

*Jay Phillips*

REALTOR

DELIVERING A COASTAL LIFESTYLE



# Seller Marketing Plan



## LAYING THE GROUNDWORK

Many people expect the market dynamics for lots and land to be the same as the market for existing homes. They are not. You'll be better prepared to sell your home lot or land if you understand some of the differences between the land market and the existing homes market.

### 1. Lot and land buyers are different from homebuyers.

These groups of people have very different perspectives, desires and needs. Homebuyers usually want move-in-ready, with granite countertops. Land buyers, whether individuals or developers, are looking for the right location and an opportunity that lets them customize to fit their needs.



### 2. Land Requires Different Sales Techniques

A home has a kitchen, bathrooms and a façade that can be visual and photogenic. You can hold an Open House for a home and walk a buyer through each room to help make the sale. Buyers can easily visualize themselves in – and fall in love with – the built home. It's just not the same for vacant residential lots and land.

### 3. Market for Land is Less Active

The market for existing homes is almost always more vibrant than the land market. There simply are fewer numbers of buyers for vacant land than consumers looking for homes. Start marketing a new home listing and a new lot listing when both are desirable and priced well, and you generally can expect fewer contacts about the new lot listing.

But don't be discouraged! Lot and land markets continue to heat up across the country. And while some of these comparisons may seem disheartening, people successfully sell lots and land every day. We're here to help.

## TAKING THE FIRST STEP



While there are many differences when selling land, at the same time the concepts are similar to selling a home. You've got to have a finely-tailored strategy, along with the proper tools and expertise to sell in the local area.

Being a local with over 18 years of experience, I'm fully equipped with the knowledge and confidence to sell farmland & acreage in the Delmarva area. I've got

the expertise and in-depth knowledge, in addition to an invaluable network of resources.

So, what does it take to sell land & acreage fast, and at the right price? There are six key factors when selling any lot or land:

1. Understand Who Your Buyer Will Be & What They Need to Know
2. Showing Your Property At Its Best
3. Prepare The Property for Potential Buyers & Marketing Materials
4. Choosing a Price in Line With Comps & Current Market Trends
5. Using Online Listings Targeted to Lot & Land Buyers
6. Work With A Professional Who Understands Your Needs & Challenges

# Jay Phillips

REALTOR

DELIVERING A COASTAL LIFESTYLE

## HARNESSTHEWEB

With over 15,000 acres sold, we make sales happen by using the internet and digital spaces to our advantage.

Your listing will be displayed across the web, giving specific attention to each individual listing to be sure that your property is seen by thousands and millions of users every day.

With social media becoming a fast-growing presence on the web, we use websites such as Facebook, Google+, and Twitter to hyper-market to specific groups, to be sure that your listing is being seen by the right people. By using websites such as YouTube to create high-definition Virtual Tours of your property, buyers get an in-depth and high-quality look at your lot or land that they won't find anywhere else.



## GET LISTED TODAY

Selling lots and land has its unique challenges and strategies when compared to selling a home, and these are several of the ways you can boost your selling efforts. Whether you're just starting the process of selling your lot or land or you need to re-energize your efforts, I'm confident that I can provide you with the know-how and resources to sell fast, and at the right price.

**Contact me today to make your dreams a reality!**