LAND & LEGACY **GROUP**

WISCONSIN LAND AND RURAL PROPERTY SALES

THE WISCONSIN LAND SELLING MANUAL

- Take Control Of Your Sale
- Attract Qualified Buyers
- Close With Confidence

WHY I PUT THIS GUIDE TOGETHER

If you own land in Wisconsin that you haven't visited in years, you already know the feeling. The tax bill shows up every year. The property sits. And at some point, the question becomes: is it time to sell?

Maybe it was passed down to you. Maybe you bought it with a plan that never quite came together. Either way, you're paying to hold something you're not using, and every year you wait, that cost adds up.

The problem is, selling land isn't like selling a house. There's no Zillow estimate you can trust. There's no open house weekend. The buyers are harder to find, the paperwork is different, and one wrong move, pricing it too high, missing a disclosure, attracting the wrong buyers, can cost you months and thousands of dollars.

Most landowners don't find this out until they're already in the middle of it.

My name is Al Wisnefske. I'm a landowner, an active investor, and the Broker/Owner of Land & Legacy Group. I put this guide together because selling land is more complicated than most people expect, and the sellers who go in prepared get better outcomes.

Whether you sell on your own or with a professional, knowing the process puts you in control.

Let's get started.

AL WISNEFSKE
Broker/Owner | Land & Legacy Group LLC

3 MISTAKES TO AVOID IN YOUR PROPERTY SALE

Selling your property by yourself is a huge undertaking. It requires a lot of time and effort, and without the right tools, it's easy to make a few common mistakes that can cost you both time and money. Here are the three most common ones.

MISTAKE #1 OVER OR UNDERVALUING THE VALUE OF YOUR PROPERTY

County records, zoning, soil, and access all affect the value of your property. While you can find an online "guess" in minutes, these tools rarely tell the full story. Without real, boots-on-the-ground data, it's easy to overprice your property or undersell it.

! This can keep your property on the market for months or leave thousands of dollars on the table.

MISTAKE #2 LETTING PAPERWORK PILE UP OR GO MISSING

The contracts, disclosures, and deadlines never stop. Each one feels like a trap waiting to trip you up, and the fine print makes it hard to know if you are getting it right. Letting this paperwork pile up can lead to a messy transaction. Even worse, leaving out or losing a key document—like a survey or a title report—can cause a deal to fall apart entirely and lead to costly issues.

⚠ **IMPORTANT NOTE:** Keep every document in one place. Organization is your best protection.

MISTAKE #3 BELIEVING EVERY BUYER IS READY, WILLING, AND ABLE

You spend hours answering calls and emails, only to realize most people were never serious in the first place. You have to field endless inquiries from people who are just curious or not financially qualified to buy. By the time someone who is actually ready, willing, and able to buy your property shows up, you're already burned out from dealing with all of the rest.

STEP 1: UNDERSTAND THE LOCAL MARKET

Understanding your local market is the foundation of your property's selling journey. You need to know where to get accurate data, compare your property to others, analyze and adjust the data, and understand where your property fits into the area.

ACCESS THE RIGHT DATA

Public real estate websites like Zillow and Redfin can be a good place to start for land and rural property sales, but you need to understand that their estimates are typically for residential homes, not raw land or large acreage. You'll also want to look into specific comparable properties on the county tax records and see if there were any recent sales that you can use. Other resources such as Land.id, the Wisconsin Land Sales Bulletin, and Land.com can be more accurate and efficient, but usually come with a cost.

FIND "LIKE" PROPERTIES

You need to identify properties that are as similar to yours as possible. This is called a Comparable Market Analysis (CMA). Don't just look at recent sales in your municipality—look for parcels that are similar in acreage, features (wooded, tillable, or waterfront), and location. The better your comparable properties, the better you'll be able to get an accurate valuation.

ANALYZE THE SALES DATA

Once you have the right data, analyze it. Look at the price per acre or price per square foot of recently sold properties in your area. Look at how long those properties were on the market. This will help you identify the current trends and a realistic price for your property. You'll also want to make adjustments for certain features your property has or doesn't have in comparison to the comparable properties.

DID YOU KNOW?

- Price per acre is a common way to compare land values.
- Days on market can reveal real demand in your area.

UNDERSTAND THE LOCAL "WHY"

Go beyond the numbers. What makes land in your area valuable? It could be proximity to a major city, access to a lake, or zoning laws that allow for specific uses. You need to understand these unique local factors that can significantly impact a property's value. You may have to do some research on your municipality and contact them in order to gather this information. It may also be a good idea to visit a Plan Commission meeting to discuss your property.

PRO TIP: THE HUMAN ELEMENT

While there is an overload of information you can find online, it's highly recommended you include other individuals when trying to understand the local market. Local town boards and commissions, real estate brokers and agents, and appraisers, assessors, and attorneys can all be contacted to gather and interpret data and information.

STEP 2: PREPARE A PROPERTY PACKET

When putting all of the pieces together for your property, transparency and preparation are the keys to a fast, smooth sale. In this step, you'll work to create a property packet. Your property packet isn't just a collection of papers; it's a powerful tool to build buyer confidence and get the best offers.

WHAT THE PACKET INCLUDES

The focus of this packet is to put together a comprehensive collection of documents for a prospective buyer. This includes a number of key items that help a buyer see the full potential of your property and proceed with confidence, such as aerial maps, tax information, zoning information, and crucial details about wetlands and floodplains. You'll also want to include any existing soil tests, surveys, title documents, leases, and any other documents you may have. Having this information organized and ready will make your property stand out to serious buyers.

THE FINAL PIECE: DISCLOSURE

It is highly recommended you use Wisconsin state-approved forms for any and all disclosure requirements. Having these completed and ready shows a buyer you are professional and prepared to move forward with a transparent transaction. Contact an attorney for further information regarding disclosures.

PRO TIP: A HELPING HAND

The amount of information needed to be a truly prepared seller can be overwhelming. You don't have to go through the process alone. Just like performing research for your property, there are also online resources where you can download the Wisconsin state-approved real estate forms. Don't be afraid to ask for help. Real estate brokers, agents, and attorneys can all be contacted to help with these forms. Just expect to pay a fee for their time and services.

STEP 3: THE INVESTMENT OF PROFESSIONAL ADVERTISING

When selling a valuable asset like land and rural property, effective advertising is not an option—it's an investment. The goal isn't just to post your property for sale; it's to reach the right buyers, who are willing to pay what your property is truly worth, perhaps even more.

THE MYTH OF FREE ADVERTISING

Many believe that simply putting a listing on a free website like Craigslist and Facebook is enough. In reality, these sites often attract a lot of people, but many are "tire kickers" and unqualified buyers who lead to wasted time and frustrating, low-ball offers. Effective advertising requires a strategic approach that gets your property in front of a specific, motivated audience.

craigslist

facebook

DON'T JUST RELY ON THESE!

PRO TIP: A WISE INVESTMENT

The cost of a professional marketing program is a wise investment that saves you from the biggest costs of all: a low-ball offer, a frustratingly long time on the market, or a slow and messy sale. Invest in a targeted marketing plan to ensure your property gets the attention it deserves.

THE ART OF TARGETED MARKETING

Professional marketing for land and rural property requires a completely different approach than a residential home. It's a strategic, multi-channel campaign designed to attract serious buyers.

Professional-Grade Visuals: An amateur cell phone photo or a shaky video won't cut it. Professional marketing uses stunning aerial drone photography and cinematic video that showcases the land's size, boundaries, and unique features. These high-end visuals are the first thing a serious buyer sees, and they immediately set your property apart.

Strategic Content: The description for your property is more than just a list of features. It tells a story. Write compelling copy that paints a picture of the property's potential, whether it's for a dream home, a recreational paradise, or a profitable agricultural operation.

Precision Ad Placement: Free websites cast a wide net, but professional marketing uses precision targeting. Your property should be advertised on land-specific websites and through targeted social media campaigns that reach individuals with a proven interest in rural property and land investment. This ensures your advertising dollars are spent on the audience most likely to buy.

REALITY CHECK

Getting professional-grade visuals and targeted ad placement done right as a private seller is time-consuming and expensive. It requires coordination, strategy, and a real understanding of what serious buyers respond to. Most DIY sellers underestimate what goes into it, underinvest, and the difference shows immediately in how their property is perceived.

STEP 4: THE ANATOMY OF A GREAT LAND BUYER

After advertising your property, you need to know who a serious, qualified buyer is. It's easy to get sidetracked by people who are simply curious. Knowing what to look for will save you time and energy.

WHAT TO LOOK FOR

A serious buyer will be ready to make a move. This means they have a clear understanding of what they want in a property. They will be prepared to ask specific questions about zoning, access, and the property's potential uses. A great buyer will also have their finances in order. They will be pre-approved for a loan or have a clear plan to pay for the property. A buyer who has done their homework is far more likely to make a great offer.

QUALIFYING QUESTIONS

To help you identify a great buyer, be prepared to ask a few key questions of your own. Ask about their timeline for purchasing, what their plans are for the land, and if they have spoken to a lender. These questions will help you filter out the "tire kickers" and focus on the truly motivated and qualified buyers. Here are five I rely on every time.

Question	Why It Matters
What's your timeline for purchasing?	Shows if they're serious or just browsing.
Have you spoken with a lender or prepared funds?	Confirms financial readiness.
What do you plan to use the property for?	Reveals if your land fits their goals.
Are you considering other properties?	Helps gauge urgency and competitiveness.
Do you have any contingencies (financing, soil test, survey)?	Identifies possible deal-breakers early.

STEP 5: HANDLING BUYER INQUIRIES AND SHOWINGS

Managing inquiries and coordinating showings for your property can feel overwhelming. By preparing and having a clear system, you can handle the process professionally and efficiently.

THE PROPERTY PACKET AS YOUR ASSISTANT

The property packet you created will be your first line of defense. It's a valuable tool that can answer a lot of questions upfront, saving you and potential buyers a significant amount of time. You can send this packet to every interested person who contacts you, providing them with everything they need to know about the property's key features, tax history, and more. This will help you quickly filter out those who aren't serious and focus on truly motivated buyers.

MANAGING INQUIRIES EFFECTIVELY

Even after reviewing the packet, buyers will still have questions, and they won't always follow a 9-to-5 schedule. Before you even post your property for sale, you'll want to prepare for the calls and emails that are sure to come in. It's a good idea to create a simple script for yourself, so you can sound professional and confident on every call and ensure you cover all the key points.

Before You Pick Up the Phone:

- 👉 Keep your property packet within reach.
- 👉 Ask about the buyer's timeline to purchase.
- 👉 Confirm how they plan to finance the property.
- 👉 Take notes on every conversation.
- 👉 Stay professional and confident, even after hours.

THE REALITY OF SHOWINGS

When a serious buyer wants to see the property, you need to be prepared. Before the showing, ensure the property is easily accessible and that the boundaries are clearly marked. During the showing, be ready to walk the property with the potential buyer, answer any specific questions they might have on the spot, and point out key features that might not be obvious from the road. Having a well-organized property packet on hand can also answer many of the buyer's questions and show them you are a serious and organized seller.

What Buyers Notice First: 👀

- **Accessibility:** Is the property easy to enter and walk?
- **Boundaries:** Are lines and corners clearly marked?
- **Upkeep:** Does the land look cared for or neglected?

Avoid These Mistakes ❗

- Forgetting to clear paths or mark boundaries before buyers arrive.
- Walking the property unprepared and unable to answer questions.
- Ignoring small details like trash, clutter, or overgrown brush.

PRO TIP: THE POWER OF QUALIFICATION

Your time is valuable. The most important thing you can do to save time and energy is to qualify every interested party on the phone before you agree to a showing. Ask questions about their timeline to purchase, their financing, and what they plan to do with the land. This will help you filter out the "tire kickers" and focus only on the truly motivated and qualified buyers.

STEP 6: HANDLING OFFERS & THE PATH TO CLOSING

This is the most critical stage of the entire process. This is where all your hard work pays off, and with the right approach, you can navigate the final steps to a successful sale.

EVALUATING OFFERS

When an offer comes in, it’s beyond price. Review purchase amount, closing timeline, and contingencies (financing, appraisal, soil test, survey, etc.). Request pre-approval or proof of funds to confirm the buyer’s qualified. This helps you focus on serious offers and avoid those likely to fall through.

NEGOTIATING & ACCEPTING AN OFFER

Once you have a solid offer, it's time to negotiate. Don't be afraid to counter-offer if the price or terms aren't exactly what you're looking for. Be prepared for some back-and-forth, but always stick to the bottom line that you've already determined is a fair price for your property. Once you have a mutually agreeable offer, you will formally accept it in writing.

NAVIGATING THE CLOSING PROCESS

This is where selling gets complex. The closing process involves title searches, legal documents, fund transfers, and coordination with a title company to ensure everything is clean and accurate. Be ready to sign final paperwork and oversee the walkthrough to confirm all sale conditions are met.

PRO TIP: THE FINAL PEACE OF MIND

The closing process can be complicated and full of unexpected challenges. The number of documents, deadlines, and potential legal issues can be overwhelming. This is the point where it's wise to consider professional help. A good professional will handle all these moving parts for you, from coordinating with the title company to ensuring all paperwork is completed accurately, and will give you peace of mind knowing the entire transaction will be handled smoothly and efficiently.

LET'S TALK LAND

You now have a clear roadmap for selling your property on your own. But as you know, every property has a unique story, and sometimes, the best strategy is a simple conversation.

My goal is to help landowners like you make the best possible decision, whether you sell on your own or with me.

If you're ready to get a professional's perspective and a personalized sounding board, I'm here to listen.

THE NEXT STEP

Call or Text Me
262-873-8375

Reach out directly by phone or text

Prefer email or want to learn more first?

al@landandlegacygroup.com | www.landandlegacygroup.com

"If you have land to sell or want to buy, don't go to a traditional realtor. Instead, save time and frustration by using a land-oriented professional like Al Wisnefske. I originally listed my land with a traditional realtor. They listed it, and nothing happened for years. It simply wasn't their specialty, priority, nor their focus. Then I received a card from Al. He looked at why my land wasn't sold and identified the proper audience. I received weekly updates, and after a slow start, Al and his team conducted a targeted marketing campaign and, in a short period, found the buyer. I was extremely satisfied with Al and his team."

— Todd W. [Former Wisconsin Landowner]