



# WHY LAND IS DIFFERENT

## THE MYTH

*“Land is the easiest type of real estate to market and sell/lease. Since there is nothing above ground, no structure, no walls, no systems, or occupants it has to be the simplest – right? Anyone can sell land...”*

## THE TRUTH

*Land is the most challenging product type – by far. BECAUSE there is essentially nothing there, EVERYTHING is a possibility. Land brokerage involves POTENTIAL which in this case requires expertise in:*

- Development
- Construction
- Underground Utilities
- Roads, Traffic Reports, Exposure
- Soil Conditions
- Survey Elements Such As Easements, Access, Rights of Way
- 3 Dimensional Aspects Like Air Space, View Shed, Overhead Power Lines
- Zoning & Masterplanning Criteria
- Overlays, CC&Rs, Restrictions, Zones, SID's, LID's

*And this is BEFORE we even look at highest and best use for the property. Once the aspects of the land have been fully researched, we must then determine what is allowed on the property and select the options that present the greatest opportunity, which includes knowing all product types, costs of development, financing, timing, approvals, and potential revenue thereon, just for starters...*

## THE CHALLENGE

*If your agent doesn't have solid expertise and experience in all of the above, how can they possibly:*

- Know how to package the property for marketing? Make it stand out? Be persuasive?*
- Interface with a developer or end user needing to know all of this and more?*
- Mitigate your risk and headache? Protect your time? Craft a deal that actually closes?*

## THE SOLUTION

The Spark Realty Land Collective offers the absolute best-in-class service for land real estate. Built by top land brokers specifically for land clients, the Collective provides collaborative expertise with over two thousand land transactions ranging from ranches to power plants to commercial development to single family home sites. See the attached Spark Realty Land Collective brochure for full overview of our capabilities.