

## Selling Land Safely - Checklist

When selling land online, it's important to engage with trustworthy buyers and avoid potential scams. We compiled a checklist for land sellers to ensure a secure and successful transaction:

---



### Verify the Buyer's Identity and Credentials:

- Request identification and contact information.
- Confirm the buyer's legitimacy through online searches or business directories.



### Avoid Rushed Transactions:

- Be cautious of buyers who pressure you for a quick sale without proper due diligence.
- Take the time to properly vet the buyer and the transaction details.



### Assess the Buyer's Financial Capacity:

- Ask for proof of funds or a pre-approval letter from a reputable financial institution.
- Be cautious of buyers who are not transparent about their financial situation.



### Use Secure Payment Methods:

- Insist on secure, traceable payment methods such as escrow services.
- Avoid accepting payments through unsecured or untraceable means.



### Secure and Transparent Communication:

- Maintain clear, professional, and documented communication.
- Be wary of buyers who insist on communicating only through untraceable methods.



### Research the Buyer's Background:

- Conduct online searches to understand the buyer's history and reputation.
- Look for red flags such as a history of fraudulent activities or bad business practices

There are several online resources and sites that can be extremely useful. Here are some specific online platforms and tools to consider:



#### **Company Website and Online Presence:**

- Examine the buyer's official website for professionalism, transparency, and contact information.
- A legitimate business should have a strong online presence with clear information about their services.



#### **State Real Estate Commission:**

- If the buyer is a real estate professional, verify their license with the state real estate commission.
- This can provide assurance that they are legally authorized to conduct real estate transactions.



#### **Better Business Bureau (BBB):**

- Check the BBB website for ratings, reviews, and complaints about the buyer or their business.
  - The BBB provides insights into the business's customer service history and ethical practices.
- Google Reviews and Google



#### **Local Property Records and Tax Assessor's Office:**

- Local government websites often provide access to property records and tax information.
- This can help verify ownership and the legitimacy of previous transactions.



#### **Business Profiles:**

- Look up the buyer or their company on Google to find reviews and ratings from previous transactions.
- Google Business Profiles often provide valuable information about a company's operations and reputation.



#### **Social Media Platforms:**

- Explore the buyer's presence on social media platforms like Facebook, Twitter, and Instagram.
- Social media can offer insights into their business practices and public interactions.



#### **Online Real Estate Forums/Communities:**

- Participate in real estate forums and online communities like BiggerPockets or Reddit's Real Estate section.
- These platforms can be valuable for gathering insights and reviews from other land sellers.



#### **News and Media Outlets:**

- Conduct a search on news websites for any articles or reports about the buyer or their business.
- Media coverage can provide unbiased information about their business activities.



#### **Chamber of Commerce:**

- Check if the buyer's business is registered with a local or national Chamber of Commerce.
- Membership in these organizations can be a sign of a reputable and established business.



**By following these steps, you can increase the likelihood of a secure and successful land sale, while minimizing the risk of encountering fraudulent buyers.**