

# How To Invest In Raw Land for The Long Term

**Video Headline:** How To Invest In Raw Land for The Long Term

**Video Summary:** If you have the right knowledge and experience, investing in raw land can be a highly profitable venture for real estate investors. In this video, I'll discuss the different types of land investments, issues you might face when owning raw land, and some of the advantages and disadvantages of owning raw land.

## I. Introduction

Hello, and welcome to [name of your show], my name is [your name] and I am a real estate agent serving the area of [area name]. Today we are going to talk about How To Stage Kids Bedrooms When Selling Your Home

If you know anyone whom you think this may be of interest to, please feel free to tag them in the comments so they can get all the details! Alright, let's dive in!

## II. Hook

If you have a story that you can tell related to your topic, this is where you want to share it before you get into the content of your video. Stories make your content more relatable and will hook your viewers into engaging more.

**\*\*[BEFORE YOU START, PLEASE FACT CHECK OUR CONTENT TO MAKE SURE IT RELATES TO YOUR MARKET AND ADJUST IF NECESSARY.]\*\***

## III. Content

Have you ever heard of the saying, "Buy land, they aren't making it anymore." Sounds about right, doesn't it? Many people recommend buying raw land because of its scarcity. But with this in mind, people also need to understand the reality of owning land and the practicality of running a land-based business venture. Investing in raw land can be a risky investment, but it can also be highly lucrative with the right knowledge and experience.

First, you'll need to know the **different types of land investments**. This includes residential and commercial development land; cropland and livestock-raising land; vineyards and orchards; mineral production land; and recreational land.

Once you know the different types of land investments, **you'll need to be aware of the legalities associated with owning each type of land investment**. Depending on where your

land is located, you might be subject to zoning restrictions or land-use restrictions that might limit your use of the land. You'll want to do your research on land restrictions before you buy a piece of land. You can also review this information by checking the land deed, which is usually available thru the Internet or by visiting your local office.

Third, **you'll need to understand the advantages of buying land.** In general, raw land is easy to acquire. You'll usually have little-to-no competition. Since its raw land, its low cost to own and to maintain while having a lot of potential for quick profit. You'll have the flexibility to build infrastructures and create a business on that land, and you also have a choice of holding it for passive income.

Raw land is also very inexpensive to own as a long-term investment. When you buy a piece of land at the right price, you'll have no mortgage payments to make, no utility bills to pay, and property taxes are incredibly cheap. If you want to put your cash somewhere and forget about it, raw land could be the perfect investment for you.

Lastly, before you decide for yourself, **you'll also need to know the disadvantages of buying raw land.** When buying raw land, you'll need to put down a bigger down payment that can be up to 50% of the total price. As mentioned earlier, you'll encounter zoning restrictions, permitting costs, and easement (meaning they'll allow another person or organization the right to use the property for a specific purpose.) It's also harder to build on undeveloped land than developed land, and it can take more time and resources to do so.

#### **IV. Conclusion [Time to wrap up]**

Land investing is a good opportunity. For those looking for a long-term tangible asset that doesn't depreciate, raw land is definitely a good place to put your money. You'll have the option to build a business on that land, or just hold it and sell it at a good price in the future. It can't get broken or stolen, and you can even pass it on to your children.

#### **V. Call to Action**

So, do you think investing in raw land is for you? If you would like to know more about buying undeveloped land, feel free to reach me anytime at [\[your contact info\]](#). I'd love to have a chat with you!

# FACEBOOK LIVE CHEAT SHEET FOR REAL ESTATE

## **Promote It**

Tell your fans that you will be going live ahead of time. This can be done easily and will boost your engagement. Send an email to your database, make an announcement in a group(s) that could benefit from your live, run a facebook ad and post it on your social media channels.

## **Write a Scroll Stopping Headline**

Your description about your live is by far the most important piece of your video. Without enough ZING to entice your viewers, your live video isn't going to get much if any traction. When writing your copy, ensure it's direct, actionable, and informative. Focus on what your viewer will gain from tuning in.

## **Set The Tone**

Make sure that your backdrop is pleasant to look at, well lit, and beautifully styled. It's hard for people to pay attention when there are distractions or noise in the background. It may also be worth looking into purchasing an external microphone to improve sound.

## **Connect**

I know this may sound obvious but please, please, please, make sure you have a strong signal before you go live. Nothing worse than planning for something and then not following through. Can you hear me now?! Lol..

## **Create a Few Practice Videos**

Before ripping the bandaid off and going live, you can test things out by creating a practice video restricted to your eyes only. You can do this by going to your own Facebook profile, and selecting "Only Me" before recording.

## **Ask Your Viewers to Interact**

Your audience will be thrilled to hear you mention their name and answer their questions when you are live. Posts with more likes, comments, shares, and views are also prioritized on the newsfeed. Facebook's algorithms recognize popular content, and actually make it even more popular without you needing to pay extra for more eyes.

## **Have an Actionable Sign Off**

The worst thing you can do is just casually push the finish button and then walk away. Instead, give a proper sign-off with an actual ending for next steps.

What do you want your viewers to do? Subscribe to your monthly newsletter? Visit your Facebook page for a fun contest? Want them to share the recording on their page? Whatever it may be, be sure to end your Facebook Live post with a call to action for your viewers to do.

### **Reach More People and Go Live More Often**

By going live frequently you will keep your people engaged, grow brand awareness and build an audience fast! Here are some favorite examples:

-Hot topics or breaking news

-Go live with an industry leader such as a mortgage broker or home inspection

-Behind the scenes. People love seeing real estate in action. Hence, all the real estate related TV shows.

-Do a demo. Show people how easy it is to stage their home, or unbox the latest in home technology.

The topics are endless. With a little imagination, you will have lots of reasons to go live and get in front of your ideal client.

### **Promote It After It's Done**

Once your video is done live streaming you can boost your post and run an ad campaign just like on your other Facebook videos and posts. Email it off to your database or if you write a blog you can use a transcription service such as Rev.com to have your live stream transcribed and voila, another blog post done. Upload up to 60 seconds of video in your Instagram feed as well.