

## HARVESTING AND MARKETING PROVIDER BUYERS' GUIDE

Selecting a manager to market and harvest your woodlot is a major decision, with many variables to consider. You should take the time to fully evaluate prospective service providers and the best option for you. Below is a list of questions to ask when selecting a service provider. We have compiled this list over a number of years from enquiries and questions we regularly receive from potential and existing clients. If you get a “Yes” for most of these questions below, then you are probably on the right track with a manager who is likely to be independent with the backing and experience required to provide you with a low-risk, high quality service.

#	<i>The ideal Harvesting and Marketing manager should be able to answer “Yes” to all the following questions...</i>	Tick ✓
1	Are they fully independent? If they own, or are they associated with, log trading activities, log processing, their own forest ownership, stumpage purchasing, contract logging or log transport - <b>the answer is “No”</b> .	<input type="checkbox"/> Yes <input type="checkbox"/> No
2	Are they experienced with all log sale options? Do they offer all log sale options?	<input type="checkbox"/> Yes <input type="checkbox"/> No
3	Are they able to offer up-to-date client references that cover the majority of their business activity?	<input type="checkbox"/> Yes <input type="checkbox"/> No
4	Can they demonstrate a sound financial position so you won't worry when they are holding your harvesting income?	<input type="checkbox"/> Yes <input type="checkbox"/> No
5	Can they provide eco-certification such as Forest Stewardship Council, or similar (if needed)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
6	Are they able to offer state of the art digital GIS and mapping services?	<input type="checkbox"/> Yes <input type="checkbox"/> No
7	Are they accredited to recognised Quality Management standards (such as ISO 9002 and ISO 14001)?	<input type="checkbox"/> Yes <input type="checkbox"/> No
8	Do they have comprehensive, documented Management Systems, including Health and Safety and Environmental Management? Will they adequately protect the forest owner from Principal's Duties and statutory liability?	<input type="checkbox"/> Yes <input type="checkbox"/> No
9	Are they able to offer Harvest-Ready services and hold the costs until harvesting commences?	<input type="checkbox"/> Yes <input type="checkbox"/> No
10	Do they offer comprehensive Log Sales Contracts, prepared by leading legal professionals that minimise risk to the forest owner?	<input type="checkbox"/> Yes <input type="checkbox"/> No
11	Do they understand the implications of the Personal Property Securities Act (1999) and incorporate it into Log Sales Contracts and business processes to minimise risk of non-payment?	<input type="checkbox"/> Yes <input type="checkbox"/> No
12	Does their entire organisation have real depth of experience and leading specialists in all facets of forestry and harvesting?	<input type="checkbox"/> Yes <input type="checkbox"/> No
13	Are they large enough to have excellent negotiating power and market access?	<input type="checkbox"/> Yes <input type="checkbox"/> No
14	Can they manage a robust and accurate wood tracking system and routinely validate and reconcile all wood movements and transactions?	<input type="checkbox"/> Yes <input type="checkbox"/> No
15	Are they a member of research organisation and do they use new research findings on wood quality knowledge to leverage the best deal for your logs?	<input type="checkbox"/> Yes <input type="checkbox"/> No
16	Can they provide the latest in forest inventory, modelling and timber quality assessment tools, such as sonic testing for structural logs?	<input type="checkbox"/> Yes <input type="checkbox"/> No
17	Do they have a meaningful track record and reputation as a long-term and committed provider of quality services?	<input type="checkbox"/> Yes <input type="checkbox"/> No

## Frequently Asked Questions .....

If you are considering working with PF Olsen, below are some questions frequently asked by forest owners. If you have a question that isn't covered here feel free to call us on **0508 PFOLSEN** and one of our friendly team members will be sure to help.

1	<p><i>It's taken 25 years to grow these trees, why should I be in such a hurry to sell them?</i></p> <p>The hurry should not necessarily be about selling them, but about increasing the <u>ability</u> to sell them, and creating <u>option value</u>. This option value relates to getting into a position of being able to respond quickly to changed circumstances, whether that be related to personal finances, timber prices improving or trees suddenly suffering from wind throw. We can this getting Harvest-Ready.</p>
2	<p><i>What value is a timber inventory well in advance of harvesting?</i></p> <p>Knowing what log products are in your forest or woodlot is essential for developing marketing plans and provides an important component for establishing logging costs (i.e. timber piece size). Having the timber inventory in advance of the decision to harvest allows PF Olsen to monitor the relevant log market segments, pre-market specific log grades and respond to niche-market opportunities. It's also important if you decide you want to sell you land and trees outright.</p>
3	<p><i>I feel as though I will lose flexibility and control by signing up with PF Olsen.</i></p> <p>By signing up with PF Olsen you stay in control of the decision to harvest and all sales methods are available. PF Olsen will get you Harvest-Ready and provide you with information, ideas and advice to help you make decisions. By signing up early, PF Olsen can also be much more confident in getting the best logging contractor for the job, when required.</p>
4	<p><i>Won't it be expensive to get HARVEST-READY?</i></p> <p>Depending on the situation, full Harvest-Ready could be achieved with no advanced cost to the forest or woodlot owner. If you sign up with PF Olsen, no fees will be charged until harvesting commences and log revenue is generated – that way you won't be out of pocket. If considerable road construction is required, various financing options are available.</p>
5	<p><i>Why not wait until the last minute to engage PF Olsen?</i></p> <p>What tends to happen is that there is a strong up tick in the market and sentiment towards harvesting changes quickly. Everybody wants to harvest now! Very quickly there is a big increase in activity and harvesting management firms (like PF Olsen) struggle to field new enquiries - good contractors become scarce and domestic sales allocations get filled up. This results in delays with waiting lists and expectations not being met. There is significant value in being signed up with PF Olsen, HARVEST-READY, and able to take first-mover advantage.</p>

If you're considering harvesting your forest, give us a call for a no-obligation FREE site visit. We'll meet with you, assess your woodlot and provide you with comprehensive advice and recommendations.

**Call us TODAY on 0508 PFOLSEN**