

# WHY 5 TYPES OF BUYERS SET LAND VALUES SO DIFFERENTLY

Historically, it's been impossible to set consistent, valid values for agricultural land. One key reason why: five different types of buyers purchase agricultural land—and each type can assign wildly different values to the exact same parcel based upon their intention for it.



## FLIPPERS

### They intend to...

Buy land to resell in the short-term.

### So they prioritize...

Land that can be bought at a bargain price and resold for a significant profit.

### And they typically don't care about...

The long-term pricing outlook.



## LONG-TERM INVESTORS

### They intend to...

Hold onto the land for an extended period of time while its value increases.

### So they prioritize...

Quality land they may be willing to pay a premium price to buy.

### And they typically don't care about...

The short-term pricing outlook.



## LESSORS/ LANDLORDS

### They intend to...

Generate short-term income by buying and owning land that they lease to others.

### So they prioritize...

Local lease rates and the expected return on investment (ROI).

### And they typically don't care about...

The long-term pricing outlook.



## GROWERS- OWNERS

### They intend to...

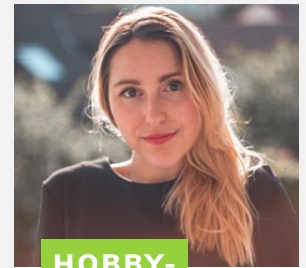
Buy land to farm it directly.

### So they prioritize...

Quality land that can return a profit year over year and appreciate over time.

### And they typically don't care about...

The long-term pricing outlook.



## HOBBY- OWNERS

### They intend to...

Buy land for its recreational value.

### So they prioritize...

Affordable land that's conveniently located.

### And they typically don't care about...

Land quality or the long-term pricing outlook.

Dig deeper into each of the above land buyer types and find out how a new, proprietary approach finally makes it possible for anyone to easily set accurate and consistent land prices.

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