

YOUR OFFICE. YOUR ADVANTAGE.

Do not just change brokerages. Expand what you are capable of.

If you are evaluating brokerages, do not only compare splits, fees, and leads. Ask a bigger question: what will this office help me become capable of doing that I cannot do today? At [OFFICE NAME], one of those answers is **land**.

See the Opportunities Other Agents Pass By

Most agents know houses. Far fewer know how to look at a vacant parcel and understand what it could become. As a result, they scroll past land or refer it out. **We teach our agents where to begin** — and how to recognize opportunities other agents walk past.

A Land Evaluation System, Built Into Our Office

Our office uses **Feasibility First™**, developed by Land Specialist Academy founder Don Leske — a managing broker and developer with 30 years of land and development experience and nearly \$1 billion in closed transactions. It gives our agents a clear, repeatable framework: Desktop Scan → Site Walk → Deep Dive Feasibility. You are not expected to become a developer. **You become the agent who knows how to start the conversation and protect the deal.**

You Are Not Doing This Alone

Land works better with trained eyes around you. At [OFFICE NAME], you work alongside agents on the same system — people who can second-eye a parcel, share county research, and walk a site with you. Instead of staring at a difficult parcel wondering what to do, you have a process and people to turn to.

Add Another Lane to Your Business

Learning land does not mean leaving residential. It expands what you can recognize. **One parcel does not always end with one transaction.** It can lead to a land listing, a builder relationship, new construction inventory, and the resale listings that follow — several potential paydays from a single deal. When resale slows, a second lane gives you more places to find business.

Know What to Look For — and When to Call the Experts

The **32 Red Flag Library** trains you to spot common land issues — wetlands, easements, septic, access, utilities — early, and to bring in licensed professionals at the right moment. That professional judgment strengthens you, your clients, and this office.

What You Get at [OFFICE NAME]

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| ✓ Feasibility First™ land evaluation training, with office support to apply it | ✓ A team environment — experienced second eyes on land opportunities |
| ✓ The 32 Red Flag Library for identifying common land issues early | ✓ Builder relationship strategies for the business beyond the first transaction |
| ✓ Pre-Feasibility tools and checklists for evaluating real parcels | ✓ Every new LOT LOGIC™ module as it is released — this office receives it first |
| ✓ LAND GENIUS AI™ research support for parcel and jurisdiction research | ✓ A pathway toward advanced specialization and the CLS™ designation |

DO NOT TAKE MY WORD FOR IT. BRING ME ONE PARCEL.

Before you make any decision about joining our office, bring me one vacant parcel from our market. We will run a first-pass evaluation together. You will see how we approach the property, what questions we uncover, and how our office supports an agent working a land opportunity. Then decide for yourself whether this capability gives you an advantage — not just another commission split.

[Managing Broker Name] | [Office Name] | [Phone] | [Email]