

SIMPLE INCOME TOOLS

START HERE

Land Deal Analyzer Toolkit

A beginner-friendly workflow for researching, analyzing and tracking vacant-land opportunities.

**DON'T BUY LAND BECAUSE IT'S CHEAP.
BUY ONLY AFTER THE NUMBERS, MARKET EVIDENCE AND DUE DILIGENCE MAKE
SENSE.**

MARKET	COMPS	VALUE	OFFER
ANALYZE	VERIFY	DECIDE	TRACK

Included with the \$27 Land Deal Analyzer Toolkit

Welcome to the Toolkit

This workbook is designed to help you move through a land opportunity in a logical order. It does not tell you that a property is a good investment. It helps you organize evidence, test assumptions and identify questions that still need answers.

The core workflow

1	Choose a market
2	Record the opportunity
3	Research sold comps
4	Estimate resale value
5	Calculate a maximum offer
6	Analyze the economics
7	Score + due diligence
8	Decide and track

Simple rule: if an important fact is unknown, treat it as UNKNOWN - not as favorable.

What you received

Land Deal Analyzer Toolkit.xlsx - the interactive workbook containing the calculators, research sheets, due-diligence checklist and pipeline tracker.

This START HERE PDF - the recommended order for using those tools.

Steps 1-2

1

Choose a market
Open **County Research**. Compare markets using your own current research. The Priority Score is a screening aid; it is not a prediction that you will find a profitable parcel.

2

Record the opportunity
Open **Deal Pipeline** and create one row for the parcel or lead. Add the county/state, APN or link, stage, priority and your next action.

Research discipline

Do not start with a purchase price and work backward to justify it. Start with market evidence and parcel facts, then let the numbers tell you what the opportunity can support.

Steps 3-4

3

Research sold comps

Open **Sold Comps**. Enter recent, reasonably similar sold parcels when available. Active listings are useful for understanding competition, but sold properties provide stronger evidence of what buyers actually paid.

4

Estimate a conservative resale value

Use the Sold Comps calculations and your judgment to establish a defensible resale estimate. If the comps are weak, old, distant or materially different, lower your confidence and research further.

ASKING PRICE is not SOLD VALUE. A down payment or monthly payment is not the property's cash purchase price.

Steps 5-6

5

Calculate your maximum offer

Open **Max Offer Calculator**. Enter expected resale value, desired minimum profit and estimated costs. Treat Maximum Offer as a ceiling based on your assumptions - not permission to pay that amount.

6

Analyze the deal economics

Open **Deal Calculator**. Enter purchase price, acquisition costs, holding costs, taxes, improvements, selling costs and expected resale. Review projected profit, ROI, margin and break-even resale price.

Cost reminder

Your estimates may need to include closing/title fees, delinquent taxes, HOA/POA charges, recording costs, cleanup, surveys, holding costs, marketing and selling expenses. Use the costs that actually apply to the property.

Steps 7-8

7

Score and verify the property

Use **Property Scorecard** and **Due Diligence**. Verify legal/physical access, zoning/use, taxes, liens/title, utilities, terrain, flood/wetland concerns, HOA/POA restrictions and other parcel-specific facts.

8

Make the decision and keep tracking

Use the evidence together. PASS means the assumptions deserve more work; REVIEW means unresolved issues remain; FAIL means the deal does not meet your criteria. Update the Deal Pipeline until the opportunity is sold or passed.

If access, ownership/title, taxes/liens, permitted use or realistic resale value is unresolved: STOP AND VERIFY FIRST.

Before You Make an Offer

Use this quick checkpoint before moving a property forward.

CHECK	QUESTION
Identity	Do the APN, owner, acreage and legal description match the property you think you are evaluating?
Access	Have legal access and practical physical access been verified?
Use	Have zoning, setbacks, minimum lot size and relevant camping/RV/building restrictions been checked?
Money	Have taxes, delinquent amounts, assessments, HOA/POA charges and known liens been investigated?
Land	Have terrain, drainage, flood/wetland concerns and utility/septic/water considerations been researched?
Exit	Do credible sold comps and buyer evidence support your resale assumption?
Numbers	Does the deal still meet your minimum profit/return criteria after realistic costs?

A cheap parcel with no workable exit is not a bargain.

Your Repeatable Land-Deal Workflow

Use the same sequence every time. Consistency makes it easier to compare opportunities and notice when emotion or excitement is replacing evidence.

1. MARKET	County Research
2. LEAD	Deal Pipeline
3. COMPS	Sold Comps
4. VALUE	Conservative resale estimate
5. OFFER	Max Offer Calculator
6. ECONOMICS	Deal Calculator
7. VERIFY	Scorecard + Due Diligence
8. DECIDE	Pass / Review / Fail

Simple Income Tools principle

CHEAP LAND ISN'T THE OPPORTUNITY.
CHEAP LAND WITH BUYERS - AND VERIFIED DEAL FUNDAMENTALS - IS THE OPPORTUNITY.

Educational use only. This toolkit is a research and planning aid, not legal, tax, financial, surveying, title or investment advice. Data can be incomplete or change. Independently verify material property information with appropriate public records and qualified professionals before purchasing or investing.

Simple Income Tools

Research smarter. Verify before you buy.