

Property Seller's Guide

(For Sellers of Farmland, Vacant Land, and Lots)

How the Land Market Differs from the Existing Homes Market

1. Buyers have different desires and interests from homebuyers. Land buyers may be focused on the property's potential for income, recreational use, or development.
2. Sales techniques aren't the same for land. The strategy for a home is primarily visual and helps the potential buyers envision themselves living there. Open Houses and photography play a bigger role in home sales.
3. The market for land is generally less active. It can take longer for land to sell and patience is key.

Understand Your Buyer

- Is your buyer looking for a lot for a new home?
- Is your buyer going to be a builder or developer looking for a project?
- Is your buyer an investor looking to add to a portfolio?
- Is your buyer some combination of these?
- Consider all the potential uses of your property. This may include farming, pasture, development, hunting, or energy farming.
- It may be challenging to identify your potential buyers, but a Realtor® will help you find the answer.

Have the Land Ready

- Give a great first impression!
- Remove weeds or brush. If you have brush to burn, consider doing it well in advance so the property has time to get green before listing it for sale.
- Dispose of trash and neatly organize equipment in an area that won't be seen much, like behind a barn.



- Repair fencing, improve roadways and property access if necessary
- Consider having a survey and marking property boundaries
- Make sure the property is available and accessible for showings

Money Talks

Pricing land is not as simple as pricing a home, especially if it produces income. Your Realtor® will analyze your property's value and help you nail down a listing price. Once that's done, you may consider offering seller financing.

Many buyers have trouble getting financing on land, because it doesn't offer collateral like a house does. Offering some type of seller financing will make your property available to more potential buyers.

Chat with Neighbors

Adjacent homeowners are great potential buyers for nearby land. Give them a call to let them know the property is for sale and offer a private tour with your agent.

Choose the Right Realtor®

- Did you know that not all real estate agents are Realtors®? Only Realtors® are registered with the California Association of Realtors and have access to the Multiple Listing Service.
- Consider finding an agent with a niche in the land market. A Realtor® with a background in farmland, vacant land, or lots will be best equipped to help you sell your property.
- Do your research! Go online to learn about your local real estate agents. Most should have their own websites with an About Me page like [this one](#). It's a good place to find the right Realtor®.