

About Us

Kanawha Forestry is a provider of professional forestry services specializing in sound advice, lasting relationships, services and programs for landowners in West Virginia. Jeff Parsons is the owner and a Registered Professional Forester in West Virginia (WVVPF336) since 1993, a Certified Forester by the Society of American Foresters (SAFCF255) and a licensed real estate agent focusing on West Virginia land transactions and land management.

Services Provided for Landowners:

Timber Inventory & Appraisal

TIMBER2MARKET

Timber Sale Brokerage

TIMBERBANK—Timber Asset Management

LAND2MARKET—Land Brokerage

Contract Land Agency

Wildlife Habitat Management

Hunt Lease Program (HLP)

“My Forester” Program

Trophy Lands Development

Property Tax Reduction (for timberlands)

Why Hire Your Own Forester

Professional forestry & land resource management combines the art, science, experience, knowledge and modern technologies of managing timber, forests and forestlands. Timber brokerage and markets knowledge are a big part of maximizing timber sale opportunities for owners but its certainly not all your Forester can do for you and your land.

Most of our active owners look at their land use, enjoyment and land value as their highest priorities of land ownership. We take this responsibility very seriously by helping owners in their timber, forest & land management processes and projects from beginning to end. During these processes we help owners use their timber sales and harvests as tools to actively plan, manage and improve their land in the process.

When compared to non-managed lands and unmanaged timber sales, the income implications are significant and can result in thousands of dollars in lost income from poor timber sale information and decisions. Additional losses can result from the lack of land asset appreciation or actual land depreciation due to poor timber harvesting. As foresters we know this because we see the results every day. Most importantly though, we see the big picture and we help landowners get to where they want to go.



Kanawha Forestry

WV LAND GROUP

BOOTS ON THE GROUND LAND PROFESSIONALS

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Timber2Market Timber Sales

Maximize Your Timber Sale
Opportunities With Timber2Market



Kanawha Forestry

“Workin’ the Land” Since 1992



Question: What is Timber2Market?

Answer: Timber2Market is the combination of our forestry, timber brokerage and timber merchandising experience and know how that maximize timber sale opportunities for sellers.

It Starts With Timber Inventory & Appraisal

When the decision is made to start the timber sale process the timber inventory data reports are used to prepare the sale. The inventory data lets us know what timber volumes and tree counts we are working with to prepare the sale. It also gives us a good estimate of how many trees and what amount of timber volume will remain after the harvest is completed. An appraised timber value may or may not be disclosed to prospective purchasers depending on the marketing methods and merchandising methods conducted. For example if the sale is prepared as a competitive bid or offers process then the appraised value is generally not provided to prospective purchasers. If the sale involves negotiation, then the appraised value may become a part of the negotiating process. Regardless of the marketing involved, the timber inventory & appraisal are necessary and critical components of the sale process and is where we start.

Marketing & Closing Your Timber Sale

We always know that a timber sale should be treated and conducted as a “marketing opportunity” to present your standing timber assets for sale to the forest industry. It is also an opportunity that should be carefully planned and executed for several important reasons. First, timber sales are not conducted by landowners often. Depending on the amount of acreage owned and financial and management considerations, many owners will only sell timber every 20-30 years or so. Secondly, the higher quality the standing timber to be sold, the more valuable the timber and the more interest there will be from prospective purchasers. Also, if the timber tract presents itself well on the ground with marked property boundaries, ease of access and log staging areas that are easily accessible and useable, then these factors can play to the seller’s advantage regarding the amount of interest in a tract and ultimately on the sale price.

The brokerage experience and capabilities of your forester are also very important aspects of your timber sale.

Preparing Your Timber Sale & Sale Terms

Once the timber volumes and timber tree data is determined for the sale then your management objectives are incorporated into the terms of sale. Additional important contractual sale terms are also stipulated for sellers in the written timber sale agreement:

- Type of sale & method of payment(s) to seller
- Length of harvest or cutting contract
- Purchaser’s insurance and workman’s comp requirements
- Logging reclamation and best management practices

Our experienced foresters bring these valuable skills to the table for you when conducting your sale:

- **Markets knowledge**—we know what the various hardwood markets and market products are and how they work together, we know what buyer needs what products and when.
- **Harvest knowledge**— we know how timber harvesting is to be performed in a good way that is not counter productive to the land, land use and the residual forest
- **Forest products knowledge**—we know how to evaluate the important quality, product type, size, grade and scale issues
- **Industry knowledge**—we know the industry and more importantly the local and reputable purchasers of standing timber tracts in the region
- **Red flags**—we know the “red flags” to watch for that can indicate a “seller beware situation”
- **Contract knowledge**—we know how to structure a written timber sale agreement that is fair to the seller and the buyer
- **Driving sale prices**—we know the best ways to market the sale but also how to prepare the sale and payment terms to drive higher market prices for the timber tract

- Any land/forest management improvements
- Protection of land and residual trees

The timber sale process and time frame varies based on the individual parameters of the sale, seasonal, market factors and logging contractor availability periods. Generally, it takes about 60-90 days from the time the sale is presented to forest industry prospects until a sale closing is conducted and the timber sale agreement is executed. The process and time frame may seem a little lengthy for some owners but often times haste is not necessarily a good thing when it comes to selling timber and executing the contract.

- **Avoiding bad actors**— we know and deal with only with reputable companies and loggers that are well established in the forest industry
- **Negotiation experience**—we know how to negotiate fairly and firmly when necessary to achieve goals

Our foresters work with many prospective timber purchasers when marketing a sale. It’s often very difficult for a landowner to receive this extent of market exposure when only dealing with one or two buyers when doing their own timber sale. Red flags and bad situations are much harder for owners to recognize and avoid. Mistakes in selling and harvesting timber on your land can be costly. Part of maximizing the opportunity is avoiding the costly mistakes.



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