

Goal Ranking Worksheet

Use this worksheet to consider and rank your goals. It includes some examples and leaves room for you to add additional goals. Part 1 is for the owner of the farm or ranch. Part 2 is for the incoming farmer or rancher. Fill out the section which applies to you and rank any goal that applies to you between 1 and 5 where 1 represents your lowest priority and 5 represents your highest. Once you finish, imagine the other party's goals, as these too will affect the transfer process.

Before entering information into this worksheet, download the file to your computer so you can save your work.

PART 1: LANDOWNER GOALS					
Prioritize the importance of each goal. 1 = lowest priority and 5 = highest priority.	1	2	3	4	5
Personal Goals (treatment of heirs)					
Pass down a legacy					
Treat my heirs fairly					
Treat my heirs equally					
Keep ownership of the farm/ranch property in my family					
Keep the farmland/ranchland in active agricultural use whether or not it remains in my family					
Protect the farmland/ranchland for future generations					
Have sufficient financial resources to retire					
Have sufficient financial resources to afford quality healthcare					
Financial Goals					
Provide financial assistance to family members to acquire the farm/ranch land/property					
Provide financial assistance to family members to acquire the farm/ranch business					
Provide financial assistance to someone other than family to acquire the land/property					
Provide financial assistance to someone other than family to acquire the farm/ranch business					
Ensure financial security for my spouse/family members					
Receive full fair market value for the farm/ranch assets					
Reduce or eliminate debt					
Business Goals					
Maintain a decision-making role in the farm/ranch business after the transfer					
Play a mentoring role in the farm/ranch business after the transfer					
Maintain another role in the farm/ranch business after the transfer (specify the role):					
Transfer ownership and management of the farm/ranch business within my family					
Continue the farm/ranch business even if it is not owned or managed by my family					

PART 2: FARM OR RANCH SEEKER GOALS

Prioritize the importance of each goal.
1 = lowest priority and 5 = highest priority.

1

2

3

4

5

Personal Goals

Raise a family on a farm/ranch					
Farm or ranch with my spouse or family members					
Farm or ranch with non-relative(s)					
Farm or ranch alone					
Live on the land where I farm/ranch					
Afford childcare					
Afford healthcare					
Take vacations					

Financial Goals

Be financially secure myself					
Ensure financial security for family members					
Invest everything I have in acquiring a farm/ranch					
Balance household financial goals with investment in a farm/ranch					
Invest in retirement					
Reduce or eliminate debt					

Business Goals

Farm or ranch full time/support my household					
Farm or ranch part time/supplement household income					
Own cropland land					
Long term lease of cropland					
Own pasture or rangeland					
Long term lease of pasture or rangeland					
Take over an existing farm/ranch business					
Start a new farm/ranch business					
Be the primary decision-maker of the farm/ranch business					
Work with the current owner of the farm/ranch business					

This worksheet was inspired by and adapted from *Cultivating Your Farm's Future—Farm Succession Planning in Wisconsin*.



This resource is part of American Farmland Trust's [Farm Transfer Toolkit](#) which is available on AFT's [Farmland Information Center website](#). The toolkit walks agricultural landowners through key steps in a farm transfer process. It contains information, worksheets and other tools to help users set goals, assess their finances, communicate with stakeholders, and work with professionals to finalize decisions and implement a transfer plan.