

Rooster Ag'

Farmland Real Estate · RA Commercial Properties
Farm Management · Federal Crop Insurance
Gold Standard Farmland Appraisal Services

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Don't let your money collect dust, invest in dirt!



Family Owned & Operated

January 2023



80-20 Rule/ 60-40 Rule

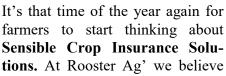
The **80-20 Rule** was explained to me by Steve Carlson an articulate high energy accountant that I worked with at the Hintzsche company. Steve explained that **80%** of business is generated from **20%** of the customers. Steve said I should work towards eliminating

customers that took up 80% of my time and provided limited results and take that time to find more customers like the 20%. My idea was not to give up any of the Hintzsche customers but work harder to satisfying those 80% while not giving up any of the service to the top 20% and spend more time to find customers like those 20% customers, a win/win/win. This essentially explains why I had to give up my retail ag career from burn out at the age of 40 and devote my time to developing our Rooster Ag' model we live in today. Today I look at the 80-20 Rule but see it in a new light. Now that I turned 60, I look back at when I retired from the retail ag industry at 40, my 60-40 Rule. I realize at 60 that the 20 years from 60-40 have flown by at twice the rate the first 40 years went by. My 60-40 Rule applies to your life's time spent and where. If time doubles from 40-60 then by theory it will quadruple from 60-80 "so time is truly of the essence" and needs to be spent wisely. Exercise, lose weight, and get that cholesterol down to limit your newly found social life of going to the doctor twice a month. Finalize your legacy and most importantly, spend more time with your closest family, children, grandkids, nieces, and nephews to pass on your family principles and views, share the stories, listen to theirs, and learn how they get things done today vs the 1960's. Spend that time with old friends, laugh, enjoy the memories of old that you have experienced and do them again. It will make you feel like you are in your 20's again, at least in thought. Take the time to enjoy planning a trip and take it, make it a priority to spend 80% of your time enjoying your life and 20% of your life taking care of yourself and getting whatever job needs to get done taken care of.

Then when we look back at life, the 60-40 Rule will be way more relevant than any 80-20 Rule. My advice is to take some time and thoroughly enjoy this Happy New Year and think about my 60-40 Rule.



Sensible Crop Insurance Solutions





those decisions should be based on a farmers own actual break even costs and Actual Production History (APH) on a specific plan that makes sense for their operation, not based on what other farmers yields are on a county average. We recommend to begin the year by focusing on their break even costs and own yields, how to insure their own crops versus going with insurance plans that are based on county average yields. Their money is best spent on plans that are based on protecting their own crop yields and income with a revenue protection policy at 80% or 85% and adding a wind/hail policy due to the volatile weather that effects the corn belt. If one wants to increase coverage beyond the basic revenue protection policy and wind/hail, we recommend buying an add-on product like BAND/RAMP which ups the insurance coverage levels to 90% or 95% which is still based around a farmers own APH and their own crop yield/revenue potential losses. Afterall, there is no guessing with the revenue protection plan or wind/hail plans they are based on a specific farmers not average. If a catastrophic event occurs on a specific farmers fields, they will not have to worry about getting a settlement. County plans do not give the same peace of mind. Farmers essentially have to hope and gamble that the county as whole suffers a loss, and who wants to wish that on anybody? Give Karl or Jeff a call and they will meet you at your office, conference room, shop, or kitchen table to walk you through the benefits of creating Sensible Crop Insurance Solutions based on each farms break even and APH.

Weather Almanac by Meteorologist Frank Watson



Full Moon January 6th Wolf Moon



January Weather Outlook



January Summary

Temperatures are favored to average near normal. Precipitation is expected to total above normal. Expect clouds and snow on January 1-2. Sunny and colder from January 3-5. Increasing clouds with passing snow on January 6-7.



Sunny skies from January 8-10. Expect a winter storm on January 11-12. Clouds with lingering flurries from January 13-15. A winter storm is favored to move through the region from January 16-18. Expect clouds to clear with sunny skies and colder temperatures from January 19-21. A rain to snow event is expected on January 22-23. Sun on January 24. Cloudy with passing snows from January 25-28. Sun on January 29. Clouds and snow on January

If you see grass in January, Lock your grain in your granary.

January Astronomy ~ It's in the Stars



Notable stars in the east sunrise will be Vega in the east and Spica in the southern sky.

Mercury will come into view after the 12th, low in the southeast sky during the predawn hours.

Venus will be rising in the pre-dusk hours and will come into view after the 14th. Saturn will be the bright planet to the upper left of Venus as the two planets will be moving closer together the second half of the month. Venus, Saturn and the moon will be right on top of each other the evening of Sunday, January 22.

Mars rises in the eastern sky after sunset and will be visible throughout the overnight hours. Look for Mars near the moon on Tuesday, January 3.

Look for Jupiter above the moon on Wednesday, January 25

Saturn will be visible after sunset in the southwest sky. After being to the upper left of Venus much of the month Saturn will be below Venus after the 24th.

Future Weather Outlook

February is expected to experience near normal temperatures.

Precipitation is expected to total above normal. Favored dates for heavier precipitation center on February 4, 5, 6, 7, 10, 11, 12, 15, 19, 20, and 23.

Long-Range Weather Outlook.

March outlook favors above normal temperatures with above normal precipitation.

April expect near normal temperatures with above normal precipitation.

May expect warmer than normal temperatures with above normal precipitation.



January Fun Facts





~Farmland for Sale~

Kane County—Campton Twp—267± acres/170± tillable acres. Multiple Fixer-upper house and buildings. With 100,000 square feet under roof. Excellent location off Beith Road & Route 47. Excellent income potential. *Limited Time Opportunity!* \$19,950 per acre

Kane County—Blackberry Twp—46.29± acres/34.61± tillable acres. Fixer-upper house and buildings. Excellent location off Finley Road & Scott Road just south west of Route 47 & the new I88 interchange. \$21,400 per acre

McHenry County – Riley Township - 34.36± acres/29.97± tillable acres. Located off Grange Road, west of Route 23. Excellent mix of income producing farmland & recreational hunting land. \$7,100 per acre

McHenry County—Grafton Township—71.50± acres/66.71± tillable acres. Excellent Location at the NEC Haligus Road & Ackman Road in Lakewood, IL. Zoned: R-1 current use—Farm. \$18,950 per acre

Winnebago County—Roscoe Township—146.88 acres/146.09 tillable acres, Zoned Commercial Highway & Light Industrial. Located less than a mile west of I-90 at the NWC of Willowbrook Road & Rockton Road. \$26,950 per acre

~Bid Basis/Auctions~

Interested in a Bid Basis or Auction Listing? Contact our Auction Manager Samantha Vazzano today at (815)321-2282.

~Buyers Broker~

Whether you are on a 1031 Trade timeline or looking to invest Capital in to farmland you will soon find out, that like everything else these days, that finding farmland inventory that meets your criteria may be a real challenge. Need help? Simply reach out today to one of our Brokers to employ Rooster Ag' to be your personal Buyers Broker. We will prioritize you as a Buyer, go after specific farms you have identified or search for land that meets your criteria on timeline to contract/close a property, desired acreage, total amount to invest, exact location, and your desired net ROI. Now more than ever "Time is Truly of the Essence".

~Wanted Land for Ready Buyers~

\$44M - Illinois, Iowa, Wisconsin & Indiana. Leasebacks Available end of Q4 of 2022. Funds available Q1 of 2023.

\$5M - North of Rte 72 to Rte 90. Funds available Q1 of 2023.

\$3M - Yorkville, Sugar Grove, Lily Lake. Lease back available. Funds available NOW.

\$2.3M - Northern Illinois. Lease back available. Funds available NOW.

\$3.2M - Somonauk, Sandwich, Lake Holiday. Lease back available. Funds available NOW.

\$1.5M - Yorkville, Plano, Sandwich. Funds available NOW.

\$2M - Sublette, Walnut, Amboy. Funds available NOW.

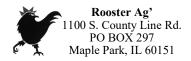
\$3M - Hinckley, Waterman, Shabbona. Lease back available. Funds available NOW.



DeKalb Co – Cortland Township - 2 Commercial Buildings totaling 10,400±SF. Concrete floors and ample power in a great location in the middle of town. Well maintained and recently painted. Property also has 327,700bu grain storage bins. \$340,000.00

DeKalb County—Cortland Twp—57.18 acres/53.50 tillable acres. Located at the SEC of Route 38 & Somonauk Road, just northeast of the Ferrara Candy Distribution Center & the future Facebook Data Center \$29,950 per acre

Ogle County -Flagg Township - 30± acres/28.42± tillable acres. Located in Section 25, Flagg Township. Zoned B-3 Commercial and located in the industrial park on the south edge of the City of Rochelle. \$21,500 per acre





~Normal for the Month~

January 1 to 7
Avg. High29
Avg. Low 11
Sunshine 46% Daylight Hours Precipitation 0.42

January 8 to14
Avg. High29
Avg. Low10
Sunshine 47% Daylight Hours Precipitation 0.35

January 15 to 21
Avg. High29
Avg. Low 10
Sunshine 52% Daylight Hours Precipitation 0.35

January 22 to 28				
Avg. High30				
Avg. Low 10				
Sunshine 52%				
Daylight Hours				
Precipitation 0.35				

Jan 29 to Feb 4
Avg. High31
Avg. Low 12
Sunshine 54%
Daylight Hours
Precipitation 0.39

₩ Denotes Sales by Rooster Ag' Realty			RECENT COMPARABLE FARMLAND SALES/CLOSED						
Date	County	Twnshp	Acres	Price/Acre	Date	County	Twnshp	Acres	Price/Acre
10/2022	DeKalb	Sandwich	356.00	\$14,711	10/2022	LaSalle	Adams	52.00	\$13,000
10/2022	Kane	Burlington	40.00	\$10,345	09/2022	LaSalle	Northville	236.00	\$15,000
10/2022	Kane	Kaneville	73.00	\$12,914	08/2022	LaSalle	Eagle	60.00	\$14,600
10/2022	Kane	Kaneville	94.00	\$12,952	11/2022	Lee	Alto	188.00	\$11,190
10/2022	Kendall	Big Grove	51.00	\$13,384	10/2022	McHenry	Hebron	80.00	\$10,900

The sales reported are randomly chosen from the most recent issue of the Illinois Land Sales Bulletin, a bi-monthly report on farmland sales of 20 acres or greater.

This data is obtained from the transfer declarations recorded at 90+ courthouses around the state. Subscriptions are available by visiting

www.landsalesbulletin.com or calling 608-329-4210.

View our listings as well as more information at Rooster Ag' online at: www.roosterag.com



ROOSTER AG' DIRECTORY



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Stason Ludwig	CEO	(815) 762-2136
Jillian Smith	Farm Management Coordinator	(815) 901-5074
Dalton Jahntz	Appraisal Manager	(630) 525-1431
Kristi Dummer	Marketing Specialist	(224) 723-9399
Karl Viskne	Crop Insurance Agent/Appraisal Services	(630) 770-8708
Jeff Dickey	Crop Insurance Agent	(815) 757-3788
Kathy Eller	Accounting Manager	(847) 217-9274
Megan Rossler	Real Estate Paralegal	(920) 621-9940
Nicole Speizio-De Paz	Trainee Appraiser	(631) 905-2074
Steve Edwards	Real Estate Broker/ Farm Manager	(630) 774-7470
Samantha Vazzano	Real Estate Broker/Auction Manager	(815) 321-2282
Tyler Creath	Real Estate Broker	(815) 451-1152
Joe Ludwig	COB, Real Estate Broker, Owner	(630) 774-5887