



# The Anatomy Of A Successful Land Sale

**(Choose The Best Way To Sell Your Land Fast!)**



**Bryan Glass @ 7Land Corp.**

# DISCLAIMER



**Bryan Glass © 2022 – All Rights Reserved  
Bryan Glass @ 7Land Corp © , 2022**

No part of this eBook may be reproduced, stored, or transmitted in any form or by any means, including mechanical or electronic, without prior written permission from the author.

While the author has made every effort to ensure that the ideas, statistics, and information presented in this eBook are accurate to the best of his/her abilities, any implications direct, derived, or perceived, should only be used by the reader's discretion. The author cannot be held responsible for any personal or commercial damage arising from communication, application, or misinterpretation of the information presented herein.

This eBook does not constitute or give any financial or legal advice. Readers must gain independent advice from a legal or financial specialist that suits their requirements.

**All Rights Reserved**

# Table of Contents

<b>Meet Bryan from 7Land Corp.</b> .....	<b>4</b>
<b>Biggest Downsides of Owning Vacant Land</b> .....	<b>5</b>
No Peace of Mind .....	5
Pay Taxes, Liens, and More .....	6
Lose Land to a Tax Sale .....	6
Hassle of Maintenance .....	7
You Cannot Invest Elsewhere .....	7
<b>Why is Selling Land Harder than Selling a House?</b> .....	<b>8</b>
Different Buyer Mindset .....	9
Different Pricing .....	9
Land Market is Exclusive .....	10
Advanced Sales and Negotiation Skills.....	10
<b>The Challenges that Disrupt a Fair Land Sale</b> .....	<b>11</b>
Taxes and Pending Tax Sale .....	11
Liens or Judgments.....	12
Landlocked Land .....	12
Flood Zones and Wetlands .....	12
<b>What is the Best Option to Sell your Land?</b> .....	<b>13</b>
Selling with a Realtor.....	14
Selling by Yourself (FSBO).....	15
Selling to a Land Investor.....	16
<b>How 7Land Corp. Can Help You</b> .....	<b>17</b>
<b>Contact US</b> .....	<b>18</b>

# Meet Bryan from 7Land Corp.

---

Bryan Glass is the principal owner of various brokerage firms including a licensed securities brokerage and real estate brokerages, he's been a professional and personal investor in both financial assets and real estate assets for over thirty years. Leveraging his experience in the various real estate markets he started 7Land Corp. to help land owners find an easy stress free exit process out of their real estate holdings where through 7Land Corp. he is the direct buyer of the land owner's property. No middlemen involved. No commissions to pay.





# Biggest Downsides of Owning Vacant Land

Vacant land is a solid investment. But it can also bring a whole lot of issues with it. Whether you inherited vacant land or bought it to develop, but plans have now changed, there is no way to escape the problems that come with owning vacant land. That is until the title of ownership has been transferred from you to another person. If you're the owner of vacant land, you might experience the following problems.

## No Peace of Mind

Selling vacant land is no easy feat. The land market is a lot less active than homes. If you set out to look for a suitable buyer, there is a very big chance you may not be very successful, at least for a long time. Your land might sit on the market for a long time. This will deplete its value, and you might incur the risk of getting a lower value than what you deserve.

You are constantly struggling between the need to hold on to vacant land or sell it. Owning vacant land means your money is tied up in an asset, which is getting you nothing in return. Instead, you are paying expenses on it. Owning vacant land will leave you little peace of mind. Once you sell it and liquidate your asset, you can finally relieve yourself of the financial and emotional stress of owning vacant land.

## Pay Taxes, Liens, and More

The problem with vacant land is that you can't just own it without paying anything. There are many expenses that apply to vacant land, including taxes, liens, upkeep and maintenance. Just like developed properties, you will need to pay property taxes on vacant land as well. These can be quite high, taking a significant sum out of your pocket annually.

If you don't adhere to certain laws and rules where your vacant land is located, you might find a lien on your property. If you fail to pay off these liens, it would be even harder to find a buyer for your land as liens mean a clouded title, so it becomes difficult to sell without the liens being satisfied. You will also need to pay regular upkeep and maintenance on vacant land, such as mowing, shrub and tree removal, trash removal and upkeep of fencing and roads. Failure to do so will have dire consequences for your land value and avoiding liens and fines.

## Lose Land to a Tax Sale

Vacant landowners can risk losing their property if they fail to pay the applicable property taxes for a certain time period. In such an event, the County will place your land into a tax sale. If you do not have the money to pay all of these taxes, you will end up losing the ownership of your land without getting anything in return. You might need to borrow the relevant funds to pay off these outlying taxes.

There is no way to get out of a tax sale except by paying off the taxes. Contrary to what most people think, real estate agents will not help you through this, and may even refuse to list your land. However, you might consider working with a land investor who will pay off these taxes and save your land.



## Hassle of Maintenance

You need to regularly maintain vacant land, or else, you will find a lien on your property. Not many buyers would be willing to buy land with liens on it. You will have to pay off these liens, which will take money out of your pocket. Many Counties have stringent upkeep and maintenance by-laws that you need to follow as well, especially for inner urban infill lots. For example, if someone dumps garbage on your vacant land, you will be held accountable to ensure it is removed and causes no harm to anyone or the environment.

Vacant landowners have to bear the hassle of maintaining their land. This becomes a bigger problem if your vacant land is in another city or state. This would require you to travel the distance to check up on the land. Moreover, if you do not maintain vacant land, its condition might deteriorate, which will make it harder for you to sell it.

## You Cannot Invest Elsewhere

In some cases, vacant land can be a viable investment. However, if you do not plan to develop the land, then it quickly becomes a liability rather than an asset. Ownership of vacant land is basically your money tied up in an asset that's serving you no use. You cannot use this money to invest elsewhere when it is not easily liquidated.

If you manage to sell vacant land, you can liquidate your asset and use this money for more productive activities. You can use this money to buy property that you can rent out to generate a stable income. You can also save it or put it into a retirement fund, or use it to create a better lifestyle for yourself and your loved ones.

# Why is Selling Land Harder than Selling a House?

---

Many people harbor the misconception that the selling mechanism is the same for all properties, whether it's a house or vacant land. If anything, selling vacant land is a lot harder than selling a developed house. You will need to employ different methods when trying to sell vacant land, or else you will delay the sale further. There are many differences between homes and vacant land, including different buyers, marketing tactics, pricing strategies, and sale methods.





## Different Buyer Mindset

The buyers for homes and vacant land or lots have different mindsets. Most people who want to buy homes want to move in themselves. As a result, they want to expedite the process as much as possible. Since homes are developed properties, a potential buyer can visit the house and decide whether they can imagine themselves living in it or not. After that, they will consider other factors like price, number of renovations required, and the price, and finalize their decision. This is why these buyers are usually easier to work with.

Decision-making for land buyers is slower and more challenging. Most vacant land buyers want to buy land for investment purposes. They might fix and flip it or develop it and resell it at a higher price. They might use it for recreation or for farming purposes. Since a lot can be done with vacant land, you need to employ different marketing strategies to appeal to land buyers. Land buyers are just looking at raw land, so you will need to create a vision for them. Since land buyers often use the land for investment and development, they are not in a hurry. This might slow down the sale process.

## Different Pricing

Perhaps the biggest difference between homes and vacant land is the process of valuation. Evaluating the price of homes is easy. You can look at the sale price (not asking price) of similar homes in the vicinity, at least for the last 6 months. There would be minor differences in the prices of homes, depending on factors that could increase the price of property, like hardwood floors or decrease the price of property, like the amount of maintenance required. But you'll get a basic idea.

With vacant land, there is a lot more that you need to consider. The market price for vacant land is determined by its highest potential use. For example, a commercial property might be valued higher than an agricultural property. Knowing if your land can be used for both, and then deciding what you want to price your land on is the smart thing to do. Then you will also need to consider other things like whether your land is in a flood zone, whether it has legal road access, and access to public utilities. All these determinants will decide the property of vacant land. Setting the price too high could scare potential buyers and setting it too low will make you miss out on the amount that you deserve. This is why it is best to let a professional and knowledgeable land investor decide the fair value of your vacant land.

## Land Market is Exclusive

Unlike homes, vacant land may take a long time to sell. This is precisely what makes the sale of vacant land so challenging. Once you list your land, be prepared to wait for serious buyers to come around. Since not everyone has the cash needed to invest in vacant land, it has a limited buyer market. On the contrary, you will find buyers of homes from every economical class and age group. As a result, you have a larger buyer pool to pick and choose from.

Since there is a significantly higher demand for homes than vacant land and lots, homes often sell at a higher price too. Vacant land could sit on the market for a long time, which might further deplete its value. Given the exclusivity of the market, you cannot afford to be too picky unless you decide to work with a land investor, whose sole purpose is to buy, invest in and develop land.

## Advanced Sales and Negotiation Skills

Marketing and selling vacant land is trickier than selling homes. No matter how well-versed you are in selling homes, you will require a different skillset to sell vacant land and lots. With developed properties, everything is right there for the buyer to see and envision. Whether it is the architecture, interior or the number of rooms, a potential buyer will visit the house and see if they can imagine living here. As a result, you do not need highly advanced sales skills.

But when it comes to vacant land, you will need to create a picture for the buyer through your marketing - not about what the land is, but what the land could be. Naturally, this requires more advanced sales tactics. Moreover, you need to be careful about price negotiations. You cannot afford to lose the limited buyer pool by setting the wrong price for vacant land. Homes have competitive prices so you can be more assertive in your dealings.

# The Challenges that Disrupt a Fair Land Sale

If your vacant land has potential, you can expect to sell it at a fairly high price. However, there are many complications with vacant land and lots that could act as impediment to a fair cash land sale. If you do not tend to these issues prior to listing the land, your land will either keep sitting on the market for too long or you'll have to settle for a low price.

## Taxes and Pending Tax Sale

Property taxes on vacant land can be quite high. At times, it becomes very difficult for you to fulfill these tax obligations. If you fail to pay tax for a set time, you might find your land in a tax sale. A tax sale will auction your land, and you incur the risk of losing it without getting anything in return.

The only way to save your land is by paying off these outlying taxes. Otherwise, a realtor might flat-out refuse to list your land and buyers will not be ready to buy this land either. If a buyer does agree, they would do so at a throw-away price, which is often much lower than what your land is worth.



## Liens or Judgments

A lien is a legal claim that shows the property owner owes money to a creditor or local authority. If you fail to adhere to your moral and financial obligations (clean up and paying taxes to name a few), you might find a lien on your land. If a creditor wins a lawsuit against you, you could also find a judgment on your property. Most buyers will hesitate to buy land that has a lien or judgment.

Since liens need to be paid off, a buyer might only agree to buy your land if you sell it at a much lower price. Once again, this will prevent you from getting the value that you deserve.

## Landlocked Land

Road access is an important consideration for any vacant land buyer. Without it, a buyer will have to pay off neighbors to get legal road access. This will immediately devalue your land as property with legal access is worth much less than land with no legal access.

If all other things are the same, landlocked land will sell for 20% to 30% less than land with proper road access. This is why you should consider this and make any arrangements like getting legal permission from neighbors before you list your land.

## Flood Zones and Wetlands

A vacant landowner should find out whether their land falls in a flood zone or wetland as this could seriously affect the property's value. Land in flood zones and wetlands are much harder to build on, limiting the potential use of land.

If your land is in a wetland or flood zone, you can expect it to sell for less than similar land that is not in these areas. Unfortunately, there is little you can do about it. However, knowing this beforehand will help you appear more knowledgeable and confident in your price negotiations.

# What is the Best Option to Sell your Land?

---

There are many complications attached to vacant land. If you don't plan to develop on it, it is better to liquidate this asset and use that money elsewhere. If you want to sell land, you have 3 options at your disposal.

- You can choose to work with a realtor, a professional who represents buyers or sellers during a property sale.
- You can opt for FSBO, or For Sale By Owner, is the process when a property owner sells land without the help of a real estate agent.
- You can choose to work directly with a land investor, experienced professionals in the buying and selling of vacant land and lots.

Let's look at each option in more detail.



## Selling with a Realtor

Most people think realtors are the best option for all properties. While this may be true for homes, real estate agents have little to no knowledge about vacant land. You will need to pay a commission fee of up to 4 % to 6% to realtors, which means that you will not get the entire sale price. Since vacant land often sells for less, commission-driven realtors demand a higher commission fee of up to 10% on vacant land.

If realtors do not get the price they want, they might hold onto the vacant land listing and wait. This way, your land might sit on the market for months, even years, which will deplete its value. Moreover, while you wait for the land to sell, you will still have to pay the applying taxes, any liens and upkeep and maintenance costs.

Realtors are not very motivated to sell vacant land, as they prefer higher priced properties to lower priced ones. They will only give their divided attention to your land. Real estate agents will refuse to take care of any problems surrounding vacant land, like taxes and title issues. Instead, they might refuse to list the land altogether. Vacant landowners might even have to spend more money to clear the land for a realtor to accept it. Realtors often lock you in long contracts of up to 12 months. If you find a suitable buyer on your own in between, you will still have to pay the commission fees to the realtor as per the contract.



## Selling by Yourself (FSBO)

While For Sale By Owner (FSBO) might save you the hefty commission fees of a realtor, it might delay the sale of your land further. As a layperson, you may not be equipped to sell vacant land. It will take a long time and a lot of effort for you to learn the sale process, including price negotiations, how to market the land, take aerial shots, and then handle the legal documents.

You need to adopt a very proactive approach when answering calls and addressing queries of potential buyers. However, this might be difficult with other commitments like a job, family and other social obligations. FSBO incurs a legal risk. If you fail to close legally, you might lose out on a potential buyer.

FSBO might put you at a disadvantage as compared to other vacant landowners who work with a professional. You will need to conduct a land valuation and prepare all the documents that a buyer might need. Buyers might even be hesitant to buy land that is listed under FSBO. Since the market for vacant land is already limited, you do not want to lose out on the restricted buyer pool you have.



## Selling to a Land Investor

If you are in need of financial assistance, you can choose to work with a land investor that will expedite the sale process. Land investors are interested in vacant land for investment and development purposes. Since they are your end-buyer, you can evade the hassle of a middleman and get straight down to business. Land investors have extensive experience conducting land valuations, so they know what your land is worth. You can save the hassle of marketing land to them. They will analyze your vacant land and decide a fair value to offer you.

If your land is stuck in a tax sale or has a lien on it, a land investor can bail you out. They will take care of all the problems surrounding vacant land, unlike a real estate agent. You will not need to spend money to make your land attractive for a realtor. A land investor will buy the land from you as is and pay off any outlying taxes and liens. This way, land investors prevent you from losing your land. They will also help you through the lengthy probate process and any title issues. They are well-versed in handling all the legalities, so they will help you close legally.

Land investors simplify the complicated land selling process and make it easier for you. They do all of this without charging you any commission fee. You will get the fair price of vacant land without any cuts and deductions. Land investors want to buy land as much as you want to sell it. As a result, they will expedite the sale process. You might be able to sell your land and the entire cash in hand within weeks. You can then use this money to invest elsewhere. Land investors don't get into the hassle of checks and payments in installments.





# How 7Land Corp. Can Help You

The best thing about working with Bryan and the team at 7Land Corp., is they are you end buyer. This means no middleman, no onerous negotiations, dealing with realtors or brokers – 7Land Corp. will buy your land direct from you. This also means no fees, commissions or closing costs, they will cover it all. And as the direct buyer, they will pay cash for your land, so no need to wait for bank approvals and appraisals.

Bryan is a down to earth family man. He loves everything to do with real estate and vacant land, and what can be done with it. This means you will be speaking with someone who not only knows all about land, but wants to speak with you about your goals with selling your land. Bryan is the proud Father of 2 young kids, and a standing businessman in his community.

After speaking with Bryan, if you decide to sell your property to him for cash, this is the simple process:

<b>1. Submit your property.</b>	<b>2. Receive a cash offer.</b>	<b>3. We Open Escrow</b>	<b>4. You get paid.</b>
Fill out the form and we will begin our review process. We look at county data, recent sales data, and research comparable properties to determine what we can offer you for your property.	We will contact you either by phone or email to present and discuss with you our cash offer for land. Once we have come to an agreement, we'll prepare a purchase agreement and send it your way.	After everything is signed, we open escrow. All your funds and closing documents for selling land will be handled securely via professional Title companies.	Once we receive a signed agreement we will begin the closing process and arrange a closing date with you. Leave all the work to us to close on this property. Funds will be sent to you by check or wired to your bank account based on your preference!

# 7Land Corp.

## **Contact US**

---

You can connect and join us on Facebook, or simple call our team at

**(855) 630-0636**

to discuss your land situation and goals.

If you prefer email you can send us a message at

**info@7land.com**

You can also book some time with us on the Calendar on our website pages talk about your land in more details, just submit your email on the main page and we will be ready to talk with you about all things vacant land!

**www.7land.com**

