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**Vacant Land Guide News – March 2009**  
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## Are There Really Land Buyers In Today's Economy?

**By Gregory Akerman**  
 Guest Contributor

**Marketing Director – Silver Discount Properties, LLC**

Today's gloomy economic situation is making people realize that they need to put their money in something real and tangible.



The amount of people burned by the stock market, real estate, and other investments has resulted in a niche market that is both real and tangible - Land Investment. Many are becoming educated about land investment and as a result, our company, [Silver Discount Properties, LLC](#), has seen a surge in leads and sales. Most of our customers are between the ages of 25 and 45, are both males and females, and have similar interest in type of land we offer. The majority, a good 3/4ths, are people

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**Listen to my latest webcast interview with Dmitry Serebryany operational manager for SilverDiscount Properties.com (SDP) and the free land listing site DiscountLandForSale.com based in Los Angeles**

**SDP specializes in affordable residential lots along with 10 to 20 acre lots in multiple states. Dmitry will talk about the increased buyer activity in recent months.**

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who became real estate investors mainly through the niche land market. The rest of our customers are new to land investment. We have literally seen somebody new to land investment buy land from us and within two years were in the ongoing investors in land. People have money, and they buy land because of the lucrative profits and safeness of the investment.

Our company has seen many changes in the land market throughout our years in business. We have received a bigger response in the first three months of 2009 compared to the first three months of 2008. This includes interested land buyers, window shoppers (people who just call and want information), investors, and returning customers. Many of our customers who bought land with us previously return to us time and time again, simply because they can resell our properties with a profit in a short time frame. Also, it is important to point out that one of the reasons our business has grown is because our buyers have recommended our company to their family and friends. This led to an increase in sales in 2009 as compared 2008.

SDP deals mainly with a sub-niche of land and dabbles in other types; Mostly under an acre, residential lots in already developed communities with lakes, golf courses, amenities, etc. Our inventory also includes 10-20 acre residential lots, multi-purpose properties, and commercial. In 2008, we sold a Hollywood Hills Residential Lot three times below market value. The comps in the area were much higher. This is one example how we sell land to our regular customers at very discounted prices. The reason we are getting more inquiries in 2009 is a better online presence, returning customers, the recession (including stock markets and housing), and new land we've listed that are truly great deals. We provide these deals, knowing full well that in 2-5 years our buyers will sell their land for much more than they bought it for.

In sum, investors contact us due to an increased Internet presence, great prices, exceptional customer service and the inherent fact that land will only go up in value.

Our company also spends much time and resources in order to research the best locations to invest land in as well as markets where land buyers exist. During our research, we found out some general trends regarding land buyers.

#### **Business Investors**

An example of a commercial land deal is that Dr Pepper Snapple Group Inc. is purchasing 53 acres. Even as recent as in March 2009, another land deal was published in Shenandoah Valley News. It was

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**COUPON to receive this Course-Pack for free!** - This program is designed for you to do it by yourself. But there will be times when you are faced with a larger transaction that has a good upside. Maybe the deal is too complex or too large to do yourself for you to take advantage of the opportunity. If you invite my company to be a part of one of your land deals and we successfully close on the project, I will refund the entire purchase amount of the manual!

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made official that Wal-Mart had spent a total of \$401,000 to purchase a parcel of land. Another purchase of 27 acres of land was also performed this very same week. This was executed by Jamestown Township Board who approved to spend \$260,000 to invest in land.

### **Why businesses are buying land**

It is certain that the investment is being carried out by firms such as Wal-Mart and other giants are for long-term perspectives. There are some short-term objectives also accomplished with such investment strategies. Corporations and businessmen are investing in land now as the prices are at a low point and it is unlikely to fall further.

### **Recreational Land Buyers and Hunters**

SDP dabbles in Recreational land. This is one sub-niche of land that is selling less now than a year ago for us. The reasoning is sound; Residential lots, especially Lake Front, are selling fast right now because our customers know they can resell it for a lucrative profit or build a house on it and sell it when the Real Estate Market goes back up, yet for recreational land people just don't seem to want "land for fun." From talking to buyers, hunting land seems to be a steady investment because you can charge people to go hunting. But in general, "land for fun" isn't what our typical buyer requests.

### **Short-Term buyers**

There is generally only one type of buyer who will focus on buying land for short-term gains. These are dynamic land investors. They are usually aged around 25 to 45. Their objective is to buy land at a cheap price and then be able to resell this particular land at a higher value. They are betting that the price of land will rise to an ideal level within short notice. We are predicting that this can occur within 2 to 3 years. Sometimes, however, our buyers can immediately sell land that they bought from us, and make a nice net profit.

There are plenty of motivated land buyers. From our experience, we can sort them by demographic factors and type of land factors. Males and females 25-45 years of age located in the United States and Canada are our primary buyer profile. Moreover, interest in lake front, lake view, golf course, and even communities with private airports are the types of land locations our buyers want.

### **Marketing**

Silver Discount Properties, LLC has many marketing campaigns. First and foremost is our Internet presence. We aggressively market our main websites, [SilverDiscountProperties.com](http://SilverDiscountProperties.com), our

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company site with only our land, and [DiscountLandForSale.com](http://DiscountLandForSale.com), our land listing website, where sellers can sign up and list their land for free, buyers can sign up as members and get benefits like saving their searches, and we sell our own land through the site as well. We are very aggressive with our Internet marketing and pride ourselves as well as being at the top on search engines rankings. We sell residential lots and larger parcels as well for people that want acreage. Our key to success is to buy in bulk; so each lot is available at discounted prices. We actually pass on the savings to our customers. We deal with as many States as we can, and are expanding consistently. Whether a buyer's contacts us for a residential lot to build a house on, or a 20 acre ranch property, we do our best to accommodate their needs.

If you are interested to view our inventory of land, visit our homepage at [SilverDiscountProperties.com](http://SilverDiscountProperties.com). If you have land to sell yourself we invite you to visit [DiscountLandForSale.com](http://DiscountLandForSale.com) and list your land for free.

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**Russell Ward** is the **ONLY** person in the country training real estate investors how to control or buy country land at half-price. He is a full-time vacant land investor who has been involved in more than 600 land transactions ranging from .25 acre to 500 acres totaling over \$9,000,000. He has authored, ***Vacant Land Guide – How to Buy Vacant Land at Wholesale Prices***. This guide is the first and only of its type on the market today. He resides in Orange Park, FL a suburb of Jacksonville, FL.

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