

New Peoples Company's Website Streamlines User Experience, Emphasizes Use of Technology

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The screenshot displays the Peoples Company website interface. At the top, there is a header with contact information: "12119 Stratford Drive, Suite B, Clive, IA", "855.800.LAND (5263)", and "info@PeoplesCompany.com". Social media icons for Facebook, Twitter, LinkedIn, and YouTube are also present. The main navigation menu includes "LISTINGS", "SERVICES", "COMPANY", "BLOG", and "WHATSMYFARMWORTH.COM". The central focus is the "SEARCH LISTINGS" section, which features a grid of dropdown menus for "TYPE" (Property Type), "ACRES" (Select Range), "KEYWORD" (Enter a keyword), "LISTING #" (Enter Peoples listing number), "AGENT" (Select an Agent), "STATE" (Select State), "COUNTY" (Select a County), and "CITY" (Select a City). A prominent blue "Search Listing" button is located below these filters. To the right, a search bar with the placeholder "Listings Search..." and a magnifying glass icon is visible. The background of the search section is an aerial photograph of a large agricultural field. Below the search filters, there are two featured sections: "WhatsMyFarmWorth.com" and "SEARCH BY MAP". The "WhatsMyFarmWorth.com" section includes a brief description of the map-based valuation tool and a "See a Sample Report" button. The "SEARCH BY MAP" section features a map of Iowa with a callout box stating: "If you know exactly where you're looking to buy, then use our map search to locate all our land listings." and a "TRY IT OUT NOW!" button with the URL "www.WhatsMyFarmWorth.com". The text "BROKERAGE & AUCTIONS" is overlaid in large white letters on the right side of the aerial image.

Peoples Company is ringing in the New Year with the launch of a [new-and-improved website](#). It is now easier than ever to locate land listings, find upcoming auctions, consume market data, obtain estimates of land values, learn more about our approach, and get in touch with us.

The newly remodeled PeoplesCompany.com is reflective of our organization's innovative approach to sharing information without obligation, and alongside the use of leading edge technologies. Designed to streamline the user experience, it positions even greater streams of timely and relevant farmland-related content at the fingertips of our clients and future customers.

The new site empowers buyers to perform a fast and accurate search of farmland auctions and ag real estate listings via a user-friendly interface and interactive mapping tool. We are driving traffic to interior portals of the site featuring plat maps, soil maps, FSA maps, aerial photography and more.

These unique landing pages allow buyers to easily digest and download current listing information while gaining a unique perspective of the land from anywhere in the world.

PeoplesCompany.com also provides a gateway to powerful affiliate sites such as WhatsMyFarmWorth.com and LandInvestmentExpo.com, while at the same time tying in with our growing presence and growing reach on [Facebook](https://www.facebook.com), [Twitter](https://twitter.com), [Google](https://www.google.com), [YouTube](https://www.youtube.com) and [LinkedIn](https://www.linkedin.com).

Everything has been wrapped in a neat, mobile-friendly package centered on helping to inform the decision-making process. One use of this innovative tool will be used to help enhance efficiency, communication and productivity among our agents, staff and industry partners on behalf of landowners across the Midwest and around the globe.

Peoples Company is raising the bar with regards to the appearance, functionality and usability of contemporary ag real estate services websites as we forge ahead in the digital marketing frontiers.