ABOUT US MINERAL EXCHANGE

After spending years in the oil and gas industry, we noticed a disturbing trend of mineral owners being taken advantage of. Few mineral owners have the tools and information necessary to successfully sell their mineral rights for the highest market value. We found that numerous mineral owners were being taken advantage of by mineral buyers who would offer them far below market value and make a huge profit. We knew there had to be a better way.

We launched US Mineral Exchange in 2012 to help even the playing field between mineral owners and the industry professionals. We consistently help mineral owners sell for the highest possible price. We are able to do this because of our large network of mineral buyers. By listing on our platform your mineral rights will quickly be seen by thousands of buyers. This competition among buyers drives the price higher and ensures that you put the maximum amount of value in your pocket.

The best part about listing your mineral rights with us is that there is no cost to list and no obligation to accept any offer you receive. If you do accept an offer, the buyer pays us a fixed fee directly so there's truly no cost to you. If you are interested in selling your mineral rights, US Mineral Exchange can help ensure you get maximum value! We hope you will give us an opportunity to market your property.

Already have an offer? Most mineral owners get offers in the mail all the time. Listing with us does not affect your existing offers.

The rest of this mineral guide will provide you with additional information about selling mineral rights. Even if you choose not to sell with our company, you will find the information in this guide valuable.

Sincerely,

Eric Winegar
Managing Partner
US Mineral Exchange

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HOW TO SELL MINERAL RIGHTS FOR MAXIMUM VALUE

When you decide to sell mineral rights, you have two options:

1. Find a buyer on your own
2. Work with an industry expert

When you accept an offer you receive in the mail or locate a buyer on your own, you are leaving significant money on the table. The reason is that the offers you get in the mail are typically low ball offers. Buyers know that you have no way of knowing the value. They make low ball offers and hope you will accept. If you seek out buyers on your own, they know you can only reach out to so many buyers so they will still make low ball offers.

If you want to truly maximize the value of your mineral rights, you need to get your mineral rights in front of thousands of buyers. The reason is that every buyer evaluates mineral rights differently. One mineral rights buyer might make an offer 50% below market value while another buyer might make an offer 25% above market value. Your goal is to find the outlier. That one buyer who is willing to pay more than any other!

When buyers know there is competition for a property they will come in with a much stronger offer. When you list with US Mineral Exchange, our company will quickly get your property in front of thousands of buyers. These buyers compete amongst one another which drives the price higher ensuring top dollar for your minerals.

When mineral owners are trying to determine how to sell mineral rights, they turn to US Mineral Exchange because we are the industry leader for individual mineral owners. We will stand beside you each step of the way by answering your questions, negotiating the best possible deal, and helping you maximize value.

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If you own mineral rights, chances are you want to know more about mineral rights value. How much are mineral rights worth? Where can I find this information? At US Mineral Exchange our goal is to help mineral owners learn everything they can about their mineral rights.

Mineral owners will search around online hoping to find the answer. Unfortunately, it’s impossible to find a direct answer about the value of your mineral rights. There are two primary reasons for this:

**Public Records**
When you sell a home, that information becomes public record. Companies like Zillow can pick up this information and put it all together to help estimate the value of your home. Mineral rights are a completely different story because sales information is not public record. This means that access to information about what things are selling for is very limited and unreliable.

**Timing**
Unlike most markets where value generally moves slowly in one direction or the other, mineral rights change in value very quickly. We have seen many instances where an area that was extremely active just a few months before is no longer in demand.

With limited information about the value and constantly changing market prices, how can mineral rights value be determined? The market value of mineral rights is determined by what a buyer is willing to pay today for your property.

The only way to find out the exact market value of your mineral rights is to list them for sale in front of thousands of buyers. Once all of those buyers have reviewed your listing and offers have been received, you will then know the true market value of the property. At US Mineral Exchange you are not required to accept any offer you receive. If you are thinking about selling your mineral rights and want to know what they are worth, you will quickly get an answer after listing at US Mineral Exchange.
COMMON MINERAL OWNER MISTAKES

Through our experience helping mineral owners, we have found there are a few common mistakes mineral owners make when it comes to selling mineral rights. Here are a few of the most common mistakes we see:

Accepting the 1st Offer
If there is one mistake that can cost you the most money, this is it. Many mineral owners make the mistake of accepting the first offer. Why is that such a big mistake? You only have a single piece of information. With only one offer in hand, how do you know that’s the highest offer that you could receive? If you want to ensure maximum value for selling mineral rights, it’s extremely important to get competing offers.

Letters in the Mail
Accepting an offer you receive in the mail is frequently a big mistake. Buyers who send letters in the mail typically make low-ball offers. Their goal is to locate a mineral owner who has no idea what it’s worth and get them to sell below market value. Don’t let that be you! We have also seen a number of buyers send extremely high offers in the mail. They do this so you’ll pick up the phone and contact them. Once you contact them, they’ll revise their offer lower “based on certain conditions” and try to convince you to sell. This is a bait and switch tactic that’s also common with mailed offers.

Shotgun Approach
Many mineral owners take the shotgun approach. They contact a few buyers and request offers. The problem is that you can’t possibly reach out to enough buyers to get a fair price. You also don’t know how reputable the buyer is. If you spent time reaching out to 10 buyers, you would be contacting less than 1% of the qualified buyers you could reach by selling mineral rights at US Mineral Exchange.

Flippers
Did you know that a large percentage of “mineral buyers” are not buyers at all? Many “mineral buyers” have no intention of buying your property. By our estimates over 50% of the “mineral buyers” you find are not actually buying your property. These buyers will convince you to sell at a certain price and get you to sign a contact. They will then turn around and flip that contract to a real buyer making a 20%, 30%, or even 50% profit at your expense. Working with a true end buyer is another key to getting the highest value. At US Mineral Exchange, we only work with true end buyers.

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The case for holding onto mineral rights

If you are in a financial position where you don’t need the money for anything and you are willing to hold onto your mineral rights for a long period of time (10+ years), holding might be the right option for you. Here are some of the benefits of holding onto your mineral rights:

**LEASING:** When you own the mineral rights, the first step in the drilling process is leasing mineral rights. You will receive a lease bonus when you lease your mineral rights to an operator. This can result in some income over the years through leasing.

**ROYALTIES:** When you hold your mineral rights, you are hoping that your property is leased and eventually drilled on. Once drilling occurs and they locate oil and/or gas, you will be paid for your proportionate share of the income.

The Case for Selling Mineral Rights

Here are some of the benefits of selling mineral rights, which are also some of the most common reasons people decide to sell mineral rights:

**TIMING:** Many mineral owners sell mineral rights simply because they don’t want to wait years to see if any drilling occurs. If you don’t want to hold onto the property for 10+ years to see what happens, selling mineral rights can make sense.

**GAMBLE:** Holding onto your mineral rights can be a gamble. Some people hold onto their property for literally decades and nothing ever happens even after they have been leased multiple times. There is no assurance any drilling will take place even after you are leased.

**RETIREMENT:** A lot of mineral owners choose to sell during retirement. Doing so will clean up your estate so your heirs inherit cash instead of mineral rights.

**FINANCIAL NEED:** There are many individuals who find themselves in a financial situation where they need to sell.

Deciding whether to sell mineral rights or hold onto them is a difficult question. If you find yourself conflicted over whether to sell mineral rights or hold onto them, remember that it’s your decision. Every person has unique things going on in their life. Every person has to make the decision that will best benefit their family. Holding onto a property that may never get leased or drilled on during your life time doesn’t make sense if you can sell it and use that cash today.
US MINERAL EXCHANGE SUCCESS STORIES

Our focus at US Mineral Exchange has always been on mineral owners. Our company was founded to help mineral owners sell mineral rights for maximum value. Below are a few examples of recent sales mineral owners completed at US Mineral Exchange.

Sale in Dunn County, North Dakota - Darrin T.

“To anyone who is uncertain about this process as I was, rest assured that there are great safeguards in place through the US Mineral Exchange to protect you, your mineral rights, and is completely risk, and obligation free to pursue. This process is much easier and efficient in comparison to dealing with letters and phone calls from buyers on a case by case basis which can be tedious, stressful, and raises too many questions.”

Sale in Major County, Oklahoma – Richard C.

“We tried selling our mineral rights on our own, had nothing but empty promises. Contacted US Mineral Exchange and a month later we sold for more than what was offered before and closed quickly. I can’t say enough good things about our experience and we are completely satisfied. Don’t learn the hard way, use US Mineral Exchange first!”

Sale in La Salle County, Texas – Randy B.

“USME orchestrated the sale of our family mineral rights. We already had a pretty high offer, but they were able to find us a buyer willing to pay even more, after a short auction (less than a week). That buyer also uses their business to help military veterans. So, it was a good deal for both sides.”

Sale in Eddy County, New Mexico – Deanna G.

“My aunt and myself owned mineral shares on adjacent parcels of land in Eddy county, New Mexico. We both received offers in the mail to purchase those rights. After contacting one of those companies, my aunt and I both experienced high pressure sales pitches. My aunt ended up selling her mineral rights to one of these companies. I did some research on the internet, and contacted the US Mineral Exchange. I received more than 6 times the amount per acre my aunt received.”

Sale in Weld County, Colorado – Lula W.

“Eric and Garrett were very professional and answered all my questions along the way, even on a holiday weekend, which made it very smooth and stress free for us. They not only got us more than we expected for our mineral rights, but they also understood that we were hoping to get the transaction completed in a short amount of time.”

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