MATT HOENIG

Land Agent

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BIO

Matt Hoenig joined Peoples Company in 2020 as a member of the Land Brokerage Division, specializing in farmland sales, land auctions, recreational properties, development land, and agricultural real estate throughout Eastern and Southeast Iowa. He works with landowners, buyers, investors, and families, providing professional representation backed by local market knowledge and the extensive resources of Peoples Company.

A native of rural Iowa, Matt grew up near Riverside, Iowa, developing strong connections with the agricultural community, local businesses, and landowners throughout the region. His lifelong ties to Eastern and Southeast Iowa, along with his experience as an avid outdoorsman, give him firsthand knowledge of Iowa farmland, hunting and recreational properties, development land, and rural real estate.

Matt has extensive knowledge of land markets throughout Washington, Johnson, Muscatine, Louisa, Cedar, Jefferson, Henry, Van Buren, Lee, Des Moines, Wapello, Davis, Keokuk, Iowa, Benton, and Linn Counties. His local connections and understanding of farm and recreational land values, buyer demand, and market trends help clients make informed decisions when buying, selling, or auctioning land in Eastern and Southeast Iowa.

Whether representing a family selling a longtime farm, conducting a farmland auction, marketing a recreational property, or helping a buyer locate investment or development land, Matt takes a hands-on approach. He provides comprehensive property marketing, current land market information, auction expertise, and access to a broad network of landowners, farmers, investors, and qualified buyers.
Matt graduated from the University of Northern Iowa in 2020 with a degree in Marketing and Real Estate. His education, local roots, and passion for Iowa land have shaped a straightforward approach to brokerage: understand the property and local market, then develop a strategy tailored to the land and the owner's goals.

For landowners considering selling farmland, auctioning a farm, or marketing recreational or development land in Eastern or Southeast Iowa, Matt combines local knowledge and relationships with the statewide and national reach of Peoples Company. He leverages the company’s full platform, including land appraisal, land and farm management, an award-winning auction division, and industry-leading land brokerage services, to maximize exposure, reach qualified buyers, and deliver the best possible outcome for his clients.

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, 10/20/2021-12/31/2025

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
REALTORS® Land Institute
REALTORS® Land Institute APEX Producer Award (2024, 2025, 2026)