MATT HOENIG

Land Agent

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BIO

Matt Hoenig is a land broker with Peoples Company, specializing in Iowa farmland sales, land auctions, recreational properties, development land, and agricultural real estate throughout Eastern and Southeast Iowa. Since joining Peoples Company in 2020, Matt has helped landowners, farmers, families, and investors navigate the buying and selling process with personalized service, local expertise, and strategic marketing.

Born and raised near Riverside, Iowa, Matt understands that selling a farm is often more than a financial decision. Whether it's a family farm passed down through generations, an investment property, or recreational land filled with memories, every property is unique. Matt believes understanding the landowner's goals is the foundation of a successful sale.

With deep roots in Eastern and Southeast Iowa, Matt brings firsthand knowledge of farmland values, agricultural operations, recreational properties, and local buyer demand. He serves landowners throughout Washington County, Johnson County, Muscatine County, Louisa County, Cedar County, Jefferson County, Henry County, Van Buren County, Lee County, Des Moines County, Wapello County, Davis County, Keokuk County, Iowa County, Benton County, and Linn County.

Matt takes a hands-on approach to every transaction, combining strong local relationships with Peoples Company's extensive marketing resources and national buyer network. From traditional farmland listings and live land auctions to sealed bid sales and private transactions, he develops marketing strategies tailored to each property's characteristics and the landowner's objectives.

As an avid outdoorsman, Matt also understands the unique characteristics that influence the value of Iowa hunting land, recreational farms, rural building sites, and development properties. His knowledge of the local landscape and current market trends helps position properties to attract qualified buyers.

Matt graduated from the University of Northern Iowa in 2020 with a degree in Marketing and Real Estate. His approach is straightforward: provide honest advice, communicate consistently, market properties effectively, and always put his clients' interests first.

Thinking About Selling Your Iowa Farm or Land?

Whether you're considering selling farmland, exploring a land auction, or simply curious about your property's current value, Matt welcomes the opportunity to connect. Not every conversation needs to lead to a listing. Sometimes, understanding your property's value, evaluating your options, or exploring Peoples Company's additional services, including professional farm management and land appraisal, is the most valuable first step.

Contact Matt for a confidential, no-obligation conversation about your land and the opportunities available to you.

EDUCATION

The University of Northern Iowa, Cedar Falls, IA
Bachelor of Arts in Marketing, Sales Emphasis, Minor in Real Estate, December 2020
Real Estate License, 10/20/2021-12/31/2028

BUSINESS EXPERIENCE

Real Estate Salesperson, Peoples Company, May 2020 to Present

LICENSES

Iowa: S68835000

AFFILIATIONS

Iowa City MLS Member
NoCoast MLS Member
Iowa Association of REALTORS®
National Association of REALTORS® Member