Listing Wand

ANONYMIZED SAMPLE

LAND PRICING REPORT

A clearer price. A stronger listing plan.

Example rural residential parcel

1.20 acres | Vacant land | Illustrative figures

ILLUSTRATIVE CENTRAL ESTIMATE

$96,000

Value range: $88,000 - $105,000

SUGGESTED STARTING LIST PRICE

$98,500

CENTRAL VALUE PER ACRE

$80,000

5 example sales	**4** example listings	**4** priority actions

See the reasoning behind the number.

This excerpt shows how comparable sales, competing listings, and property questions become a practical pricing plan.

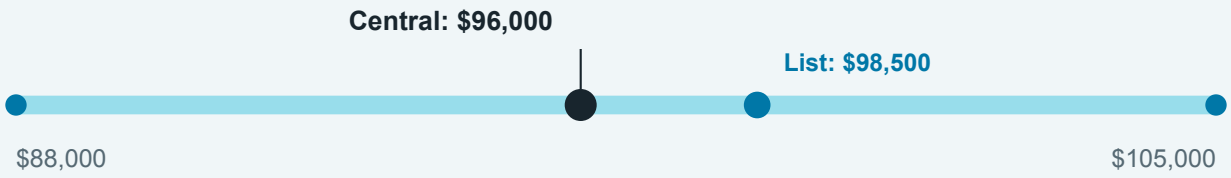
Adapted from a completed customer report. Names, locations, property details, and figures have been changed for privacy. All data shown is illustrative and does not value a specific property.

01 / YOUR VALUE

Why this value makes sense

A pricing opinion should explain both the evidence that supports a value and the unknowns that could change it.

ILLUSTRATIVE VALUE RANGE



Three near-size example sales cluster at $92,000, $96,000, and $104,000. Their median supports the $96,000 central estimate. Two larger parcels provide context; they do not set the price of this smaller parcel.

WHAT MOVES THE PRICE

Supports value	**Road access** Paved-road frontage may compare favorably with gravel access. Legal access still needs confirmation.
Supports value	**Similar-size sales** The closest acreage matches carry more relevance than a simple average of every sale.
Needs evidence	**Utilities and site use** Service connections and a current septic approval are unconfirmed. Avoid a build-ready claim.
Limits confidence	**Lower-priced competition** A similar vacant lot asks $85,000. Its condition and availability need review before launch.

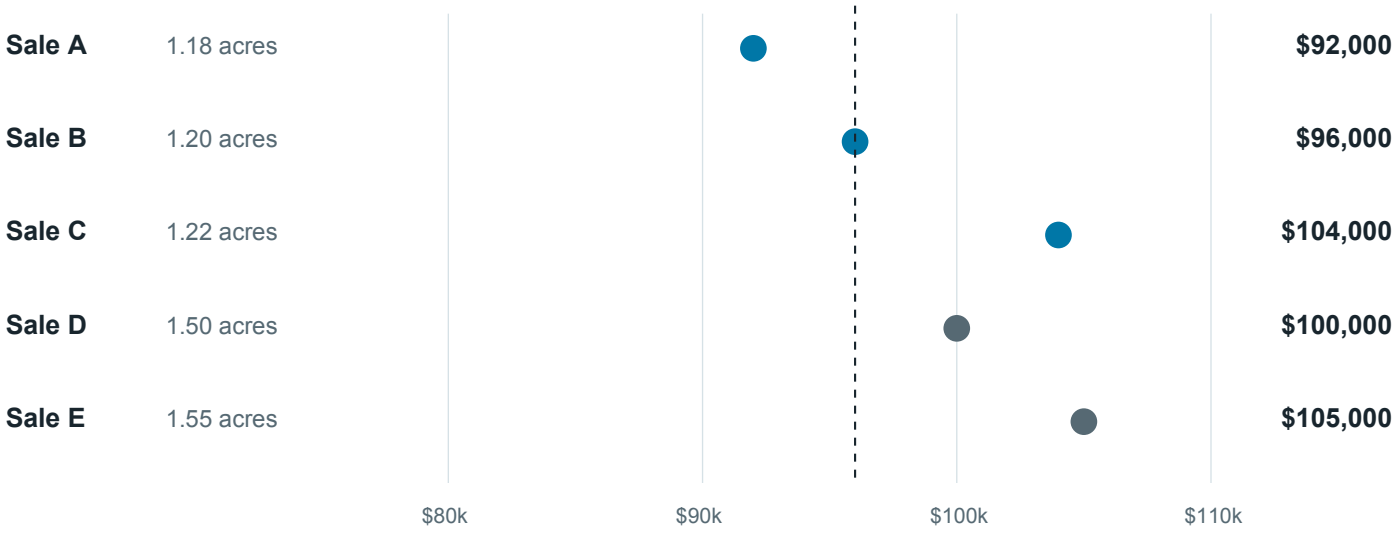
The range expresses judgment about property differences and incomplete evidence. It is not a statistical confidence interval or a guaranteed sale price.

02 / COMPARABLE SALES

Closed sales anchor the estimate

Similar acreage is a starting point. Access, services, sale conditions, and timing determine how useful each comparison is.

EXAMPLE CLOSED PRICES



Central estimate: $96,000

NEAR-SIZE MEDIAN

$96,000 Sales A-C

ALL FIVE SALES: MEDIAN

$100,000 Sales A-E

How the comparisons are used

Compare whole-lot prices first. The two larger example parcels should not receive the same weight as the near-size group. Use price per acre as context, rather than multiplying a regional average by the subject acreage.

In a property-specific report, sale dates, acreage, consideration, improvements, and unusual transfer conditions are checked against available records. These sample entries are fictionalized, not actual verified transactions.

03 / CURRENT COMPETITION

What buyers can choose from

Closed prices show what buyers paid. Active asking prices show the alternatives a new listing must compete against.

Listing F

1.18 acres

Similar vacant land **$85,000**

A lower ask deserves attention. Confirm its status, access, and condition before treating it as equivalent.

Listing G

1.20 acres

Shared access; small outbuilding **$112,000**

Different features and uncertain parcel scope can explain a higher ask. Confirm what is included.

Listing H

1.22 acres

Wooded lot; services unclear **$115,000**

A higher seller expectation does not establish value. Ask for evidence of service availability.

Listing I

1.25 acres

Utility connections advertised **$124,000**

Verify the claim and cost to connect. Confirmed infrastructure could make this a superior property.

A starting price is a testable decision

The illustrative $98,500 launch price sits close to the $96,000 central estimate and below the higher asking group. The $85,000 competing offer needs investigation. Review qualified buyer feedback before changing price.

04 / YOUR LISTING PLAN

Your next four actions

Turn the pricing opinion into a more credible listing and a focused set of questions for the right local professionals.

01

Confirm site-use requirements

Ask the local authority what approvals a buyer would need for the intended use. An older evaluation does not establish current buildability.

Useful evidence: current planning and septic requirements.

02

Document access and services

Confirm legal access, road responsibility, electricity, water, and wastewater options. Request connection costs where available.

Useful evidence: recorded access and written provider answers.

03

Position the listing with facts

Lead with acreage, setting, and documented access. Distinguish installed utilities from nearby service and pending approvals.

Useful evidence: a listing fact sheet with confirmed and open items.

04

Review the market response

At about 30 days, compare inquiries, qualified showings, offers, and competing inventory. Check presentation and unanswered questions alongside price.

Useful evidence: a dated activity log and updated competing listings.

Price changes should follow new evidence. Keep the estimate, launch price, and final sale price distinct.

05 / EVIDENCE AND METHOD

Know what the evidence can support

A useful report makes the research traceable and keeps assumptions visible. This page illustrates the checks behind the conclusion.

AN EXAMPLE OF THE RESEARCH CHECKLIST

Property identity	Match acreage and parcel records to the property being priced.
Closed-sale evidence	Check recorded consideration and date; review available listing history.
Comparable condition	Separate vacant land from improved property and mixed-parcel sales.
Sale context	Flag unusual transfers, conflicting records, or missing terms.
Property constraints	Review access, zoning, and utility or septic records where available.
Source trail	Cite the underlying record or listing, with research dates.

THE SAMPLE CALCULATION

Near-size prices: $92,000 / $96,000 / $104,000
Median and central estimate: $96,000
Central value per acre: $96,000 / 1.20 = $80,000

Scope and limits

A land pricing report provides a market opinion and listing strategy. It is not an official appraisal, survey, title opinion, or permit approval. Records may be incomplete. An estimate does not guarantee a sale, a sale date, or a permitted use.

YOUR PROPERTY / YOUR NEXT STEP

Get a pricing plan for your land

Move from an asking-price guess to a reasoned market opinion, with the evidence and next steps in one report.

LAND PRICING REPORT

$99 **One property. One-time payment.**

Emailed within 3-6 business days after payment

What your report helps you do

- **Choose a starting price**
  An estimated value range and suggested listing strategy.
- **Understand the comparisons**
  Comparable sales, competing listings, and the differences that matter.
- **Know what to check next**
  Property questions, practical next steps, and supporting sources.

Order your land pricing report >

listingwand.com/land-pricing-report

This is an illustrative excerpt. Report detail depends on the property and available evidence. See the order page for current pricing and delivery terms.