

# TOP TEN TRUTHS

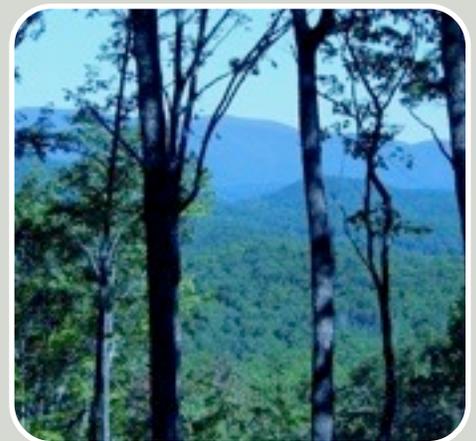
## ABOUT LAND INVESTING



### #1 OWNING LAND IS BETTER THAN NOT OWNING LAND

There is nothing scientific about this one. In fact, it's pretty simple. I have been at a point in my life where I didn't own land and now I own some, and I have got to tell you that having it is better than not having it. You can't go and walk on something you don't own. Hunting to me is much more rewarding on my own land. Going to piddle, entertaining neighbors, having a place to go with family....I don't have a big place but it's a nice place, and there is an intrinsic value to owning it. There is joy of ownership that you can't have unless you own it.

I love the outdoors. I love the whole outdoor experience, and I am convinced that the best way to enjoy the outdoors is to actually own a piece of it.



*The best way to enjoy the outdoors is own a piece of it*

## #2 Don't Take Profit In Land Because Profit Is There



*Don't take  
the profit  
just  
because  
you can*

My cousin told me this years ago, and it didn't really sink in until the past few years. Don't take profit in land you own just because it is there. By this I mean....If you buy land for \$2000 per acre and three years pass and your land is now worth \$5000 per acre, you are up \$3000 per acre. You think, "I've got money. I have a \$3000 per acre profit." Well, here's the rub. To recognize your profit, you have to sell your land. When you do that....you get your money, but you lose your land and all of the upside yet to be recognized. You don't have to touch your money to feel good about your profit, or your return on investment. Sell land because you want to sell land. Sell land because you need to sell land, but don't sell it just because you have a profit. I have sold many tracts over the past five years. There is not a single tract that I have sold that I don't wish I still owned. The tracts that I used to own were better investments than other things I could have bought in the meantime, particularly in areas where land values are trending up. Don't sell land and take profit just because the profit is there.





## THINGS TO BEWARE OF



### **#3 Looking For a Perfect Tract Will Ensure You Will Never Find One**

A perfect tract of land doesn't exist. You can find something less than perfect with any tract of land. The problem with looking for that perfect tract is this; the longer we look for a tract that is perfect in every respect, the less we are apt to ever do anything. And, that is a shame. The key is to find a tract of land that has potential, and develop it into the perfect tract for you. In fact, that's half the fun of owning land. Caring for it. Changing it. Improving it. Over the years, I have found that the more time I spend on my property working, playing, and relaxing.....the more perfect it seems.

## #4 If I Can Do It, Anyone Can Do It

I was not professionally trained in real estate investment. This process of land ownership does not require anything special other than the willingness to be successful. If I can do it; you can do it too. I have been successful and you can too. It's just a function of choosing to do it, and getting motivated, and getting yourself educated and putting a plan in place to get you there. It is not going to happen overnight, and you are going to have to work at it. But, you are closer to the dream than you think you are.



**YOU CAN**



**BECOME  
A  
LAND  
OWNER**



**A RICH EXPERIENCE  
IS BETTER THAN A  
RICH LIFESTYLE**

### **Enjoy the Experience**

While we are all looking for a return on investment, remember that ROI can be measured in dollars, BUT it can also be measured in memories, trophies, or quality time with the people you love.



## **#5 The Quickest Way To Go Broke In The Land Business Is To Try To Get Rich Quick**

You are going to hear stories about schemes and methods to make 70% return in three months. You are going hear about ways to tie land up and flip it, or how to buy land in large quantities and turn it quickly with auctions.....There are all kinds of get rich quick schemes out there. As a general rule.....they don't work. You may get lucky. I have. I have gotten lucky in the past and bought a tract and managed to get lucky and made significant profit on it. But if you are trying to get rich quick in the land business, you are going to make mistakes. You are going to buy into arguments that you shouldn't be buying into. You are going to do things that are risky.....more risky than you need to. Owning land has significant financial return. It has outperformed the stock market over the last 15 years. That is good enough. Don't get greedy. Don't go try to get rich in the land business...you will find yourself broke.

# MORE TOP TEN TRUTHS.....

## #6 Ignorance and Emotion Are The Two Most Expensive Commodities In Any Land Transaction

I am often asked to list the most expensive components of a land transaction, What can cost you the most money? I think people are expecting me to respond with interest, carrying costs, taxes, or the down payment. However, in my opinion, the two most expensive components of any land transaction are ignorance and emotion. Here's the reason. Ignorance can have you making decisions based on poor, faulty, or incomplete information, and emotion can cause you to disregard good information and "go with your gut" or your heart, or something other than your head. Both cause you to make mistakes. If you go into a land transaction under-informed or over-excited, you are going to wind up getting the short end of the stick. Don't do it.



## #7 Knowledge Is Power

I believe the most critical component of the land ownership process is knowledge - knowing what land is and what land could be. Knowing the characteristics of land and how they contribute to utility (and ultimately value) is the key to becoming a successful land investor. Often, the person who knows the most, makes the most in a land transaction. The corollary to that is....the person who knows the least, risks the most in a land transaction. Arm yourself with knowledge before you make a once in a lifetime investment in a piece of land.

### Sources of information.....

Probably the best place to look for information today, is on the internet. Aerial maps, topo maps, geological data, court house records, and a host of other information are available (for free in many cases) online, if you know where to look.

However....the best source of information is to "pick the brain" of someone who has experience as a seasoned and successful land investor.

### [www.greenwoodproject.com](http://www.greenwoodproject.com)

Check out the website for a complete "soup to nuts" assortment of information compiled over years of practical experience.

### You can find.....

- Free reports
- Audio
- Video
- Interviews
- Educational material

## #8 Land Is Always a Good Investment

*“Land. They’re not making any more of it.”*

*“The best investment on earth....is earth.”*

We have all heard the famous quotes about land investment, and we all know the wisdom in a land investment strategy, but consider this. Timber land has outperformed the S&P 500 over the last 15 years, offering risk comparable to bonds with return **ONLY EXCEEDED** by private equity and venture capital.



## REMEMBER.....



**USE  
COMMON  
SENSE....  
ALWAYS**

## #9 In Land Investing, A Little Common Sense Goes A Long Way

Despite all of the punditry in the market, and despite all of the people who will quote site indexes to you and talk about trends in land valuation and timber volumes and a whole bunch of other stuff, remember this; a little common sense goes a long way in land investing. If something doesn't smell right, it probably isn't right. Use your common sense. If you hate the drive to go look at a particular tract, imagine how much you are going to hate it the 10th time you go to the tract. If you are getting queasy about making the payments, you probably can't make them. If you don't like the neighborhood now, you are not going to like it five years from now. Apply your knowledge.....but use common sense. I find that the older I get, the more I look back on my grandparents and great grandparents and realize that those people were really smart. They were able to figure things out and didn't do dumb stuff because they applied common sense. I think what happens in land investing, in particular, is people get caught up in trying to keep up with the Jones'. They are trying to do what everyone else is doing and they just don't let common sense rule in their lives.



## AND FINALLY.....

### #10 Land Ownership and The Responsible Stewardship of Land Are An Undeniable Way To Achieve Both Financial and Quality of Life Goals

There is not a better place to invest your money than in land. There is not a better place to invest your time with your spouse, with your kids, and with your family and friends than on land.

Land ownership is a truly “green” pursuit in a time where taking care of our planet is a top priority for most, but making a difference seems unattainable and distant to many. Land ownership is a quality of life enabler in a time when many of us lead lives that are far too busy, with kids who grow up way too fast. Land ownership is a financially stable investment alternative in an economy where instability and uncertainty are both common and frightening. Land ownership is a simple act that offers a great opportunity to restore, recapture, and rebuild. Don't miss out on it.



### GREENWOOD PROJECT

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