



Introduction

When trying to become a landman, there's an awful lot to learn – and good resources can be few and far between. You may not know where to begin, and just finding your way into the industry can be challenging on its own. If you hope to make a career out of it, you're going to need a helping hand.

That's where this guide comes in! From landing your first job to surviving those long projects on the road, this resource was written to give you everything you need to know to make it as a landman.





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Landing a Job

Your first step in breaking into the industry is to land yourself a job. With competition on the rise, that's easier said than done – but it's not impossible.

From educational programs that will round out your experience, to networking tips and on-the-job insights, this chapter will give you all the tools you need to build an attractive resume, make the right connections and set yourself apart.

Education & AAPL Certifications

When it comes to furthering your career, earning a certification is an important way to show that you've invested your own time, money and energy into preparing for a role with more responsibility.

The certifications offered by the <u>American Association of Professional Landmen</u> (<u>AAPL</u>) are recognized throughout the industry as an indication of your proficiency, competency and professionalism, with three programs catering to different experience levels.

Registered Landman (RL)

The <u>RL certification</u> is the most basic certification where you'll learn the fundamentals of the land industry including real property law, contract law, oil and gas leases, conveyancing and ethics.

To apply, you'll need to be an active member of AAPL, work full-time as a landman, hold a bachelor's degree from an AAPL approved university or college, or have four or more years' experience in the field. You'll also need to be sponsored by a Certified Professional Landman (CPL) or Registered Professional Landman (RPL).

For full course details and application requirements, see the AAPL's RL certification page.

Registered Professional Landman (RPL)

The <u>RPL certification</u> is a mid-level certification that allows more experienced landmen to distinguish themselves from others in the industry.

Similar to the RL certification, you'll need to be an active AAPL member for at least one year, work full-time as a landman for at least four years, hold a minimum of five credits of full-time work experience as a land professional and be sponsored by three CPLs.

For complete requirements and additional information, review the AAPL's RPL certification page.

"The Land Professional. in his dealings with landowners, industry parties, and others outside the industry, **shall** conduct himself in a manner consistent with fairness and honesty, such as to maintain the respect of the public."

- AAPL Code of Ethics



Certified Professional Landman (CPL)

The <u>CPL certification</u> is the AAPL's highest designation in the energy management industry.

As with the other certifications, the same application requirements apply. To apply for this certification you'll need to hold a four-year college degree or higher, hold at least seven credit years of land experience (or a minimum of five years with additional education credits) and attend the Oil and Gas Review seminar.

See a complete list of application requirements on the AAPL's <u>CPL</u> certification page.

Other Professional Organizations

In addition to the certifications offered by AAPL, there are also a number of AAPL accredited schools with petroleum land management programs located all across the United States and Canada.

Find a comprehensive list of AAPL accredited schools here.

For Canadian landmen, it would be important to make yourself a part of the <u>Canadian Association of Petroleum Landmen (CAPL)</u>, an organization committed to enhancing all facets of the land profession through communication, education, professional development, technology and member services

Many cities have their own local associations and chapters of the AAPL that coordinate educational and social programs where you'll have a chance to improve your skills and expand your network through meeting others in the industry.

The Job Search

Perfecting Your Resume

A polished and professional resume is your chance to make a great first impression. There's no one "right" way to do a resume, but there are plenty of ways to get it wrong. Here's how you can improve your chances of standing out and landing the job:

• Stay on target. A resume is more than a checklist of everything you've done. The experiences you list and the language you use must support your case for becoming a landman and show that you understand the industry. Read through the employer's job description to see what they're looking for and tailor your resume to show them you're a good fit.

From 2007-2012, the oil and gas industry increased by more than 162,000 jobs, a 40% increase.





- Keep it concise. While it's tempting to list all of your experience in detail, brokers spend an average of just 10 seconds reviewing each resume. Share only what's essential to show you can do the job, using as few words as possible. Your resume should never be more than two pages; one page should be enough for most.
- Add a professional summary. Lead into your resume with 3–5 lines that clearly explain who you are, what you've done, what you're passionate about and why your experience will make you an asset to your employer.
- Format for scanning. Clean, consistent formatting will make your resume easy to read and quick to scan. Use headers to break up sections of your resume (e.g., summary, professional experience, education). Avoid long paragraphs or dense sections of text by using bullet points to outline important highlights, qualifications and critical information.
- Highlight positive outcomes. Don't just share the tasks and responsibilities you had in past positions – demonstrate how you contributed to the success of your team. Below each position, offer 2–5 bullet points that highlight some of the objectives you achieved in your role.
- Proofread. In an industry where oversight can cost millions, your resume
 must prove you can mind even the smallest details. Triple-check to be sure
 that it is completely free of typos, misspelled words or punctuation errors.
- Include a cover letter. While your resume will mostly be handed around in person, it never hurts to demonstrate your character, experience and ability in a cover letter.

Networking & Relationship Building

You've probably heard the saying, "It's not what you know, it's who you know." When it comes to landman jobs, this is especially true.

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Positions will often be filled without even being advertised because of personal relationships inside the company. One great connection might be all you need to land your next job, so it pays to invest time in meeting others in the industry and earning their trust.

One of the best ways to meet people is face-to-face at an industry conference or seminar. Big annual events like the <u>North American Prospect Expo (NAPE)</u> and the <u>AAPL Annual Meeting</u> are well-attended and offer great opportunities to advance your learning.

Local AAPL chapters also hold social and networking events relatively often, and industry groups come together to form smaller groups and collectives that you can tap into.

Of course, you've got to do more than just show up. To improve your networking ability, you need to:

- Be deliberate. Many conferences and networking events publish lists of attendees. If there's someone you'd like to meet or a company you think might be hiring, research the guest list and find out with whom it might be best to connect.
- **Hone your confidence.** Talking to strangers and people you've never met can be a bit nerve-wracking. Keep in mind that everyone feels a bit nervous and awkward at networking events and that there's power in being the one confident enough to strike up a conversation.
- **Listen more than you speak.** Nobody likes the person who hijacks the conversation to make it all about themselves. Ask those you meet questions about who they are and what they do, listening attentively to their answers before diving into your personal story.
- Value quality over quantity. Bouncing from person to person passing out business cards is sure to make you look insincere. It's prudent to keep an eye on the clock, but don't be afraid to invest a little more time in really getting to know someone.
- Load up your schedule. Every workshop, seminar or meal break is an opportunity to connect and make yourself visible. You might even consider staying an extra day at a conference to avoid rushing out and missing time to casually connect. Make the most of your chances and don't skip out.
- **Keep a clear head.** While it's perfectly fine to have a social drink, stay cool and collected to avoid compromising your reputation or fumbling an opportunity to impress.

In the last five years, membership in the American **Association of Professional Landmen** has increased from 8,000 to 20,000 In 2012. the landman profession made CNNMoney's list of the 100 best iobs in America. with a projected 10 year growth of

18.1%.





- Never underestimate an offer to help. Instead of focusing on what others
 can do for you, find out what they need and offer to help. This can be a very
 direct way of getting a foot in the door and some experience in the industry you
 might have missed out on otherwise.
- Always follow up. Sending a simple message saying thank-you or letting new connections know you enjoyed meeting them is a great way to help make yourself memorable. An e mail is good, but a handwritten note or phone call is even better.

Social Media Networking

You don't need to be at an event to connect with other professionals. Social media networks have made it possible to talk with almost anyone from virtually anywhere.

Many of the same rules of etiquette for networking in person will also apply online, and you'll need to be conscious about making a great first impression. It can be difficult to distance your personal life and interests from your work, but be sure to keep your social profiles completely clear of controversial or offensive content that might raise eyebrows with the people you're trying to impress.

Some ways you can use social media to connect with industry professionals include:

- Join a LinkedIn group. There are hundreds of professional groups on LinkedIn that you can participate in (e.g., <u>Landman Link</u>, <u>Landmen</u> of <u>America</u> and <u>Professional Petroleum Landman</u>) to start building relationships.
- Participate in industry forums. There are a myriad of both local and international industry forums where you can share your knowledge, ask questions and arrange to meet with like-minded people in your field.



- Hop on a Twitter chat. You can cover a lot of ground in just 140 characters. You can use <u>Twitter's search function</u> to find conversations surrounding keywords and topics relevant to the industry, or enter the titles of the people you're hoping to network with (landman, broker, etc.) and get a list of profiles that match your search.
- Check out Facebook groups. Similar to LinkedIn, corporations and industry groups often have Facebook pages to which you can converse. There are also several open discussion groups one of the most active being the Landmen and Right of Way Agents group. Don't just hop in and ask for a job comment on their content, spark up discussions and contribute.

Where to Look for Connections & Get Yourself Listed

In addition to networking in person and sharing around your resume, there are a lot of places you can list yourself and get involved to get your name in front of professionals who can hire you.

- <u>CourthouseSquare.com</u> is a free directory for real estate and legal professionals, broken out by discipline. It's free to list, and you'll get a link to your website, email and social media accounts, making it easy for people to contact you.
- The Landmen & Right of Way Agents Facebook group and AAPL's Facebook group are both great places to join in on discussions.
- <u>Landmen.net</u> is another free, online network of petroleum landmen with a
 directory in which you can get listed. You'll also find resources and links to
 helpful industry sites.
- <u>Landmanconnection.com</u> is an online community for landmen, complete with an editable profile, job board, training resources and forums where you can ask questions and connect with industry pros.
- <u>LinkedIn.com</u> is used heavily by recruiters, so it's time well spent setting up
 your professional profile. Give this the same time and attention as you would
 a paper resume, and make sure the information is consistent across both
 of them.

Always be on the lookout for new forums, directories and industry-relevant groups where you can connect with other landmen and make yourself more visible.

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What Are Brokers Looking For?

If you want to impress a broker, it helps to know what they value in the landmen they hire.

In general, brokers look for landmen who are:

- On time, every time. Your broker will be counting on you to get courthouse information quickly and accurately, working whatever hours it may take to get the job done. Diligence and a strong work ethic will carry you a long way.
- Knowledgeable. You must be able to interpret the different types of documents and the legal terminology you'll deal with on a daily basis.
- Thorough. Your ability to identify and close gaps in information is incredibly important and valuable to a broker. You'll be accountable for creating a complete and accurate chain of title, so you've got to be able to dig deep into details.
- Accurate not fast. For a landman, doing things quickly is not nearly
 as important as getting it right the first time. Your work must be carefully
 researched and meticulously organized to avoid causing a serious snag
 further down the line.

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In-house Landman vs. Field Landman – What's the Difference?

There are two types of landmen: in-house and field. The job titles sound similar, but their responsibilities are actually very different.

Field landmen are typically independent contractors who work with in-house landmen. For those breaking into the industry, becoming a field landman typically takes the least amount of formal education.

The core of the field landman's job is to research, review and prepare documents at the courthouses in the counties where the oil company's prospect is located. They're also responsible for assisting in the acquisition of oil and gas lease agreements, settling surface damages and negotiations with landowners.

In-house landmen generally work in the land department of an oil company as a paid employee. Unlike field landmen, they're likely to be involved in trades with other operators, negotiating trade participations and joint operating/AMI (Area of Mutual Interest) agreements.



A drilling rig in the Barnett Shale



In-house work might also include:

- Managing a multi-rig schedule, including the reviewing and clearing of title to well locations
- Developing strong relationships with mineral owners and other companies
- Facilitating leasehold acquisition and operations, including the negotiation of joint venture, AMI, farm-in/farm-out and acreage trade agreements
- Participating in regulatory hearings, including live testimony
- Managing title attorneys during the preparation of Drilling and Division Order Title Operations
- Assisting in the due diligence phases of property acquisitions

Many field landmen make it their goal to move in-house, but the initial transition can be a bumpy one. Pay cuts are common as your experience will be viewed as entry-level, and there are many areas of competency in which to grow. That said, there are a lot of benefits, including an eventual pay increase, corporate benefit plans and a greater degree of authority and responsibility.

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What They Didn't Teach You in Landman Training

No matter how credible the training program or advanced the certification, it's impossible to learn everything you need to know to succeed as a landman while sitting in a training session.

We asked landmen with field experience the most important things they felt weren't being taught in training, and three ideas kept popping up:

Personality and social skills are critical. Whether you're
networking with brokers to land your first job or negotiating with
landowners to close an important deal, you've got to know how to
build rapport and maintain a positive relationship. That often means
switching off technology, relearning the value of a handshake and
knowing how to conduct yourself on a phone call.

Even in the heat of a shrewd negotiation, you need to come across friendly, trustworthy and fair. The landowners need to feel like they beat you in the negotiation – even when you know that they didn't.





• Learning from experience is the only way to get it right. As you enter the field, you'll quickly discover that records are full of syntax errors, competitors are underhanded and errors are costly. You'll learn helpful little rules, like searching all possible spellings and punctuations of "O'" or "Mc" names (e.g., O'Reilly and McDonald) and to never give up if you can't find something the first time.

In the same way, negotiations are something you can only master by participating in them. Don't shy away from a challenge – roll up your sleeves and get involved!

• It helps to develop a system. Staying organized will be crucial to avoid making expensive errors. Creating a system for yourself, like a pilot's checklist, will make sure you're covering your bases each and every time. Whether it's through repetition, note-taking or an actual checklist, find a system that works for you and stick to it on every new project.

With the things you've learned in this section, you're ready to land a job in the industry. Now, it's going to be about having the confidence to network and apply!

In the next section, you'll learn some of the most important things you'll need to know to succeed once you're out in the field.

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On the Job

Starting from the moment you land a job, you'll be expected to know what you're doing and how to succeed. It can be a bit of a trial by fire, but with some preparation and understanding, you'll be able to hit the ground running and prove you're worth the investment.

Research

As a landman, it's your job to comb through records, dig into a property's history and put together an error-free chain of title to make sure an offer is made to the right people with interest. To get the information right, you're going to need to tune up your research skills.

Researching at the Courthouse

For years, the only way to get access to the records you needed was down at the county courthouse – usually a small, busy place swarming with competitors all trying to find the same information.



The historic Presidio County Courthouse located in Marfa, Texas

Today, no two courthouses are exactly the same. Some have modernized or gone digital, while many still operate the way they did in the 70's and 80's. You'll find that for the most part, pulling records at the courthouse is done the "old fashioned way" – a lot of quality time with paper records and books.

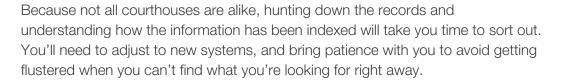
What are the different types of documents, and what do they mean?

There are many different types of documents and records you will need to hunt down throughout your career as you work to establish a complete chain of title. Some of the more common record types include:

- Marriage records Who married and how have family names changed with time?
- **Divorce records** Who left the family, how did their name change, and what interest remains in their control?
- Death records Who has passed away, and who are their surviving family members? This can also illuminate the need to research where land was willed.
- **Property valuations** What is the land actually worth? When it was last assessed?



- City to county conversions Have jurisdictions merged over time?
- Bank successors & assigns Who are the heirs and assigns, whether for a corporation or an individual?
- **Bankruptcy records** Has land ownership fallen to someone else on account of bankruptcy?
- Deeds To whom has ownership of land been transferred?
 There are many kinds of deeds, from warranty deeds that guarantee to the buyer that the seller has a right to sell the property, to quit claim deeds that allow the transfer of property rights and claims to another party.
- Oil & gas leases Does another company already hold a lease for the mineral rights of the land?
- **Abstracts of judgment** Is any part of the property interest owed to another party? These documents can create a lien or claim on real estate property owned or acquired.
- **Releases** Has title or ownership of the land been released by a party that formerly held it?



Privacy

While you're at the courthouse, privacy is always a concern. It might sound farfetched, but it's not uncommon for competing landmen to watch the records you're pulling, figure out the project you're on and report back to their company. They might also try to make conversation in hopes of squeezing some details out of you.

Some old, but tried-and-true tricks you can use to help keep things private:

- Open books that aren't your target to throw them off the trail.
- Always be polite, but consider staying tight-lipped regarding for whom you're working.
- Keep your project notes close at hand and never discard them in courthouse trashcans.



Formula for success:

Rise early, work hard, strike oil.

John Paul Getty



- Try to take calls where others can't listen in.
- A little bit of precaution will go a long way to protect your employer's investment and keep the competition at bay.

Researching Online Records

The web has become an incredible tool for landmen. Digitized records will save you a lot of time pulling books and waiting in line. You also won't have to worry about your privacy being compromised.

Modernized courthouses will have many of their records digitally scanned and imaged, but outside of the courthouse the largest and best online database of public records is CourthouseDirect.com, with courthouse records, grantor/grantee indexes and images of real property records nationwide.



What if You Can't Find a Record?

When you're dealing with decades of documentation, missing, misspelled and misfiled records are a frustrating reality. There are many reasons records go missing, whether on account of fire, natural disasters or mishandling. That said, a missing record shouldn't bring your research to a screeching halt.

When you hit a dead end:

- Try a variety of spellings. Human error is a big factor, and getting a name wrong is more common than you might think.
- Check another source. If you can't find the record in a book or online, try another medium.
- Research other companies. If another company has performed title chains on the same land, you should be able to find the same information.

If you've exhausted your options and still can't find the missing record, know that it's missing for other landmen, too.

Negotiating a Lease

Negotiations are sensitive things that take a personal touch to pull off well. It takes tact to negotiate a strong deal without things turning hostile or the landowner feeling pressured.

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When negotiating, keep the following in mind:

- Know your target price and limits. Before talks even begin, you should know exactly what you want to pay, how flexible you can be and at what point you'll have to walk away. Do your homework, and know the market going in.
- **Speak their language.** Don't come at the property owner with jargon or industry-speak; talk to them in a way they understand and respect.
- **Open with an offer.** By being a first-mover, you can dictate the conversation and set an anchor point. The first number put out there is what will get worked around, so make sure it's yours.
- **Be prepared with a counteroffer.** Expect that the landowner won't accept your opening offer (few ever do) and be prepared to come back to the table. Rejection and compromise are both an integral part of the negotiation process; it's important to be persistent.
- **Don't anchor low.** Never open negotiations with your ideal target price, and be careful not to come down in price too quickly. Base your counteroffers on the same information you used to make the first offer.
- Learn to love silence. People tend to squirm when things go silent, assuming things have gone wrong or rushing to make another offer when in reality the other party is simply thinking things through. Use silence to your advantage instead of fearing it.
- **Never rush it.** You might be eager to close the deal, but negotiations take time. Don't be in a hurry to close; be slow and deliberate with your offers and give landowners time and space to think.
- **Don't be adversarial.** Negotiations are not an "Us versus Them" affair. Don't look at negotiations as a war between the company and the landowner or try to "win." Never make it personal and always keep your cool.

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Managing Your Time & Productivity

Out in the field, nobody will be looking over your shoulder to make sure you're not wasting time. Even so, brokers and employers will expect you to work efficiently and poor time management could cost you more than just the deal. Discipline and smart scheduling are integral to success.

- Make use of online records. If you can avoid making a trip or flipping
 through pages, do so. Access to digital records means you can work while
 you're traveling, out in the field or back in your hotel room, cutting down on
 idle and lost time.
- Research during courthouse hours. Get in a healthy rhythm of waking
 up early and being the first to the doors to avoid waiting in line for records.
 A daytime research routine will keep you accountable and ensure you're
 maximizing the time when resources are most available.
- Work on leases during the evening. The hours outside of the courthouse are the ideal time to get to work hammering out leases and getting in touch with land owners while they're at home.

Setting a routine and using the tools at your disposal will help you get the job done on time and error-free.

Tools of the Trade

Grantor-Grantee Index

The grantor-grantee index refers to two lists of property transfers: A list of sellers (grantors) and another list of buyers (grantees). Simply put, a grantor conveys property to a grantee through a deed.

Historically, these records were kept in huge bound books, but many have now been digitized.

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A list of
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and another
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(grantees).



Grantors and grantees are called different names depending on the document:

Abstract of Judgment:

Grantor: Judgment creditor

Grantee: Judgment debtor

Court Order:

Grantor: Plaintiff

Grantee: Defendant

Quitclaim Deed:

Grantor: Transferor

Grantee: Transferee (Receiver)

It might seem trivial but knowing the difference between a grantor and a grantee is significant because it impacts every decision that will be made surrounding ownership, transfer and legal judgments about interest in a property.

You can learn more about grantors, grantees and the various deeds with this resource.

Online Tools

<u>CourthouseDirect.com</u> is an indispensable tool for running title and research, with an enormous repository of public records and real property documents that span liens, deed and mortgage reports, abstracts of judgment, releases and other documentation for more than 529 counties nationwide.

Another site worth noting is <u>LandmanDirect.com</u>, which has compiled a huge list of links and resources for landmen that will make life easier and save time scouring the web.



CourthouseDirect.com

indispensable tool for running title and research.



Resources include:

- Links to public records
- Tools for locating people
- Land measurement tools
- Links to federal and government offices
- Information on an array of key oil and gas plays
- Pipeline information

As is the case with any online research, be careful that the resources you use are credible, verifiable and trustworthy with your private information.



Plot maps can be generated quickly and easily from data with metes and bounds plotting software, combining complex mapping capabilities with advanced editing functions to streamline your everyday tasks.

You'll be able to quickly enter lines, curves and section calls, perform calculations, layer different plots (for multiple deeds in a single drawing) and export your data to a variety of popular digital formats and export data points for easy integration with GIS systems. There's also a mobile app, so you can take the software out to the lease site without lugging your laptop.

Mobile Apps

Chances are that you already use your phone to take calls, send emails and browse the web, but some of the best tools available to you as a landman will also come in the form of mobile apps.

- The Bellomy Group Landman App is a powerful tool that enables you to create runsheets, flowcharts and ownership reports quickly and easily, even syncing contact information for fast retrieval.
- The Landman Time & Billing System from Red Earth was customdesigned to help landmen track their time and expenses to bill customers more accurately.



As is the case with any online research, be careful that the resources you use are credible, verifiable and trustworthy with your private information.



- Adobe Reader for Mobile is perfect for opening and completing PDF documents, allowing you to review land surveys, title abstracts and contracts while you're on the road.
- **Google Maps** will not only help you navigate your way through unfamiliar territory but also give you the ability to survey local terrain and get a detailed understanding of your surrounding geography. You'll also be able to show landowners within three feet of a proposed drill site useful information that can help you close a deal.
- CamScanner Pro is a great tool when it comes to keeping files organized and transmitting documents quickly. You can quickly digitize documents for later review, extract excerpts and keep your files synced while out and about.

Other Basic Must-Haves

In addition to all the tools we've already listed, here are some basic must-haves:

- **Pens** You never know when a landowner might be willing to sign a lease. Always have a pen on hand.
- Truck Getting around won't be easy without one.
- **Cell phone** Whether calling your boss, touching base with a landowner or finding your way around, a reliable cell phone with a great plan is essential.
- **Laptop** Keep in touch, prepare documents and conduct research from anywhere.
- Briefcase or backpack A briefcase might feel a bit old school, but you'll need something to cart around your laptop, notebooks, files — and sometimes, your lunch.
- **Work boots** While out in the field, you're going to want a sturdy pair of boots to keep your feet safe and comfortable.

Mentorship

Even the best tools are no replacement for the wisdom that comes through hardearned experience. No matter which stage of your career, finding a mentor who can share their experience and offer veteran guidance will give you insights you won't get from textbooks or training courses.

Mobile Tools



The Bellomy
Group Landman
App
More Info



The Landman Time & Billing System from Red Earth More Info



Adobe Reader More Info



Google Maps More Info



CamScanner Pro <u>More Info</u>



How to Find a Mentor

You might think that experienced pros are inaccessible or too busy to help newcomers – but that couldn't be further from the truth.

- **Rethink mentorship.** A mentorship relationship doesn't always mean hour-long meetings or coaching sessions. Modern mentorship usually comes in brief, meaningful spurts. While you want to build a relationship with the right mentor, it starts by just having someone to ask the tough questions.
- Never stop networking. Look for mentors the same way you'd hunt for a
 job; attend events, participate in communities and become a part of industry
 groups and associations.
- Look outside of the company. Great mentors don't necessarily have to share an office, and internal management may have conflicting interests or be unable to offer unbiased feedback.
- Don't make a formal request. "Will you be my mentor?" is a heavy
 question that's likely to scare people off. Start simple with an invitation to
 coffee or by asking a question that they could answer quickly, without a
 serious commitment. Let the relationship grow organically.
- Make yourself useful. While most people who mentor others do so for the feeling of joy they get by helping others, it's wise to offer your assistance in any way a potential mentor might find helpful. Reciprocate the goodwill you're hoping to receive.
- Check their character. In addition to their work experience, look for mentors who are respected by their networks, future-focused, willing to invest their time and able to give you impartial praise and criticism.
- Come in with a defined goal. Take time to assess your areas of weakness and have specific questions to which you want answers. Help mentors understand the areas you need to develop most to keep your relationship productive.
- Respect their limited availability. Experienced pros are busy people. Don't become a pest, and don't ask for more than they're able to offer. The more you prepare yourself, the more you'll both get out of the relationship.

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usually comes
in brief,
meaningful
spurts.



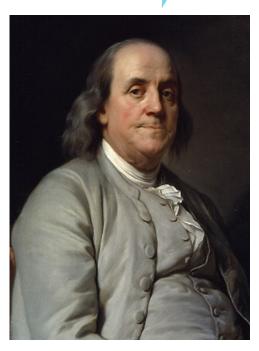
Tax Tips

They say only two things in life are for certain: Death and taxes. You know tax season will come eventually, so it's smart to be prepared and carefully track your expenditures throughout the year.

Save yourself a lot of money and headaches by keeping a few simple tips in mind:

- Consider setting up an LLC or S-Corp. As a landman, you're responsible
 for paying your own self-employment tax: a 15.3% tax on top of your income
 tax. Setting up an LLC or S-Corp will drastically reduce the amount of selfemployment tax (a combination of social security and Medicare) you'll need
 to pay every year.
- Carefully track expenses and receipts. You can use an app like
 Shoeboxed to track all expenses, organize receipts, watch your mileage and
 zero in on the reimbursements that you're due. Keeping organized ensures
 you won't miss out on a deductible to which you're entitled, and gives you a
 paper trail in case the IRS has questions.
- **Meal expenses** come with a 100% deductible as long as they're for the convenience of the employer and arise during the course of your work.
- Home office expenses can be claimed to reduce your taxes.
 Although, you'll need to do a very careful review and stick to the IRS' specific rules about what qualifies.
- Travel expenses are regularly incurred as part of your job but to claim them, your job assignment needs to be classified as temporary (less than a year). Once you've crossed over a year, your assignment is considered permanent and these expenses are no longer deductible.
- Pay your bills quickly. For cash-basis contractors, there's
 no benefit to deferring payment on bills past December 31st;
 you'll only be delaying how quickly you can claim a deduction
 on the expense.
- Open a SEP IRA. If you don't have employees working under you, a SEP IRA will allow you to contribute up to 25% of your profit, reducing the amount of tax you'll need to pay.

In this world nothing can be said to be certain, except death and taxes



Benjamin Franklin



Maintaining Independent Contractor Status

One of the biggest tax challenges for landmen is maintaining their independent contractor status – something the IRS continues to challenge.

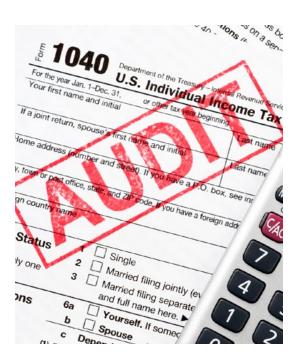
Once you've been reclassified as an employee, the IRS can disallow expenses you've previously taken, leaving you with additional taxes, interest payments and penalties.

Thankfully, IRS and state agency audits are rarely successful at disallowing expenses when independent landmen meet the requirements for independent contractor status.

A few tips to reduce your risk of failing an audit:

- **Incorporate.** Set up a trust or partnership and obtain a Federal Tax Identification Number. If that option isn't practical, file an assumed name at the county courthouse and get an identification number that way.
- Get written contracts. Be sure you hold a written contract with every company for whom you work, and always collect a 1099 form.
- Own branded assets. Always have your own letterhead, stationary and business cards with your name and not that of your payor.
- Advertise your services. Affirm your independence by advertising. You can
 use Yellow Pages, Landman Magazine, the AAPL Membership Directory or
 local directories and newsletters.
- Work for more than one payor. During the course of a year, be sure to get more than one 1099 from at least two different payors.
- Have your own office. Whether inside your home or out, own your own office. If your office is in the payor's building, be sure that you pay rent for the office and equipment, and are billed for all the services you use.
- **Bill a per-project rate.** Your payor should pay by task completion, not hourly or monthly.

For a comprehensive breakdown of the issue and how to avoid problems, check out this helpful whitepaper from <u>Landman.org</u>.





Now that you know what to expect while you're at work, it's time we covered what it's like to live out on the road. As a landman, traveling will be a big part of your job. To help you take on the open road, we've got some helpful survival tips you can bring with you.

Life on the Road

Sometimes an adventure, other times a grind, travel is just one more thing you'll learn to love as a landman. Hotel living, long drives and unfamiliar places are par for the course in this kind of career. You're going to see the inside of more motel rooms than you'll ever care to mention and wear out more sets of tires than the average person will own in their lifetime.

This chapter will help you get ready to conquer the open road and keep your sanity along the way.

Where to Stay

At the end of a long day, you're going to want a comfortable place to rest your head. It'd be great to kick off your shoes and order room service to the penthouse at the Hilton, but smart landmen opt for a more affordable option – motels and extended stay suites.

It's not the lap of luxury, but if you spend a little time hunting, you'll find a clean and comfy room at a price you can afford.

Some tips to keep in mind when looking for a place to call your temporary home:

Newer motels are usually a safer bet. Even if they're cheap, newer
motels haven't had time to get stains on the carpets or have trouble with
the air conditioning.

"My
advice for long
road trips?
Bring your
dog."

- Paul Cones President, CourthouseDirect.com



- Always read reviews. If they're overwhelmingly negative, reconsider your options but otherwise, take them with a grain of salt. If the same issues come up in more than a few of them, they're probably accurate and worth keeping in mind.
- Ask other landmen. Just like you, other landmen are traveling all the time
 and may have a personal recommendation to share. They may also have
 "off the books" knowledge, like which motels will offer the best discount
 for long-term stays.
- Book in advance whenever possible. You can save a bundle by letting
 the hotel or motel know you're coming well ahead of time and for an
 extended stay.
- Check the amenities. Is parking free? Do they have Wi-Fi? Are there kitchens in the rooms? Know what you're walking into so you can plan ahead to bring the things you'll need.

There are plenty of websites and apps available to help you find the ideal place to spend the night.

- <u>Kayak.com</u> pulls in rates from dozens of travel sites for fast and easy comparison, also allowing you to filter by rating, amenities and more.
- <u>TripAdvisor.com</u> and its mobile app are both great tools for finding credible reviews of a motel from people who have actually stayed there. Like Kayak, you can filter results a number of ways to find your ideal fit.
- HotelTonight.com is unique in that it specializes in helping hotels who haven't sold rooms for the evening fill them quickly. You can find great pricing and lastminute deals, perfect for those times you head out unexpectedly.

There are plenty of websites and apps available to help you find the ideal place to spend the night.



Booth's Tourist Court, Longview, Texas, on U.S. 80 "Center of Largest Oil Field in the World" Image courtesy of tylertexasonline.com

Where to Fat

Work stops when your stomach is growling. As glamorous as it might sound, eating out at the same chains over and over again will get old really fast.

• See what's around the courthouse. When you arrive in a new county, take a quick drive around the courthouse to see what's available, or ask the courthouse workers where they'd go for lunch.



- Ask the people with whom you're leasing. Businesses that have been around awhile will likely have recommendations for good eats. You might get a shortlist before you head out on the road, just to know what to look out for.
- There's an app for that! Personal recommendations are nice but apps can give you the real story on what's popular and what should be avoided.
- **Yelp** is ring-leader of restaurant apps, with a ton of reviews and the ability to show you the best spots nearby. You can filter by the type of food, price and even look up hours to make sure they're open.
- Urbanspoon has the classic "shake your phone for a random restaurant" functionality, but it's also home to some of the best critic reviews and a passionate community.
- **LocalEats** is another popular option, featuring "Best Of" lists, photos and all the details you could ask for.

For a great list of restaurant apps with even more options, check out Lifehacker.

Cooking on the Road

For those who would rather not enjoy a steady diet of fast food or get stuck footing the bill for expensive dinners out every night, cooking on the road is a cost-effective and healthy option, especially for long-term assignments.

The idea of cooking in your motel room might scare you, imagining plumes of smoke or soggy microwave mishaps. The good news is that you don't need to be a Sous-chef or have a fancy kitchen to whip up a meal worth eating. All you need are a few clean appliances and some ingenuity.

- Stock up on shelf-stable foods. Refrigerators won't always be an option, so you'll want to grab foods that can keep without being refrigerated. Bread, pasta, apples, oranges, peanut butter, honey, granola, soups and canned goods like chili will last for the long-haul. Don't forget salt, pepper and spices to kick things up a notch.
- **Get creative with your coffee maker.** Even the cheapest hotel rooms usually come stocked with a coffee maker. Your options are almost endless: Boil water to cook eggs, soften up some pasta or make instant oatmeal. You can steam vegetables in the filter up top, or run water and mix in sauces for some top-shelf DIY dining. Check out this blog for a surprisingly delicious looking mix of coffee-maker meals.

Restaurant Apps



Yelp More Info



UrbanSpoon More Info



LocalEats More Info



- Turn up the heat with your clothes iron. Flip your iron over, and you've got a hotplate to serve up sizzling dishes. Using tin foil, you can cook up bacon and eggs, make yourself a grilled cheese sandwich or even sear some scallops. Just be sure to wrap things tightly so the juices don't spill out and ruin the iron.
- Buy a rice cooker and/or an electric skillet. You can't exactly truck around
 an oven, but rice cookers and electric skillets are easy to bring on the road and
 will really open up your options. Rice cookers are ideal for cooking up grains
 and steaming vegetables (from broccoli to kale) while skillets will save you from
 having to turn your iron into a makeshift griddle. You'll find a great list of rice
 cooker recipes custom tailored for the road at The Year in Food.

Surviving Long Drives

For landmen, every day is a winding road. Whether you're headed to a new county or crossing over several states, things can get more than a little boring when you're behind the wheel for hours on end. You need to keep yourself entertained, and you also need to be prepared to deal with whatever comes around that next corner.

Keeping Yourself Entertained

Stream Some Music

What can you do to stay sane after your 17th rendition of "99 Bottles of Beer on the Wall"?

Streaming music services can turn your trusty collection of albums into an ocean of new bands and playlists to check out. For a monthly subscription fee, you get access to a huge volume of music and the chance to discover new artists you'll love.

• **Spotify** is by far the most popular service, with a library of more than 24 million songs and counting. From your old favorites to your guilty pleasures, chances are good the music you enjoy is on there. The free version has ads and only allows online play, but at just \$10 a month for the premium version, you'll get high quality audio, no ads and the chance to sync songs to your mobile device. Visit Spotify.com



 RDIO is a close second to Spotify, with all the same features and the same price range, just a slightly smaller library (20 million songs). Visit <u>RDIO.com</u>

Check out a complete roundup of the top music streaming apps on Cult of Mac.



Pop in a Podcast

A combination of the words "iPod" and "broadcasting," podcasts are online broadcasts that usually come in a series of episodes. There are podcasts on thousands of different topics, from comedy and music podcasts, to business and industry topics ranging from entrepreneurship to oilfield services.

Whether you tune in purely for entertainment or to deepen your understanding of the oil and gas industry, podcasts can be a welcome shake-up and a chance to learn when there's nothing else to do.

If you're keen to catch up on oil & gas, you can't go wrong with these recommendations:

- <u>The Landman Matters</u> podcast talks about a huge array of issues you'll be interested in, including ways to advance your career and tools to make your job easier.
- <u>James Hahn at TribeRocket</u> has an excellent series on an array of marketing topics relevant to today's landman.
- Oil & Gas IQ's "Oil and Gas Today" series shares business strategies and best practices that affect the oil and gas industries.

Staying Safe on the Road

From inclement weather to unexpected car trouble, landmen ought to take a page from the Boy Scouts and "Be Prepared" for anything while on the road. You'll sometimes travel to remote locations, where you're the only one you can count on to respond should things go sideways.

Common sense isn't always common, so be sure you keep these things in mind:

- **Tell others where you're headed.** For long drives, let someone know of your destination, route and approximate arrival time. If you break down along the way, someone will know where to look.
- Check the weather. Know the conditions you're driving into and ensure you've got the gear you need to brave the road. Do some quick research on the natural disasters in the area you're traveling to so that you know how to react especially if you've never experienced them before.
- **Give the road your full attention.** Avoid using a cell phone, but if you must, use a hands-free headset. Never text and drive.

From
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unexpected
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for anything
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the road.



- **Keep a clean ride.** Your headlights, taillights, signal lights and windows should be kept clean to help you see and be seen by other drivers.
- **Make frequent stops.** Sleep deprivation can have the same effect on your driving ability as alcohol. Take breaks, stretch your legs and rotate drivers on the long hauls.
- Never drive impaired. It's never worth chancing a drive after a drink.
 Take a cab or call a friend.
- Pack an emergency car kit. You never know what can happen out there, so it helps to prepare for the worst possible scenario. Some absolute must-haves:
 - Drinking water
 - Non-perishable food items
 - Emergency radio
 - First-aid kit
 - Toilet paper
 - Work gloves
 - LED flashlight
 - Duct tape
 - Fleece blankets
 - Multi-purpose knife
 - Small shovel
 - Fire-starters
 - Extra batteries

For a comprehensive list of items to keep you safe, sanitary and sane, check out <u>Allstate's blog on emergency car kits.</u>

Keeping Your Network Secure

Your laptop is going to become a bit like a sidekick, traveling with you everywhere you go. To keep your data safe and your information secure, you'll need to make sure you're careful about where and how you connect.

Be cautious with free Wi-Fi. Open networks can be incredibly convenient

 but because they're accessible to everyone, they can be an enormous
 security risk, allowing malicious cyber threats to sneak in undetected. Use
 WPA2 or AES encrypted network security protection to keep your data safe.

Use WPA2 or AES encrypted network security protection to keep your data safe.



- Use a password manager. Passwords are something you shouldn't share
 with anyone, but they can be tough to keep track of, and hidden threats
 can log your keystrokes without your knowledge. A password management
 program like <u>LastPass</u> or <u>RoboForm</u> will offer an added layer of protection,
 automating password input, storing passwords safely and generating secure
 passwords on your behalf.
- Back up your data regularly. It's not a matter of if, but when your computer WILL crash one day, and if you haven't backed up your information, it'll be lost to you. You may also choose to keep sensitive files off of your machine, storing them on an external hard drive where they can be accessed when needed but otherwise kept safe. Additionally, cloud-based backup systems are the most ideal as they can be scheduled regularly and run in the background while you complete other tasks. Popular cloud storage options include Carbonite, Google Drive and DropBox.
- Keep apps updated. There are thousands upon thousands
 of apps and programs available, with the average computer
 coming pre-stocked with nothing short of 40 of them! Each
 new app can introduce a different security threat but at bare
 minimum, keep all your apps updated to protect against new
 and emerging threats that their developers have identified.
- Use Firewalls. Keep viruses, hackers and other malicious code off of your machine with a protective firewall. For laptops, professionals recommend the use of full disk encryption for optimal protection. There are several third-party options available to you, like <u>Cloudlock</u> and <u>Webroot</u>, designed to provide firewall protection for mobile devices.
- Trust no one! It sounds dramatic (and maybe a bit paranoid), but if you really want to keep your information safe, you need to be fiercely protective of it.
 Try to work away from prying eyes, never share a password and don't leave your laptop behind not even to take a call or go to the washroom. Don't give others an opportunity to compromise your hard work.



From landing a job and working effectively to surviving the perils of the open road, you've picked up a lot of information so far! In the next section, we'll introduce some key industry resources you can use to expand your learning and familiarize yourself with the critical industry information you need to know.

Industry Resources

Now that you know what to expect in the field, we've compile some helpful resources to help you understand the lay of the land in the industry and some of the key terminology you need to know.

Shale Plays

A Brief History of Shale Development

Shale was first discovered and extracted in Fredonia, New York in 1825 - but at the time, technology was not advanced enough to allow for extraction on an industrial scale.

Beginning in the late 70's, the United States began to invest in researching and developing projects to explore untapped natural gas resources, like the hard-to-extract shale plays. Natural gas recovery technologies including horizontal drilling and downhole motors were targeted as areas for heavy investment. Production grew, and as early as 1981 there was gas production in the Barnett Shale – though it was not economical at the time.

In the early 2000's, US gas production was in a slow, steady decline until shale extraction gained momentum on the strength of horizontal drilling and pressure-induced hydraulic fracturing – technologies pioneered by smaller upstream companies. This would lead to the 'shale gas boom', skyrocketing US product and drastically reducing reliance on imports.

Major U.S. Shale Plays

There are several major U.S. shale plays, including:

 Barnett – Located in north Texas, the Barnett shale play holds more than 43 million cubic feet of natural gas at one and a half miles below the surface. The Barnett shale produces more than 6% of total US natural gas production. This play is challenging in that major portions of the field lie in urban areas.

Shale was first discovered and extracted in Fredonia, New York in 1825

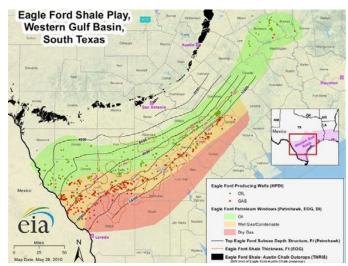
- but
at the time,
technology
was not
advanced
enough to
allow for
extraction on
an industrial
scale.



- Eagle Ford Named for the town of Eagle Ford, TX, this is the largest oil and
 gas development in the world in terms of capital investment. The Eagle Ford
 generates revenue through both dry gas and light and thick oil, with an ideal
 location far from urban development that simplifies several aspects
 of operation.
- Bakken Located in eastern Montana and Western North Dakota, as well as parts of Saskatchewan and Manitoba in the Williston Basin. Unlike five of the other major shale plays, Bakken does not contain shale gas.
- Fayetteville Located in Arkansas, this play holds more than 13 trillion cubic feet of natural gas.
- Utica Spanning areas of Quebec, Ohio and New York, the Utica shale play also does not contain shale gas.
- Permian located in West Texas and the southeast part of New Mexico, this shale play has already produced more than 75 trillion cubic feet of natural gas and 29 billion barrels of oil.
- Marcellus Located in the northeastern region of the United States, Marcellus is thought to be the second largest shale gas play in the world with more than 400 million cubic feet of shale gas.
- Anadarko-Woodford Crude and liquids play located in west-central Oklahoma that runs through the Anadarko Basin.
- **Granite Wash** A collection of several plays in the Texas-Oklahoma Panhandle containing stacked oil and gas formations.
- Niobrara Located in the Rockies that connect Colorado, Wyoming, Kansas and Nebraska.
- **Haynesville** Spanning parts of southwestern Arkansas, northwest Louisiana and East Texas, this play contains more than 250 trillion cubic feet of shale.



There are numerous government entities on a city, county and state level that you may need to contact for information, approval or resources.



Map of the Eagle Ford Shale Play Courtesy of the U.S. Energy Information Administration (EIA)



County

Count government entities typically perform state-mandated duties including assessment of property and record-keeping. The county clerk's office is often in the courthouse, where you'll spend much of your time researching records to establish chain of title.

City

Municipal or city government will get involved when there are ordinances and drilling restrictions – typically on larger projects.

State

State government typically doesn't get involved unless there are coastal or environmental concerns, in which case regulating bodies may step in to intervene.

One extremely important state agency is the Railroad Commission of Texas, responsible for overseeing the oil and gas industry including gas utilities, pipeline safety, surface coal and uranium mining as well as safety in the liquefied petroleum gas industry.

Easements & Pipelines

Easements are a legal right to use someone's land for a specific limited purpose while the legal title to the land remains with the owner. Easements can be classified as "appurtenant" or "in gross".

- "Appurtenant" easements are said to "run with the land", becoming part of the formal ownership of the land. This means that new owners will be granted the same easement.
- "In gross" easements do not transfer with the property; new owners must seek out a new easement if they wish to continue using the land for the specific limited purpose of the previous owner.

Pipeline rights-of-way are strips of land where pipelines are installed, whether above or below ground. These typically require written easements as pipeline owners need access to perform regular maintenance, testing and monitoring.

Directory of Petroleum Terms

Here are just a few of the terms you're going to hear often as a landman:

Oil & gas leases – Contractual agreements between the owners of a mineral and a producer in which the owner gives the producer the right to develop the mineral deposits and gives the producer a property interest in the mineral.

One extremely important state agency is the Railroad Commission of Texas, responsible for overseeing the oil and gas industry.



Mineral deeds – A document used to transfer ownership of the minerals lying under the land of a landowner to a producer.

Ratifications – To "ratify" means to confirm. Ratifications of an oil and gas lease confirm the lease's existence and terms.

Memorandum of leases – A document that outlines the terms and conditions of a lease agreement. It includes information about the involved parties, the property, the start and end dates of the lease term, easements granted to the tenant and the options once the lease term expires.

Royalty deeds – A deed conveying a royalty interest, also known as "non-participatory production interests". These are far more restrictive than mineral deeds and usually include full restrictions on holders' rights to exploit and market the land's minerals, no rights of ingress or improvement, no responsibility for production and improvement costs, no third-party lease-granting rights and no rights to any income or bonuses associated with third party leases.

Surface use agreements – A common tool for reconciling the competing rights of the surface and mineral estate owners to use the surface of real property.

Pooling agreements – An agreement outlining the terms and conditions of joining together or combining small tracts or portions of tracts of land for the purpose of having sufficient acreage to receive a well drilling permit.

Easily one of the most confusing terms in the industry is "unit" – so much so that it would be difficult to quickly explain in this guide. For some great clarification on the term, check out <u>Thompson & Knight's Guide to Unitization and Pooling.</u>

Understanding the above phrases is only the beginning. There are many other terms you'll need to know if you want to speak the language of the industry.

For more comprehensive lists of terms and helpful definitions, check out the <u>United States Department of Labor's Oil and Gas Well Drilling Glossary.</u>

Interesting Fact:

The Petroleum
Extension Service
(PETEX™) at The
University of
Texas at Austin
published the
best-selling
resource A
Dictionary for
the Oil and Gas
Industry with
over 12,000
definitions of
terms used in
the industry.



Professional Organizations

AAPL

American Association of Professional Landmen (AAPL) has represented the interests of America's landmen before the public, legislators and federal administrations and agencies for over 60 years, acting as an advocate for policies and practices that will help to ensure the continued success of America's energy needs.

As a member, some of the benefits you get access to major networking events, educational events to help you stay competitive, bimonthly publications and institute research papers, professional certifications and an AAPL insurance program.

IRWA

The International Right of Way Association (IRWA) is the central authority on the right of way profession, assisting with professional development, working to encourage strong ethics and improved service to employers and the public. They offer networking events and educational opportunities, with over 400 classroom-based classes annually.

CAPL

The <u>Canadian Association of Professional Landmen (CAPL)</u> offers support, education, training and advocacy to Canadian landmen, also hosting networking events and working to create new business opportunities for members.

Other Organizations

In addition to these organizations are several smaller, local organizations, whether independently organized or operating as chapters of the AAPL. Consult your local directory for more information, or just ask around with other local landmen who are usually happy to share.

Industry Conferences

AAPL Annual Meeting

Every year, AAPL members come together for multiple days of speakers, educational events and networking opportunities. This event is your chance to earn up to 23 education credits while enjoying a beautiful city and connecting with others from the industry.

Get more information about the AAPL Annual Meeting

The International Right of Way Association (IRWA) is the **central** authority on the right of way profession, assisting with professional development, working to encourage strong ethics and improved service to employers and the public.



NAPE

The North American Prospect Expo (NAPE) is the world's largest E&P (upstream) expo, offering a marketplace for buying, selling and trading oil and gas prospects. Producing properties, capital formation, services and technologies come together in one location, creating an ideal environment for building strategic alliances and initiating purchases and trades. In an action-packed two days, you'll learn what's happening throughout the entire oil patch. There are five expos held throughout the year.

Get more information about NAPE

OTC

The Offshore Technology Conference (OTC) is a great environment to make connections and gain technical knowledge in the field. Held every year in the first week of May, this is the industry's largest equipment exhibition where you'll see ground-breaking innovations and meet leading providers of products and services over the course of four days.

Get more information about the OTC

Resources on the Web

CourthouseDirect.com

AAPL Official Website

Landman Direct

NAPE Expo

Life Cycle of an Oil & Gas Well

Drill Site Preparation

Oil & Gas Well Drilling A-Z

Well Completion

Reworking and Well Servicing

Plug & Abandonment of Wellsites

Oil & Gas Well Safety

Directory of Petroleum Terms

Land Patents

Public Lands Survey System

Joint Tenancy

Negotiating Oil & Gas Leases

Types of Property Ownership

Mineral Rights

Checklist for Negotiating Oil &

Gas Leases

Uniform Probate Code

Pooling and Utilization

Oil & Gas Pooling

Since the first expo in 1993, the Winter NAPE Expo (held in February) has grown to host 1600 booths and 16,000 attendees.



IT'S TIME TO TAKE ACTION.

With the information you've learned in this guide, you're better prepared to confidently enter what we hope will be a fulfilling and exciting career as a landman.

Keep this guide on hand for those moments you need a quick reference or a link to a helpful resource. Whether you're applying for your first job or gearing up for that next project, we wish you the best of luck!

Be the First to Know!

Receive Email Alerts When New Oil and Gas Documents are Filed in the Courthouse!

- Keep informed of O&G activity by County
- Sign up easily and add counties quickly
- Know when minerals are conveyed
- View actual O&G documents immediately
- Stay ahead of the competition
- Receive regular updates in a timely fashion







