



AlabamaLandAgent.com

LAND • FARMS • LAKE PROPERTY



6 WAYS

— SELLERS ARE —
MISSING BUYERS

— CHAD CAMP —

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01 NOT HAVING THE RIGHT REAL ESTATE AGENT

The wrong agent can mean the wrong exposure.

Selling land, farms, recreational property, timberland, or homes with acreage requires different marketing and buyer knowledge than a typical residential listing.

You want an agent who understands your type of property, your market, and the buyers looking for it.

Next time you decide to sell, look at how the agent markets the property and at their experience. It is not just about placing a sign on the property.

02 NOT HAVING THE RIGHT MARKETING

Putting a property on the MLS is not the same as marketing it.

Today's buyers need to quickly understand what makes your property special and why they should take a closer look.

Professional photography, aerial photography, property maps, video, detailed property information, social media, online advertising, and targeted marketing can help put your property in front of more of the right buyers.

Your property should have a marketing plan—not simply a listing.

03 NOT HAVING THE PROPERTY PROPERLY PROBATED

Inherited property can create unexpected delays.

If you inherited the property, make sure the estate and ownership are properly handled before you get too far into the selling process.

An unresolved probate issue can create problems with the sale, delay closing, and potentially delay receiving your proceeds.

Know who has the legal authority to sell before you put the property on the market.

04 NOT CHECKING THE TITLE

A title problem can become a buyer problem.

Old mortgages, unreleased liens, ownership issues, easements, incorrect names, probate issues, or other title matters can surface after you already have a buyer under contract.

Checking the title early gives you an opportunity to identify and address potential problems before they interfere with the sale.

The earlier you know about a problem, the more opportunity you have to solve it.

05 NOT PRICING THE PROPERTY FOR TODAY'S MARKET

What you want for the property isn't necessarily what the market will pay.

- B** Buyers are comparing your property with other available properties and considering location, acreage, improvements, access, condition, and potential uses.
- I** Even tax assessments are usually not the best indicators of value.
- E** Pricing too high can cause your property to sit while buyers move on to other opportunities.
- P** **The goal isn't simply to have a price. It's to have a price that makes sense to today's buyer.**
- T** A well-supported pricing strategy can help attract attention while positioning the property competitively in the current market.

06 NOT MAINTAINING THE PROPERTY OR MAKING IT ACCESSIBLE

Buyers need to be able to see and understand what they're buying.

Overgrown roads, blocked trails, neglected fields, damaged fences, poor access, or difficult-to-navigate property can make it harder for buyers to appreciate the property's potential.

You don't necessarily need to spend a lot of money improving the property. Sometimes mowing, clearing an access road, opening a trail, cleaning up an entrance, or making the property easier to walk can make a significant difference in how a buyer experiences it.

The same goes for houses and buildings. Removing clutter and junk can reduce a buyer's concerns about what they may have to handle themselves.