



acretrader

OVERVIEW

AcreTrader, Inc.

Buy and Sell Land Smarter.

AcreTrader, Inc. is a technology company that is revolutionizing the way land is transacted.

AcreTrader started in 2018 with a vision for democratizing farmland as an investment class. Since then that vision has broadened to encompass an entire land market — one that is more transparent, easily navigable, and technologically enabled than ever before. By providing better outcomes for buyers and sellers around the key moment of the transaction, AcreTrader products help users understand and enjoy the myriad possibilities and benefits of their connection to land.

They do this by:

- broadening access to farmland investment (**AcreTrader**);
- providing digitally enhanced brokerage services for land transactions nationwide (**AcrePro**); and
- building advanced mapping tools to deliver unprecedented insights into land and land values (**AcreMaps**).

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We bring farmland leads to you



SELLER



BUYERS

PRODUCT: Transaction

acrePRO

We bring qualified leads to you



SELLER



BUYERS

PRODUCT: Transaction



AcreMaps

We bring accessible land data to you

- PRODUCT:
1. Internal-use data science & geospatial analytics
 2. Free public tools
 3. Contributory database for funds & banks

Mission

Empower our customers to **Buy and Sell Land Smarter** with advanced technology, data, and expertise.

Vision

Buying and selling land becomes common, transparent, and easy.

What Drives AcreTrader

Land is our passion. Land is essential for the success of individuals, families, communities, and the world.

FOUNDED

2018

LOCATION

Fayetteville, Arkansas

EMPLOYEE COUNT

50-150

LAST FUNDING ROUND

Series B

VC Investors

Jump Capital, Narya Capital, Revolution's Rise of the Rest Seed Fund, RZC Investments , Revel Partners.

Board of Directors

Carter Malloy, CEO of AcreTrader.

Matt Tarver, RZC Investments.

Jason Felger, Jump Capital.

Kenny Traynom, CEO of Landform Capital.

John Wright, former VP of Operations at JB Hunt.

Board of Advisors

Don Robert, Chairman of the Board of the London Stock Exchange.

Warren Jensen, CFO of LiveRamp (formerly Acxiom) and former CFO of Amazon.

Jay McEntire, Manager of Glennoe Farms, a Department of Energy microbiology research site.

Barry Knight, Head of Indigo Research Partners, the largest ag research lab in the world.

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Media releases are available at www.acretrader.com/newsroom.

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