkit for new food systems development
- __something that you didn't see on this list: _____