

# YOUR FLORIDA LAND EXPERTS

MoonBeam Land Company, Inc. is your trusted advisor for buying and selling Florida land. We specialize in commercial, industrial, agricultural, transition/residential development, and recreational properties. Our mission is to connect clients with exceptional opportunities to grow, invest, and enjoy Florida's most valuable asset: land.

**2025 Land Preview**

Brokerage  
Investments  
Advisory



A man and a woman are standing in a grassy field with large trees in the background. The man is wearing a light blue shirt and khaki pants, and the woman is wearing a white sleeveless top and blue jeans. They are both smiling and looking towards the camera. The background is filled with large, mature trees with thick canopies, some of which have Spanish moss hanging from their branches. The scene is set in a bright, sunny environment, likely a park or a large estate.

# SEVEN GENERATIONS OF **FLORIDA HERITAGE**

Backed by over 200 years of Floridian land heritage, Florida's land stewardship isn't just a transaction – it's personal.

# WORD FROM THE PRESIDENT

Building on the momentum of MoonBeam's impactful market introduction two years ago, 2025 is a year slated for intentional growth.



Since its launch in 2022, John A. Evans, Sr. has sold over 26,000 acres of land on \$198 million in closed transactions.



**John A. Evans, Sr.**  
**Broker/Owner/President**

John A. Evans, Sr., Broker and Owner of MoonBeam Land Company, Inc., is a 7th-generation Central Floridian with deep roots in the state's land heritage. Born and raised in Oviedo, John has dedicated his career to Florida land brokerage. Over the past 16 years, he has **successfully brokered more than 88,000 acres, achieving over \$627 million in transactional volume.**

An avid outdoorsman, coupled with his heritage and experience in the land industry, John is passionately connected to Florida and the land it offers.

*“Our mission remains steadfast: to deliver strategic solutions for Florida’s landowners and buyers, shaping communities while preserving the state’s natural beauty.”*

As we enter 2025, the future of Florida's land market has never looked brighter. At MoonBeam Land Company, we are excited to share our record-breaking achievements from 2024, which include more than 25,000 acres sold and nearly \$200 million in transactional volume since our launch in early 2023. To maintain this momentum, we welcomed a new broker associate in 2024 and have plans to bring on additional highly qualified sales associates in 2025. These efforts are all aimed at enhancing our ability to serve you, the Florida landowner and buyer.

Florida continues to experience unprecedented migration, creating a growing demand for transitional land to support residential and commercial expansion. As developers and investors respond to this opportunity, our mission remains steadfast: to provide strategic solutions that shape communities while preserving the essence of Florida's beauty.

From pristine recreational properties and vital conservation land to agricultural opportunities that sustain our state's heritage, our commitment is to balance progress with preservation. With a new administration ushering in hope and optimism for the future, we are excited to continue working alongside you to unlock the potential of Florida's dynamic land market.

Thank you for trusting MoonBeam Land Company as your partner in navigating this remarkable journey. Together, we can create a prosperous and sustainable future for the great state of Florida.

# FLORIDA IS OUR BUSINESS

# FLORIDA IS HOME



## Agri-Real Estate

Florida's agricultural and related industries generate over \$182 billion in revenue\*, making land the foundation of the state's economy and a sound investment for the future. Agri-Real Estate is at the heart of what we do. We offer a wide range of properties, from working farms and ranches to recreational spaces.

*Farming, citrus, and ranching*

*Recreational and trophy properties*

*Natural resources and conservation*

We preserve Florida's agricultural legacy while providing land for those who embrace the state's authentic lifestyle.

## Commercial/Residential Land

As a forward-thinking company, we connect buyers and sellers to meet the growing demand for residential and commercial development.

*Residential, industrial, and commercial development*

*Single-family, multifamily, mixed-use, master-planned communities, and industrial projects*

*Strong relationships with local, regional, and national homebuilders*

*In-depth site selection services*

We facilitate land transactions that drive Florida's residential, commercial, and economic growth.

## Advisory and Investing

Navigating Florida's real estate market requires expertise, and we're here to guide you through it. We help clients manage market conditions, economic cycles, and property-specific nuances for successful transactions.

*Expert guidance through complex land transactions*

*In-depth market knowledge and proven track record*

*Transitional Land Investments for land appreciation*

*Advisory services tailored to your goals*

We help you identify and secure land with long-term value and potential for growth, advising on value-add entitlements and uses to enhance asset value over time.

We believe in Florida's promise and its position as a global economic powerhouse.

\*Florida Department of Agriculture and Consumer Services, Florida Agriculture By the Numbers, 2022



# WE ARE **FLORIDA GROWN**

MoonBeam Land Company, Inc., is rooted in more than 200 years of rich Florida heritage. We offer clientele elite knowledge and experience in Florida's Land Industry, servicing the Agri-Real Estate, Commercial Land, and Land Investment and Advisory sectors. Backed by a track record of more than 88,000 acres on \$627M+ in total sales volume, our firm has a deep passion and commitment for serving Florida's land industry.



With a pulse on the ever-changing market, our team is here to help you navigate your investment opportunities with confidence.

# BUYING AND SELLING LAND SIMPLIFYING THE PROCESS



*We navigate the nuances and complexities of land transactions with expertise, ensuring an efficient and pleasurable experience for our clients.*

Our firm simplifies the land buying and selling process with unmatched expertise, premium marketing, and a proven track record. Our property marketing services are second to none, leveraging professional aerial drone photography and videography, custom-designed flyers, specialized land marketing websites, eye-catching signage, and advanced mapping software to showcase your property's full potential and attract the right buyers.

Partnering with MoonBeam connects you to a vast network of land professionals and

provides valuable insights into Florida's diverse opportunities, from transitional/development acreage and agricultural properties to recreational and conservation land.

Our track record of success speaks for itself. We navigate the complexities of land transactions with expertise, ensuring smooth and efficient processes for our clients. Whether you're buying, selling, or investing, MoonBeam Land Company is your trusted partner in achieving your land goals with confidence and ease.



*We maximize exposure and simplify the connection between buyers and sellers.*

Florida ranks 3rd in the country for residential growth.

# A 200 YEAR LEGACY



The MoonBeam legacy was born over 200 years ago when the Evans ancestors moved to North Central Florida. Settling among the Citrus groves and celery fields of Oviedo, John Evan's great-grandfather (B.F. Wheeler) acquired and managed one of the largest citrus, celery, packing, and fertilizer plant portfolios in the state of Florida. His dedication to the business and passion for the land set the tone for a footprint of Florida land stewards. Over their seven generations of Florida heritage, they have collectively owned more than 3,000 acres of citrus groves, a citrus packing house, ranches, farms, and blueberry operations, transitioning into commercial land and real estate holdings throughout the state.

## PREMIUM PROPERTY MARKETING

Subscriptions to land marketing websites, custom flyers, professional aerial drone video/photography, signage, mapping software, and more.

## UNPARRALLED FLORIDA KNOWLEDGE

Our Florida roots date back more than 200 years. Partnering with us plugs you into a strong, historical network of land professionals.

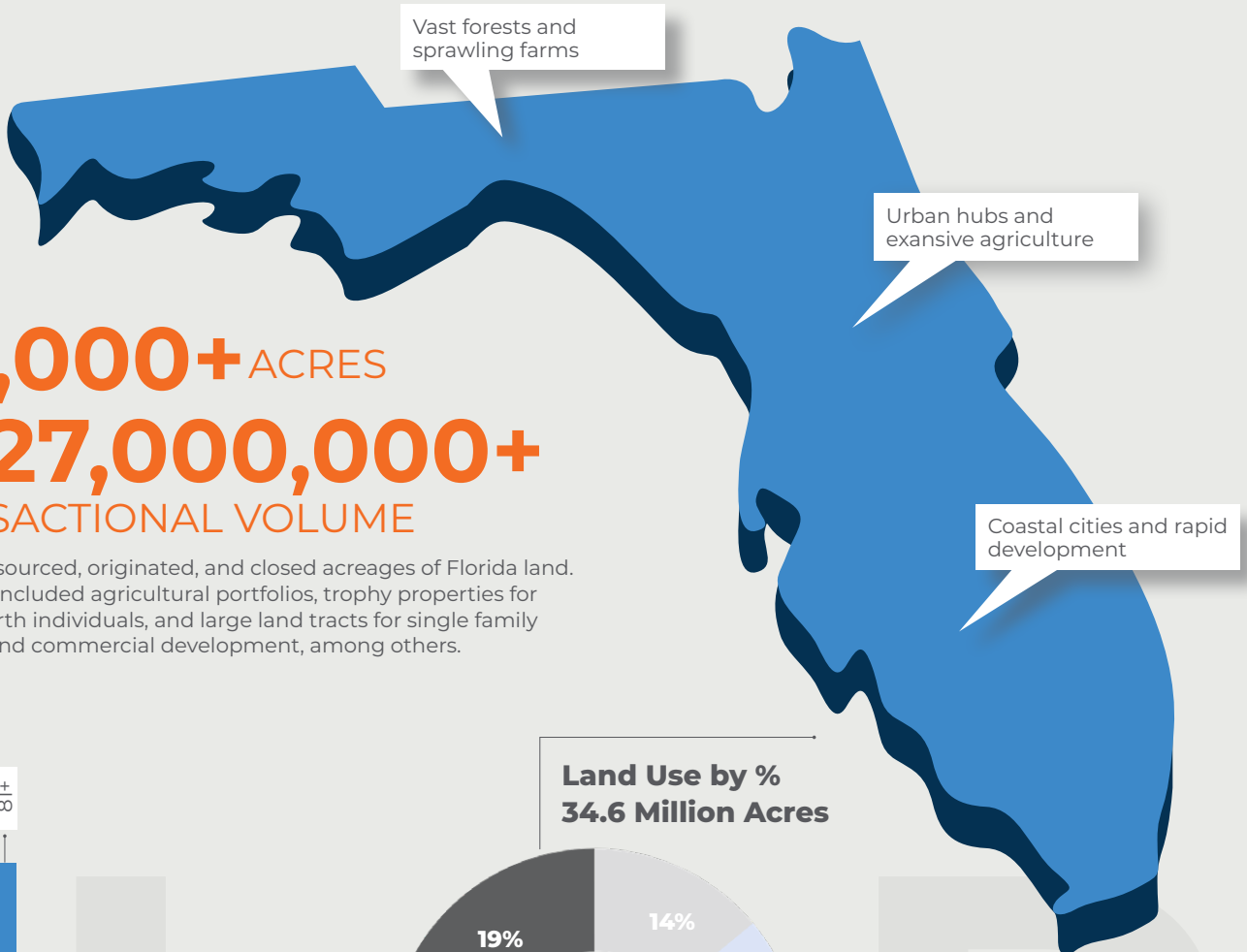
## SUPERIOR TRACK RECORD

John A. Evans, Sr. is responsible for over 88,000 acres sold on transactions totaling more than \$627 million in total land sales volume.

# BY THE NUMBERS

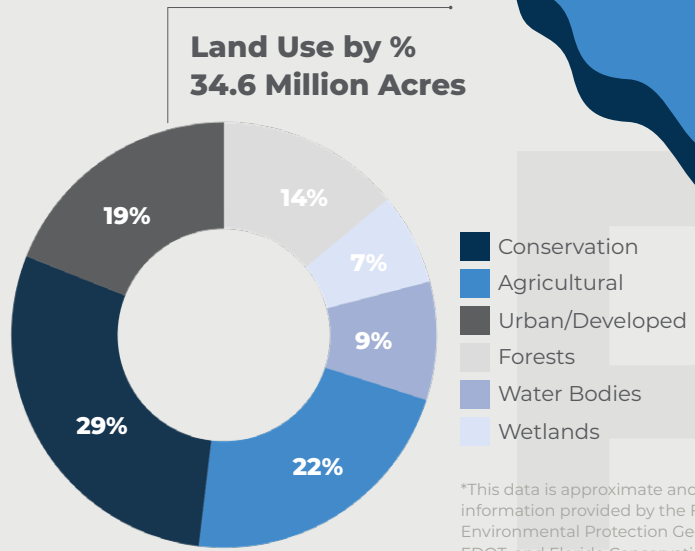
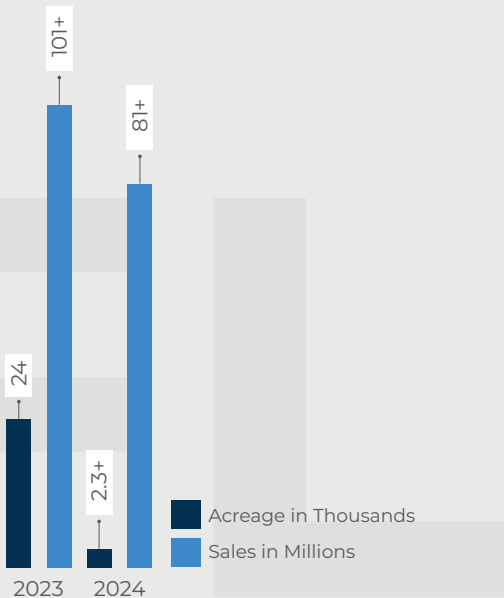
# SALES SUMMARY

Since opening in late 2022, MoonBeam Land Company has achieved remarkable success, breaking records in Florida land sales. Our rapid growth is driven by strong relationships with key stakeholders in Florida's land industry. We are grateful to our clients, brokers, landowners, builders, investors, and developers for trusting us with their land transactions and contributing to our position as a leading Florida land brokerage.



**88,000+ ACRES**  
**\$627,000,000+**  
**TRANSACTIONAL VOLUME**

Organically sourced, originated, and closed acreages of Florida land. These sales included agricultural portfolios, trophy properties for high net worth individuals, and large land tracts for single family residential and commercial development, among others.



\*This data is approximate and a combination of information provided by the Florida Department of Environmental Protection Geospatial Open Data, FDOT, and Florida Conservation Planning Atlas.





## A HISTORY OF SUCCESS IN GROWING FLORIDA ASSETS

As a Florida land brokerage with deep history and experience, we understand the unique nuances of the state's land market—insights that set us apart from our competitors. This expertise fosters trust with our clients and drives a high rate of repeat business

### ACCURATE FLORIDA NUMBERS

Unlike large corporate groups who market global numbers, our statistics reflect only sales within our state. This provides accurate performance numbers to only Florida's market.

### FLORIDA GROWN

Our team is born and raised in the Sunshine State, and backed by a pedigree and history unmatched by others in the industry.

### PERSONAL ACCESSIBILITY

Each of our clients have hands-on attention by John A. Evans, Sr. who is intimately involved in every transaction.

### CONFIDENTIALITY

Our firm is committed to discretionary practices regarding your business. We ensure the details of each transaction remain confidential.

### TOOLS OF THE TRADE

We personally walk/drive/review each property with the appropriate vehicles and other equipment, preparing us for any on-site conditions.

*We leverage partnerships with these notable real estate exposure platforms to connect your property with the right buyer/seller.*



\*All properties contracted with MoonBeam Land Company are listed on our listings page on our website and shared on our social media platforms.

Measured over 17 years, John A. Evans, Sr. averages \$757,000 in transactions on 106 acres per week.

## Get in touch.

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BROKERAGE • INVESTMENTS • ADVISORY

**John A. Evans, Sr.**  
Licensed Real Estate Broker  
President & Founder