

Selling your land with



Strategic Pricing Maximum Exposure



SELLING YOUR LAND WITH SUNLAND REAL ESTATE

WE KNOW THE BUYER

5-STEP

Land Buyer Journey

1

STRATEGIC BUYER ATTRACTION

Sunland Real Estate features your property at the top of search results on major land platforms like Land.com, attracting buyers nationwide.

By showcasing your property to a targeted, high-traffic audience, we connect you with serious buyers ready to purchase.

2

BUYER ENGAGEMENT

Interested buyers contact us with questions about zoning, development potential, and legal status. The team provides prompt, detailed responses, telling the buyer all the great things about your property.

This interaction moves buyers from casual interest to serious consideration, helping them envision the value and potential of your land.

3

PROPERTY VIEWING AND GUIDANCE

Sunland Real Estate arranges professional viewings, addresses additional questions, and spotlights the property's unique benefits to solidify buyer's interest and confidence further.

Buyers connect more deeply with the property, enhancing their interest and positioning them to make a strong offer.

4

OFFER SUBMISSION

Buyers submit offers, and we handle negotiations, always trying to get you the highest price for the property.

Sunland's negotiation expertise helps achieve favorable outcomes while maintaining a positive buyer relationship, leading to a smoother transaction.

5

CLOSING THE DEAL

Sunland Real Estate coordinates with a trusted title company to manage all closing details, including documentation and fund distribution.

With a streamlined closing process, we minimize complications, providing peace of mind and prompt finalization for all parties.



SELLING YOUR LAND WITH SUNLAND REAL ESTATE

THE SUNLAND DIFFERENCE:

Smart pricing, National reach, High returns

TOP REALTORS AND ANALYSTS
TAILORING YOUR IDEAL PRICING
STRATEGY

+11%

Sunland Real Estate land listings sells
for 11% more than market average

OPTIMIZED WEBSITE AND
STRATEGIC PARTNERSHIPS

+148

Listing featured on specialized land
marketplace that receive +148 Million
visits from buyers monthly



SELLING YOUR LAND WITH SUNLAND REAL ESTATE

ENSURE TOP PROMOTION FOR YOUR LISTING

Strategic partnerships: *Land.com Network*

THREE MOST VISITED LAND LISTING MARKETPLACES ON THE WEB

 Land.com™ **Land & Farm** **LandWatch** LAND MAGAZINES

 **1.5 M**
Average Daily Property Searches

 **1.2 M**
Active Email Subscribers

1 M
Daily Property Views

 SELLING YOUR LAND WITH SUNLAND REAL ESTATE

Benefits

Leading land for sale marketplace.

12 Million visits from land buyers every month.

80% of Google Search capture.

#1 Land Platform.

Premium top placement for your land in the network.

Targeted social media & digital marketing to re-engage prospects.

Email Marketing database of **920K** active monthly subscribers.

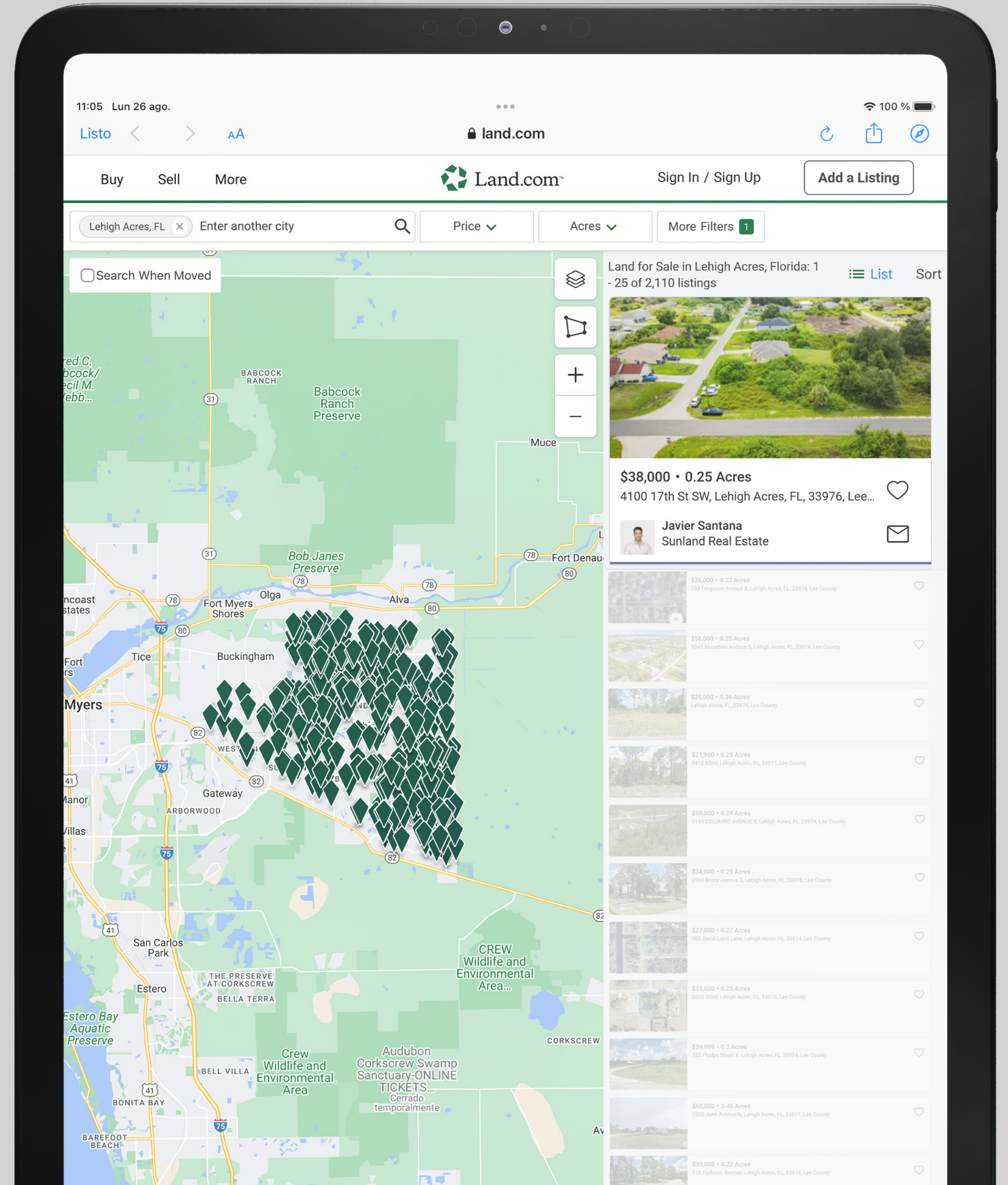
LAND Magazine: **25,000** monthly subscribers exposure for your property.

Benefits

Listing with Sunland Real Estate ensures your property is featured at the top of *land.com* search results, maximizing exposure to potential buyers.



SELLING YOUR LAND WITH SUNLAND REAL ESTATE



ENSURE TOP PROMOTION FOR YOUR LISTING

Strategic partnerships: *Homes.com*

POWERFUL TOOLS



 148 M
Million monthly audience

*Aggressive retargeting programs:
We keep your listings in front of
the most engaged buyers*

 20%
*More likely to go under contract
under first 10 days*

*Fastest growing portal in the
industry (567%YOY)*

*Biggest marketing campaign
in real estate history*

High profile sports events
presence

Prime broadcast and syndicated
tv presence

Award shows presence (Oscars;
Emmy's; People Choice Awards)

Presence in Broadcast Morning
and Late Night

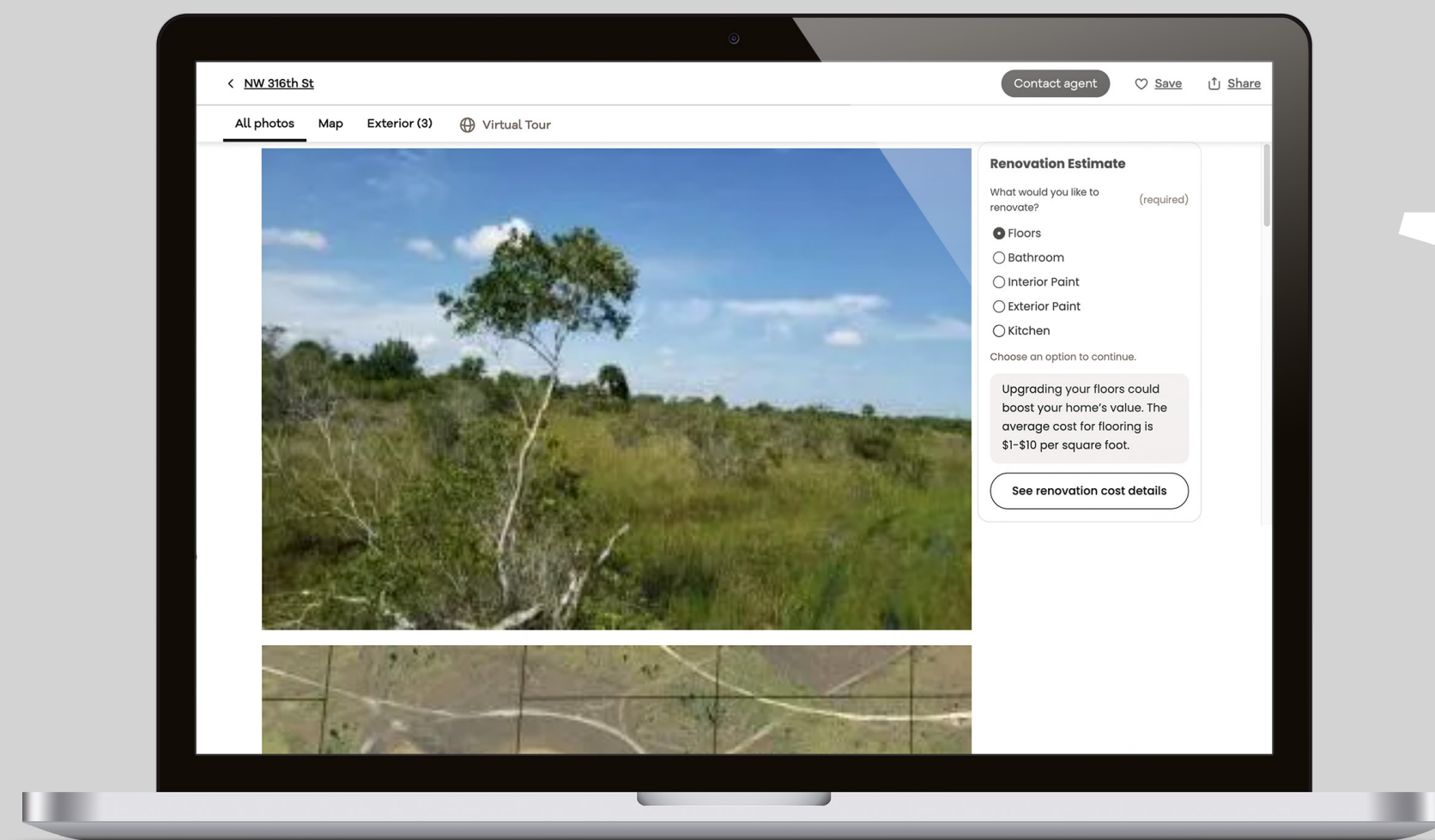
90% US Households reach



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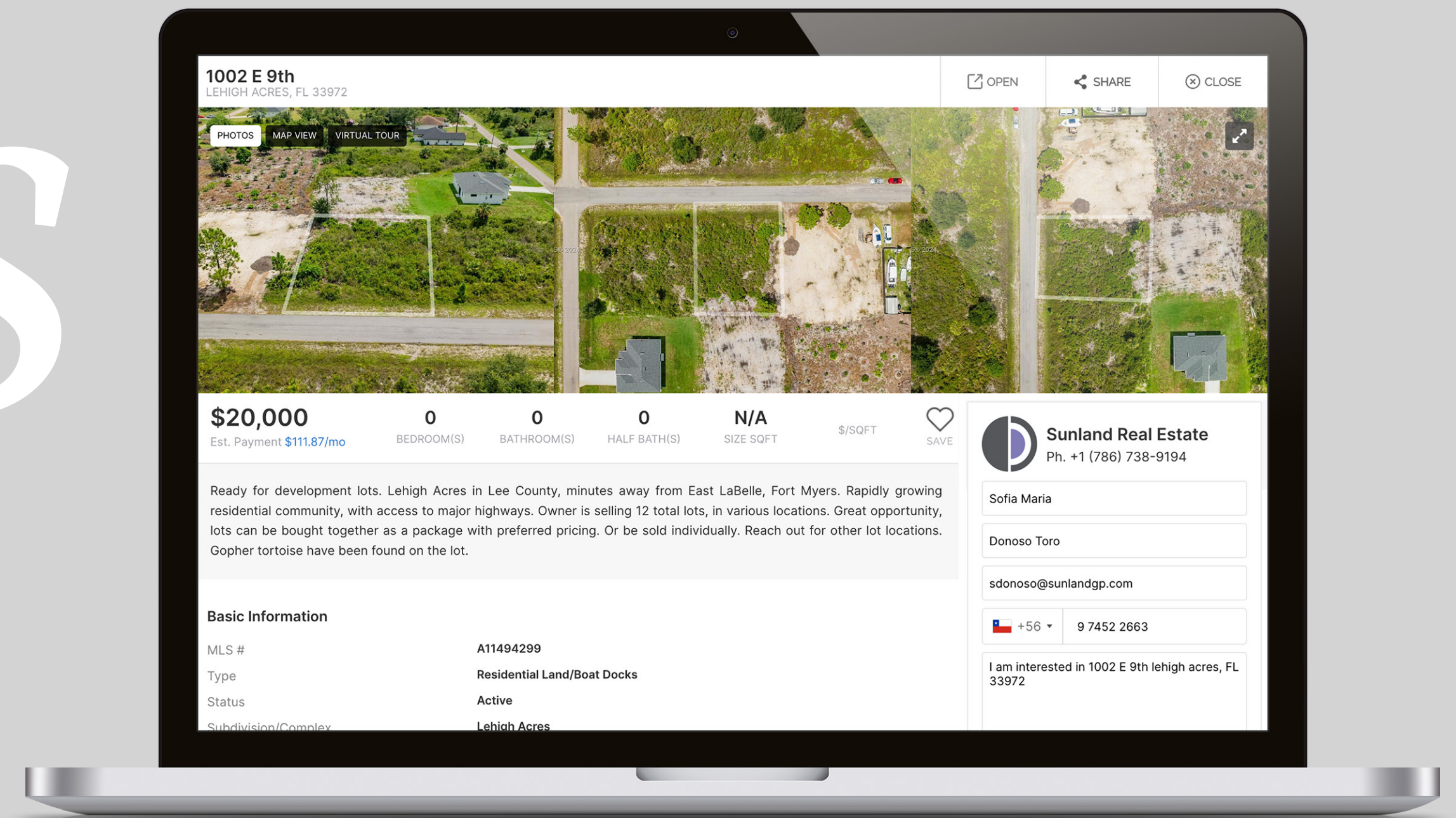
THE SUNLAND DIFFERENCE:

Other Brokerage



V/S

Sunland Real Estate

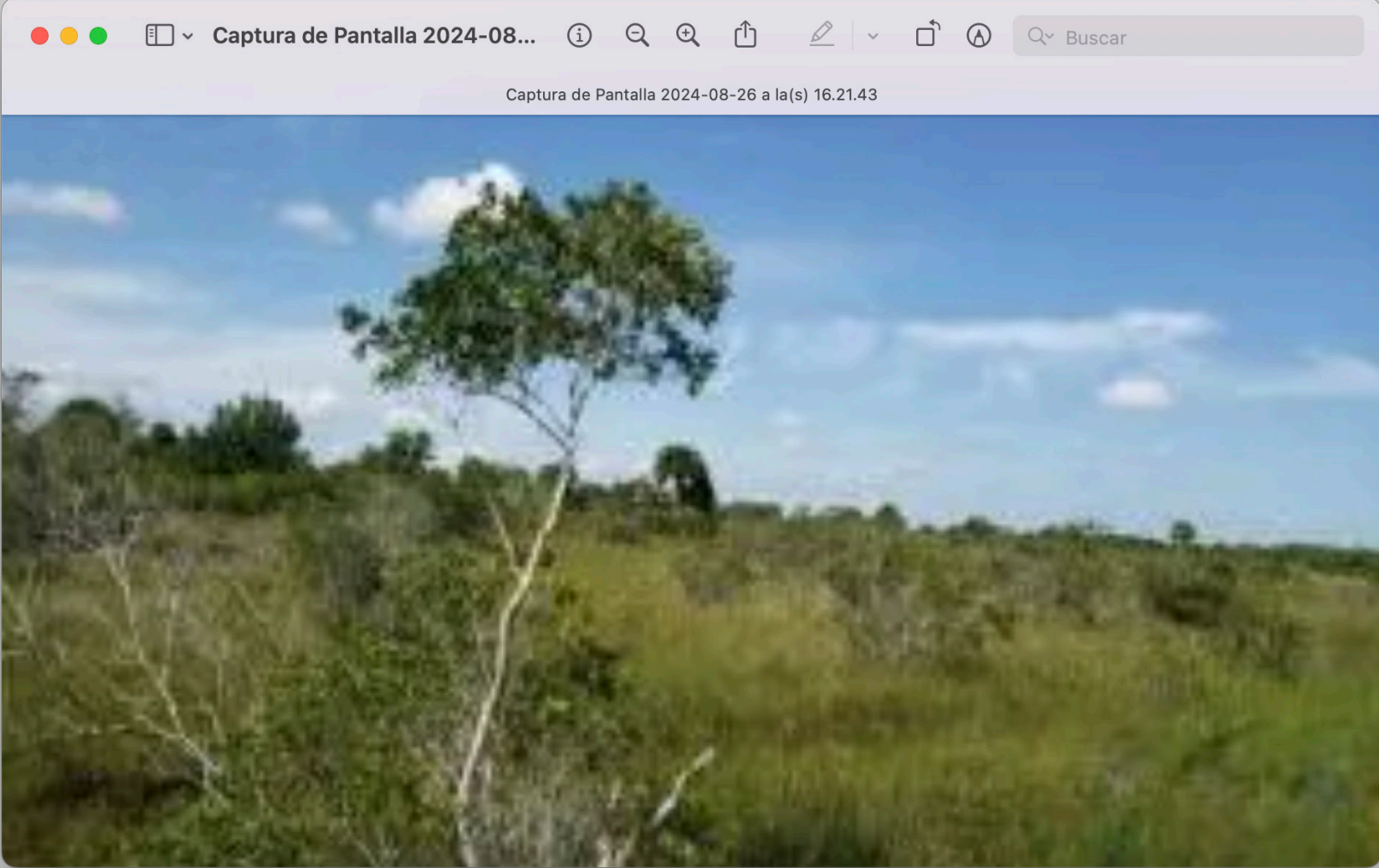


SELLING YOUR LAND WITH SUNLAND REAL ESTATE

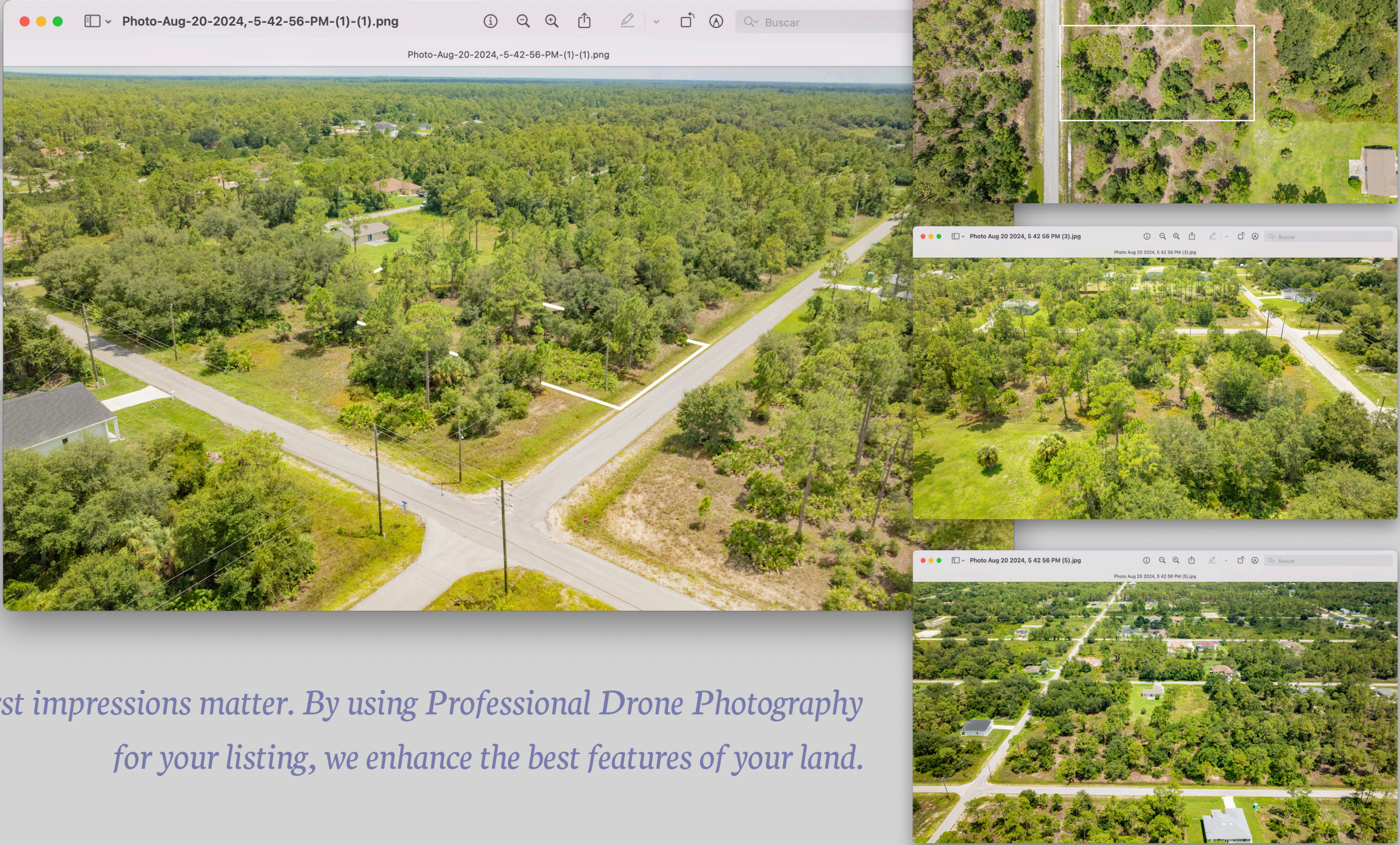
PROFESSIONAL DRONE PHOTOGRAPHY

Premium visibility for your property's true value

Google Maps Photo



Professional Drone Photography



V/S

First impressions matter. By using Professional Drone Photography for your listing, we enhance the best features of your land.



SELLING YOUR LAND WITH SUNLAND REAL ESTATE

FULL MARKETING PACKAGE

Maximizing Your Listing's Impact

with Sunland Real Estate's *Personalized Marketing*



Personalized Email marketing campaigns to show your property to potential buyers



*Specialized social media marketing:
More eyes for your property*



*Meta Ads promotion
Google Ads campaigns*

Features

SEO optimized website, specialized in generating traffic from users with purchase intent in vacant land in Florida.

Strategic partnerships with *Land.com & Homes.com.*

Google Ads promotion.

Personal website exposure.

Social Networks exposure.

Professional Drone Photography.

Accurate pricing strategies to sell your lot for the right price.

Team of professionals, realtors, and market analyst to help develop the best pricing strategy for your property.



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CUSTOMER STORIES

Selling our lands with the help of Sunland Group was one of the best decisions we could've made. **Javier Santana, the managing broker with Sunland Group, made a great sales deal for us, was communicative and clear and paved the way for us to complete our sales timely.** Jade Ambroise, the Title Processor at the Closing Team, worked hand in hand with him to make the closing process painless from beginning to end. To top it off, all this happened from miles away. They're in Florida, and we're in Texas. Once Jade started the closing process, she offered support at every step and answered all questions promptly.

Everyone involved made everything an easy, informative, and all-around wonderful experience. They were readily available and professional every step of the way. We had a great experience and would trust the Sunland Group and Closing Team for all future selling needs! **They come highly recommended.**

Thank you guys!

K. Henry



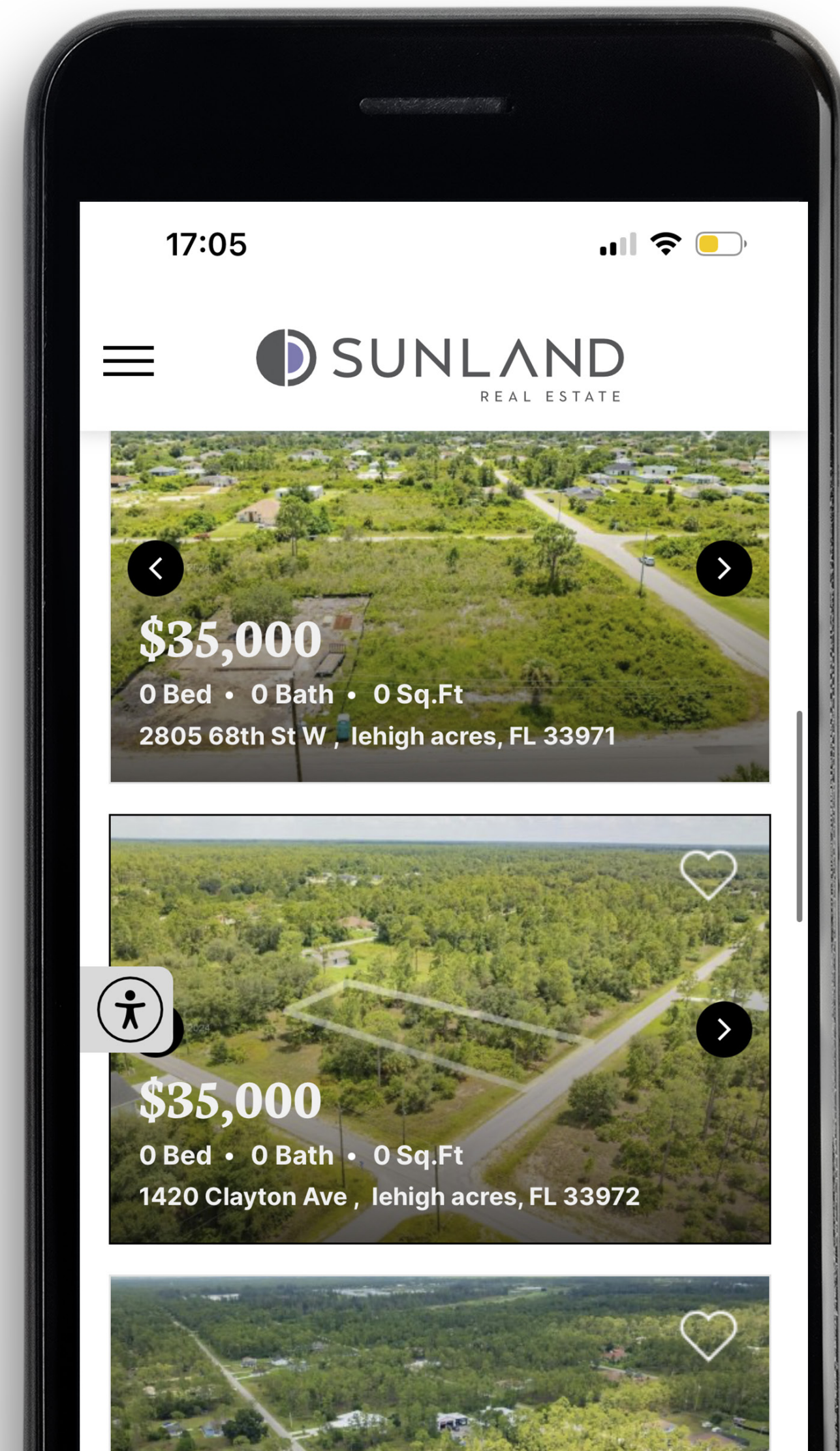
WE ARE SUNLAND REAL ESTATE

We know the land

BY BEING PART OF A VERTICALLY INTEGRATED REAL ESTATE COMPANY, WE COLLABORATE DIRECTLY WITH INDUSTRY LEADERS IN CONSTRUCTION, ARCHITECTURE, AND FINANCIAL SERVICE TO MAXIMIZE THE VALUE OF YOUR PROPERTY.



SELLING YOUR LAND WITH SUNLAND REAL ESTATE



MEET THE AGENT



Javier Santana

MANAGING BROKER

Javier Santana holds 11+ years of experience in the Florida real estate industry, showcasing his dedication to excellence through receiving three Centurion Awards and a nomination for the ORPY's Rising Star broker in 2020. His expertise guides sellers through the complex transaction process of selling land, making him the ideal partner for anyone looking to sell their land efficiently and profitably.

Land Analysis & Valuation

Seller Representation

Expert Negotiator

ABOUT THE COMPANY

Sunland Real Estate is the in-house brokerage division of Sunland Group, a Miami-based real estate conglomerate involved in new home development. As part of this vertically integrated development firm, Sunland Real Estate offers expert advice in new home sales, real estate development, and land valuation, providing a unique value proposition for clients looking to sell their property



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Sign with us!

THIS STREAMLINED PROCESS ENSURES A SMOOTH AND
SUCCESSFUL EXPERIENCE IN SELLING YOUR VACANT LAND
WITH SUNLAND REAL ESTATE.