

FOR IMMEDIATE RELEASE
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ICONIC EAST TEXAS RANCH SOLD **11,800 Acre - \$34 Million “Broseco”** **Cattle and Recreational Ranch Sells Intact**

DALLAS, TEXAS --- The legendary and large Broseco Ranch which derived its name from the Brown Family and former Brown Securities Company has sold and changed hands this morning.

For half over a century the award-winning Ranch has been recognized as a benchmark brand for the Texas cattle industry. “We are not only really pleased with the results, but specifically, the manner in which they were achieved”, stated Phillip English owner of Broseco, adding “moreover, our family is additionally thrilled to be handing the ranch over to this particular new owner and land steward who will continue to run cattle here.”

The Icon Global Group who marketed and sold the ranch repeats last year’s success story of 2017 when closing approximately \$140 million in sales in Q4/ 2017.

“The deal closed and was recorded yesterday”, said Bernard Uechtritz founder of the Icon Global Group, who marketed and sold the property and who lead this sale. www.icon.global is a high end sales marketing and management firm which specializes in unique, large and one of a kind real estate consulting, management and sales internationally.

“We ran a very aggressive, strategic and tactical global marketing campaign over several months commencing in October of last year with a targeted close in the first quarter of 2018. Our campaign was executed according to plan, went very well and we received a lot of really good offers. We hit our marks achieving a great outcome and results for our client, along with the bonus of finding a great buyer and land steward.”

“I am very proud of the family and team at Broseco, who were lock step and supportive of and throughout our process, and doubly proud of our own growing team, who continue to lead the ranch and land space in Texas and across our global network. We’re busy with a lot of listings and sales in the pipeline nationally, some internationally and with a lot cooking in Texas! Our group was number one in the USA in 2017, and we are on track to maintain that lead in 2018,” said Uechtritz.

About Broseco Ranch

Videos, photos and interviews are available, please contact Will Beuck @ 214-855-4000 or wb@icon.global.

Located less than two hours east of Dallas just off of Interstate-30, Broseco Ranch has been a leader in the cattle, wildlife, hunting and fishing arenas for years. Positioned just south of the Sulphur River in East Texas and with 11,800 acres ±, the Ranch is home to over 2,000 head of awarding winning Red Angus cattle, record whitetail deer, two 100-acres lakes stocked with Florida bass and some of the best waterfowl habitat in the state.

About Icon Global Group

International real estate advisor and Icon Founder Bernard Uechtritz and the Icon Global Group www.Icon.Global are specialists in the marketing and sale of unique ranches and one of a kind properties internationally . They are the leading ranch and specialist property sales group of Sotheby's in Dallas as well as Sotheby's International Realty Worldwide.

About Bernard Uechtritz.

In 2016 Uechtritz successfully led the record breaking worldwide marketing and sales campaign of the largest sale in US ranching history, the W.T. Waggoner Ranch. The \$725 million-dollar listing was also the highest sale ever recorded in the history of Sotheby's International Realty Globally. Uechtritz is recognized as the record holding sales associate of Sotheby's International Realty among more than 21,000 sales associates, in 900 offices and over 68 countries' Worldwide. He is a member of the top 40 sales associates network group nationally and a founding member of the Global Farm and Ranch network. With a career spanning 30 years selling exclusive, unique and often difficult real estate he is known as the "Go to Can Do" fixer of formidable deals. He lives in Dallas, Texas.