FIVE KEY REASONS LAND VALUATION IS SO DARN HARD

Until recently, it was impossible to confidently, accurately determine the value of a piece of agricultural land with objectivity and validity. Here's why:

01 MANY DIFFERENT TYPES OF LAND BUYERS.
Different types of buyers can assign wildly different values to the same piece of land based on how they plan to use it.

02 SEVERAL DIFFERENT WAYS TO VALUE LAND.
The traditional methods used to determine land value vary widely, with no clear-cut winner providing a valid, single source of truth.

03 MASSIVE AMOUNTS OF COMPLEX, DISCONNECTED DATA.
The sheer volume, complexity, and disconnected nature of land data historically prevented the multivariate analysis required to set accurate, consistent land prices.

04 DIFFERENT GEOGRAPHIES AND CLIMATES.
Climates vary greatly across the U.S., making it difficult to generalize land prices across the entire nation.

05 UNPREDICTABLE FACTORS.
Some people plan to use the land in multiple ways; others can't be objective about the land's value due to sentimental attachments.

Dig deeper into each of the above challenges 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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