

# LAND SELLER TOOLKIT

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## Sell the land based on what it can do, not just how many acres it has.

For Texas land, value is shaped by access, utilities, flood risk, restrictions, frontage, mineral and water issues, tax treatment, and the type of buyer the property actually fits.

### Suggested website copy

#### Headline

Sell the land based on what it can do, not just how many acres it has.

#### Intro paragraph

Land is not priced or marketed by size alone. In Texas, buyers look at legal access, road frontage, utilities, septic or sewer options, water availability, floodplain exposure, restrictions, tax status, and development or recreational potential. Strong land marketing starts with the facts that affect usability and risk.

#### Who is this for

Owners selling Texas land for development, recreation, investment, a future homesite, agricultural use, estate disposition, or long-term hold strategy changes.

#### What matters most

Understanding highest and best use | Confirming legal and practical access | Checking utilities and septic realities | Identifying restrictions, floodplain issues, and tax implications early

#### Box 1

#### Confirm access

A parcel can look appealing on paper and still lose value if access is unclear, limited, landlocked, or dependent on an easement that does not work for the intended use. Verify how

the property is reached, whether access is legal, and whether any highway or driveway permits may be needed.

### **Understand utility realities**

Land value changes quickly depending on public water or well options, sewer or septic feasibility, electricity, drainage, and internet availability. Buyers want to know not only what is nearby, but what it will actually take to connect or build.

### **Check restrictions early**

Deed restrictions, HOA rules, municipal or county rules, subdivision requirements, easements, floodplain conditions, and environmental constraints can affect whether a buyer can build, subdivide, place improvements, or use the tract the way they intend.

### **Market the future potential honestly**

The right buyer depends on the land's real fit: homesite, ranch, recreational tract, hold-for-investment parcel, small development play, or assemblage opportunity. Position the property around verified use potential, not assumptions.

We help sellers organize the information buyers ask for, identify issues early, position the property for the right buyer pool, and reduce surprises tied to access, infrastructure, feasibility, and documentation.

**Box 2**

**Box 3**

**Box 4**

**How we help**

## **Land seller checklist before you go live**

#	Category	What to verify
1	Access	Confirm the legal source of access, frontage, gates, easements, shared roads, and whether access works for the likely buyer use.

#	Category	What to verify
2	Utilities	Confirm public water availability or well history, electric provider and nearby lines, septic versus sewer, drainage issues, and internet service options.
3	Flood and drainage	Pull the FEMA flood map, note any creek, drainage, detention, wetlands, or repetitive flooding concerns, and gather elevation or engineering documents if available.
4	Restrictions and plats	Collect deed restrictions, HOA rules if any, plats, surveys, easements, and any subdivision or municipal/county development rules that may affect use.
5	Tax treatment	Identify whether the tract has agricultural, timber, or wildlife special appraisal and whether a change in use could trigger rollback taxes.
6	Interests conveyed	Be clear about what conveys and what does not, including minerals, water rights, leases, timber, equipment, or hunting arrangements.
7	Documents	Gather survey, title commitment when available, tax statements, appraisal district records, utility information, septic permits, well reports, and any prior studies or plans.

## Official resources to add to your website

These are strong support links because they point buyers to official tools or statutes they can use to verify the property for themselves.

Resource	Why it matters	Link
FEMA Flood Map Service Center	Official flood hazard lookup tool for checking mapped flood risk and map products by address.	<a href="#">Open</a>
TCEQ – Septic / OSSF permits	Texas guidance on septic system permits, selection, and permitting authority contacts.	<a href="#">Open</a>
TWDB – Locate a water well report	Search for recorded water well reports by address through the Groundwater Data Viewer.	<a href="#">Open</a>
TxDOT – Driveway permit guidance	Important when land fronts a state highway or access changes may require a permit.	<a href="#">Open</a>
Texas Comptroller – Agricultural / timber / wildlife appraisal	Explains special appraisal and when rollback tax can apply after a change in use.	<a href="#">Open</a>
TREC Contracts and forms	Useful for sellers and buyers reviewing current Texas real estate forms and addenda, including mineral reservations and unimproved property forms.	<a href="#">Open</a>
County clerk real property records	Use the county clerk for recorded deeds, easements, plats, and restrictive covenants affecting the tract.	<a href="#">Open</a>

## Smart talking points for land sellers

**“Can we advertise development potential?”** Only if the support is real. Marketing should match the property’s verified access, utility, restriction, and entitlement realities.

**“Does floodplain always kill value?”** Not automatically. It changes the buyer pool, cost assumptions, lender and insurer questions, and how the property should be positioned.

**“Do minerals matter?”** Yes. Texas land deals often require clarity on whether minerals or other interests will be reserved or conveyed.

**“Can ag value create a surprise?”** Yes. If the use changes, rollback taxes may apply, so sellers should understand current valuation status before negotiations.

## Verification notes

[1] FEMA states the Flood Map Service Center is the official public source for NFIP flood hazard information.

[2] TCEQ states permits are required for on-site sewage facilities, including septic systems and holding tanks.

[3] TWDB states water well reports can be accessed through its Groundwater Data Viewer by address.

[4] TxDOT states a permit is needed to construct or revise a driveway on state highway right of way.

[5] Texas Law Help explains deed restrictions can regulate improvements and uses, and conflicts may be governed by the more restrictive rule.

[6] Texas Comptroller states a change from qualifying agricultural use can trigger rollback tax for the previous three years.

[7] TREC’s contracts page includes current Texas forms and addenda, including the mineral reservation addendum and the notice to purchasers of special taxing or assessment districts.

[8] TREC’s unimproved property contract notice states buyers should determine whether utilities are available to the property and suitable for their needs.

*General information only. Not legal, tax, engineering, surveying, title, or environmental advice. Buyers and sellers should verify property-specific facts with the appropriate professionals and public authorities.*