



PLANTATION SERVICES

The Landowner Guide

A Guide to help you decide whether to sell, when to sell,
and how to take the first steps.

Selling a significant property is not a decision most landowners make quickly. It may involve family considerations, privacy, market conditions, tax and estate planning, conservation goals, management responsibilities, and hopes for the future use and care of the land.

This guide is designed to help you think through those questions before deciding whether any sale should move forward. It is a private framework for reviewing your options and preparing for a more informed conversation.

Is Now the Right Time?

The right time to sell is not determined by market conditions alone. You may also be weighing family readiness, ownership costs, income needs, estate planning, management responsibilities, conservation goals, or the next stage of life.

- Are family members aligned about the future of the property?
- Is the property still being used and enjoyed as intended?
- Are management responsibilities becoming more difficult?
- Would a sale help simplify estate, tax, or ownership planning?
- Are current market conditions favorable for this type of property?
- Would a private conversation help clarify the property's current value?

A careful review of timing can help you decide whether to move forward, wait, make improvements, or simply become better informed.

What Is the Property Truly Worth?

The value of distinctive land is rarely based on acreage alone. A property may carry financial, recreational, agricultural, conservation, and personal value at the same time.

- Location, access, acreage, and configuration
- Water features, ponds, rivers, creeks, or marshland
- Timber value and timber management history
- Agricultural use, soils, fields, and improvements
- Hunting quality, wildlife habitat, and sporting traditions
- Roads, fencing, lodges, barns, equipment sheds, and residences
- Conservation easements or other restrictions
- Nearby development, long-term use, and buyer demand

Understanding these factors can help you see how the property may be positioned before deciding whether to sell.

How Private Should the Process Be?

Privacy may matter for family reasons, business reasons, security reasons, or simply because you do not want unnecessary attention. Some properties benefit from broad exposure. Others require a more discreet approach.

- How much public exposure is appropriate
- Whether a private or limited introduction should come first
- How inquiries should be handled
- How prospective buyers should be qualified
- What information should be shared, and when
- Whether prospects understand the type, scale, and value of the property

Our goal is to protect your interests while preserving the character of the property throughout the process.

Who Is the Right Buyer?

The strongest buyer is not always simply the first buyer. For distinctive properties, a qualified buyer should understand the property's use, scale, value drivers, and long-term possibilities.

- Whether the buyer is financially qualified
- Whether the buyer can move through the process responsibly
- Whether the buyer understands any restrictions, easements, or management considerations
- Whether the buyer's plans are consistent with your priorities, where that matters

Prospective buyers may come from local or regional relationships, across the United States, or abroad. What matters most is reaching the right prospects and qualifying them carefully.

How Should You Prepare?

A strong property presentation begins before the property goes to market. Clear information helps serious buyers understand what the property includes, how it is used, and why it is valuable.

- Current maps, surveys, and boundary information
- Aerial photography and property photographs
- Access details and internal road systems
- Timber, agricultural, wildlife, and hunting information
- Water features and recreational amenities
- Improvements, residences, barns, lodges, and equipment structures
- Leases, income information, or management history, if relevant
- Conservation easement documents or other restrictions, if applicable
- Property history or family background, where appropriate

The purpose is not to overwhelm a buyer with information. The purpose is to present the property clearly and accurately so qualified buyers can understand its full value.

How Are Qualified Buyers Reached?

Reaching the right buyers requires more than simply placing a property online. The most appropriate approach depends on the property, your goals, and the desired level of privacy.

- Direct contact with prospects who are actively looking to buy
- Plantation Services' proprietary mailing lists
- Personal relationships and word-of-mouth referrals from satisfied clients
- Carefully prepared property pages with clear information and high-quality photography
- Select outside websites, broker channels, and other appropriate venues
- Careful follow-up with qualified inquiries

Our objective is to place the property before qualified prospects who understand and value what is being offered.

What Should Be Discussed With Advisors?

Before making a decision, you may benefit from speaking with trusted advisors. Depending on the ownership structure, this may include attorneys, accountants, trustees, estate advisors, land managers, or family representatives.

- Who needs to be involved in the decision?
- Are there estate, trust, or tax issues that should be reviewed first?
- Are there conservation or land-use goals that should be protected?
- Is there debt, income, or management responsibility tied to the property?
- Should improvements or management changes be made before going to market?
- Would a public, private, or limited sales approach be more appropriate?
- What would a successful outcome look like beyond price?

These conversations can help clarify your priorities before the property is positioned for sale.

What Is the First Step?

The first step is a private, advisory conversation. This gives you a chance to discuss goals, ask questions, and consider options without pressure to list, and for us to:

- Learn about your goals, timing, family considerations, and concerns
- Understand the land, including access, improvements, water, timber, wildlife, agricultural use, restrictions, and development considerations
- Evaluate market position, likely buyer profile, and timing
- Consider whether a public, private, or limited approach is most appropriate
- Prepare the property presentation, buyer strategy, and communication plan, if you decide to move forward

A first conversation does not require you to make a decision. It simply helps clarify what the decision may involve.

Helpful Resources to Review

If you are considering a possible sale, you may wish to review several existing Plantation Services resources before beginning a conversation.

- Current properties for sale
- Properties Plantation Services has previously represented
- Relevant press releases
- Market Report | Land Prices 2026

Past sales and current listings are testaments to Plantation Services' expertise and the trust other landowners have placed in us.

A Private First Conversation

Whether you are ready to sell or only beginning to consider future options, Plantation Services can help you think through timing, value, privacy, market position, and the first steps in the process.

To request a private conversation, please contact us:

GEORGIA : Lee Walters | (229)888-2500 | lwplantation@gmail.com

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If you are considering selling, we look forward to speaking with you.