

Pricing Land in Today's Market: A Seller's Guide

Downloadable Guides: FOR SELLERS

Selling land in today's market isn't as simple as naming your price and putting up a sign. Whether you're selling a 2-acre parcel, a farmstead, or an untouched forested lot, pricing rural property requires a strategic blend of market knowledge, zoning awareness, and buyer psychology. Land is not one-size-fits-all — and today's buyers are more informed than ever.

Understand the Land Type and Use

First, define what kind of land you're selling. Is it residentially zoned? Agricultural? Environmentally protected? These designations dramatically influence both the value and the pool of potential buyers. For example, an A1-zoned agricultural lot may appeal to farmers, but not developers. Waterfront access may increase appeal, while floodplains or conservation overlays can reduce value or delay deals.

Assess Comparable Sales (If They Exist)

Unlike homes, land comparables ("comps") are often sparse — especially in rural areas. Look beyond MLS listings. Use local land registry data, consult with an appraiser, or speak with experienced agents who specialize in the area. Prices can vary wildly depending on road frontage, soil type, utility access, and nearby amenities.

Consider What's On (Or Under) the Land

If your land has infrastructure — like a driveway, well, septic, hydro pole, or fencing — it can significantly increase value. Outbuildings such as barns, sheds, or greenhouses can help too, as long as they're structurally sound. Timber, mineral rights, or hunting leases also factor in. If nothing has been developed, be sure to position the property with a vision: "ideal for hobby farm," "ready for custom build," etc.

Stage the Property Like You Would a Home

Even raw land benefits from curb appeal. Clear debris, mow trails or entryways, and provide drone footage or photos from multiple seasons. Ensure boundary markers or survey stakes are visible. For larger lots, consider offering a printed map to help visitors visualize the layout.

Seller's Prep Checklist

- ☐ Confirm current zoning designation and permitted uses
- ☐ Order a property survey (or update if older than 10 years)
- ☐ Identify road access (year-round, private, seasonal)
- ☐ Note utility access: hydro, water, septic, gas/propane
- ☐ List all inclusions: fences, outbuildings, timber rights, etc.
- ☐ Gather tax records, conservation info, and previous appraisals
- ☐ Review market comps (past land sales, current listings)
- ☐ Develop marketing angle: who is your ideal buyer?

Final Thoughts

A well-priced land listing attracts the right buyers faster and avoids endless negotiation.

Overpricing discourages serious buyers, while underpricing leaves money on the table.

With the right prep, strong presentation, and a knowledgeable local agent, you can price with confidence and sell with clarity — even in a complex, shifting market.