

Web Strategy Large land tracts

Web Strategy: Large Land Tracts

Owners of large tracts of land should not under estimate the importance of an online presentation that is both detailed in terms of the information provided and compelling in its "story".

These properties are typically on the market for a considerable period of time. Over the months and sometimes years a large piece of property is for sale many different people get involved in the process.

Our research group recently found a 20,000 acre wilderness property being offered at \$19,000,000 and \$22,500,000 on two different web pages. This turned out to be caused accidentally by the original broker simply forgetting to take down active pages online following his disengagement.

The problem is more acute for REIT property managers with multiple properties actively for sale in different geographic locations. As an owner the answer is to control the overall web presence.

Strategically planned, interactive web sites featuring specific properties consistently generate inquiries from highly qualified prospective purchasers. It is vital that the response be both timely and relevant. All inquiries are centralized and forwarded as required.