

Rural, Regional & Agribusiness Sales

Sell grazing, cropping and lifestyle land with the technical fluency corporate and family buyers expect.

VERTICAL	LEVEL	DURATION	MODULES
Rural & Agribusiness	Advanced	15 hours · 6 modules · 27 lessons	6

Programme overview

Rural and agribusiness sales run on a different clock and a different vocabulary to metro residential and commercial deals. This program builds the technical grounding — carrying capacity, water entitlements, soil and rainfall data, biosecurity, leasing and share-farming structures — that lets you hold a credible conversation with a grazier, a corporate ag fund manager or a family trust selling a three-generation holding. You'll learn how rural assets are valued and marketed differently, how expressions of interest and tender campaigns are run for larger holdings, and how to manage a vendor relationship that can span years, not weeks.

What you'll master

- 01 Classify rural property types and match appraisal method to the correct asset category.
- 02 Translate carrying capacity and DSE figures into a credible, seasonally-adjusted productivity picture.
- 03 Distinguish water entitlements from allocations and read a water register search correctly.
- 04 Identify native vegetation, biosecurity and environmental overlay risks and disclose them properly.
- 05 Explain agricultural lease and share-farming structures and their effect on sale readiness.
- 06 Apply comparable sales and income-based approaches to value rural assets defensibly.
- 07 Build an institutional-grade information memorandum and data room for corporate ag buyers.
- 08 Run an expressions of interest or tender campaign end-to-end with proper buyer due diligence timelines.
- 09 Navigate foreign investment and multi-generational family decision-making without overstepping an agent's role.
- 10 Manage a multi-year rural vendor relationship from first contact through to a repeat or referred listing.

Skill focus

- Rural Property Fundamentals
- Water & Natural Resources
- Compliance & Biosecurity
- Leasing & Farm Business Structures
- Rural Valuation & Marketing
- Vendor Relationship Management

The syllabus

6 modules · one standard

I. 01 · Rural Property Fundamentals

5 LESSONS

01	Property types across the rural spectrum	masterclass · 13 min
02	Reading the land: soil types and rainfall data	reading · 15 min
03	Carrying capacity and DSE productivity language	masterclass · 14 min
04	Native vegetation and land clearing rules	reading · 13 min
05	Knowledge check: Rural property fundamentals	quiz · 4 min

II. 02 · Water Rights & Natural Resources

6 LESSONS

01	Water entitlements, licences and allocations explained	masterclass · 14 min
02	Reading a water register search	reading · 13 min
03	Biosecurity obligations and property management plans	masterclass · 12 min
04	Plant, livestock and inclusions in a rural sale	reading · 13 min
05	Scenario: buyer confuses allocation with entitlement	scenario · 10 min
06	Knowledge check: Water and natural resources	quiz · 4 min

III. 03 · Leases & Farm Business Structures

5 LESSONS

01	Agricultural leases: structure and terms	masterclass · 13 min
02	Share-farming arrangements and how they affect a sale	reading · 13 min
03	Valuation approaches for rural assets	masterclass · 14 min
04	Understanding the corporate and institutional buyer pool	reading · 12 min
05	Knowledge check: Leases and farm business structures	quiz · 8 min

IV. 04 · Compliance, Biosecurity & Foreign Investment

5 LESSONS

01	Foreign investment considerations at a general level	masterclass · 13 min
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02	Biosecurity zones and livestock movement controls	reading · 12 min
03	Environmental and heritage overlays on rural land	masterclass · 12 min
04	Scenario: foreign buyer approval risk against a tender deadline	scenario · 10 min
05	Knowledge check: Compliance and biosecurity	quiz · 4 min

V. 05 · Rural Valuation & Marketing Campaigns

5 LESSONS

01	Marketing to a national and corporate buyer pool	masterclass · 13 min
02	Running an expressions of interest or tender process	reading · 14 min
03	Presenting a rural information memorandum	masterclass · 13 min
04	Running field days and open inspections for rural properties	reading · 12 min
05	Knowledge check: Rural valuation and marketing	quiz · 4 min

VI. 06 · The Long Rural Vendor Relationship Cycle

6 LESSONS

01	Understanding the multi-year rural vendor relationship	masterclass · 13 min
02	Succession planning and multi-generational sale dynamics	reading · 13 min
03	Staying relevant between transactions	masterclass · 12 min
04	Handling drought and market cycle sensitivity	reading · 12 min
05	Scenario: family disagreement mid-campaign	scenario · 10 min
06	Knowledge check: Vendor relationship management	quiz · 6 min

Important — non-accredited training

The Agent Academy is not a Registered Training Organisation (RTO). This program is professional development designed for elite outcomes and earning potential; it does not issue nationally accredited qualifications, statements of attainment or units of competency. Content is built around real industry practice — completion does not satisfy licensing or registration requirements in any Australian state or territory.

For state licensing pathways (Certificate of Registration in NSW, Agent's Representative in VIC, and equivalents), see theagentacademy.org/licensing. Complete your state requirement first — then train with us.