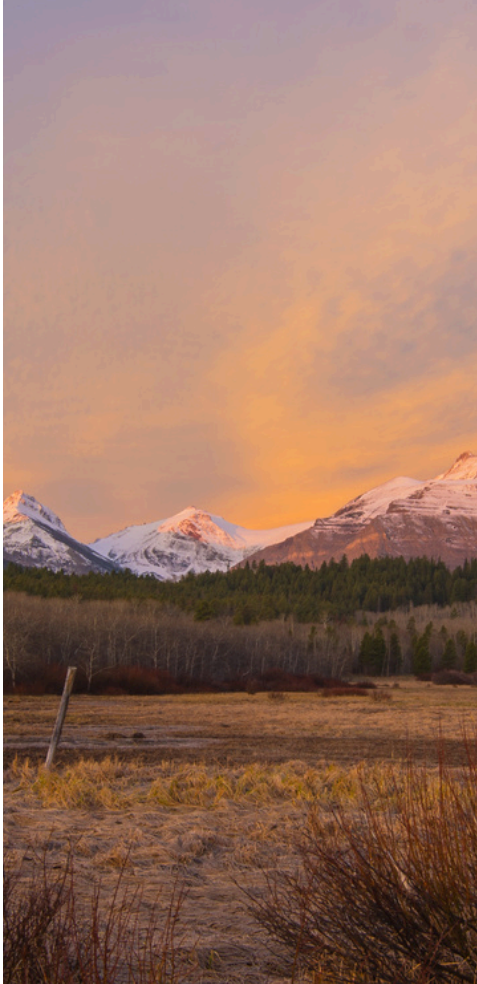




MONTANA LAND & RANCH REALTORS



THE LEGACY SELLER'S GUIDE:

How to Let Go Without Regret or Guesswork

ERIK ERICKSON, LAND BROKER

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INTRODUCTION: WHEN IT'S TIME TO LET GO

Letting go of a piece of land — especially one tied to family, memories, or years of hard work — is rarely just about the land. It's about what it represents. Maybe it's a ranch you've poured decades into. Maybe it's the last thing your parents left behind. Or maybe it's a piece of property that's sat quietly in your name while life moved forward.

And now, something's telling you it's time.

Maybe you're ready to retire. Maybe your family has grown, scattered, or changed. Maybe you simply feel it's the right season to move on.

But how do you do that without second-guessing the decision? How do you sell without losing control — or leaving money on the table?

And how do you make peace with a process that can feel both overwhelming and deeply personal?

This guide is here to walk with you through that.

Not as a pitch. Not as a push.

But as a grounded, clear-eyed look at what it actually takes to sell land in Eastern Montana — with respect, confidence, and zero regrets.

And just so you know where this is coming from — as a rancher myself and someone who's served in the military, I get it. The weight of the decision. The need to do it right. The desire to walk away proud.

Let's start there.

1. What's It Worth? Evaluating Land Without Emotion or Guesswork

It's hard to put a number on something that's been in the family for decades. But the market doesn't run on emotion — it runs on data.

I'll help you look at:

- Recent sales of similar land (not urban or unrelated comps)
- What buyers today are really looking for (water rights, fencing, access, improvements)
- How the location, soil, and zoning affect value

You don't need to know all this yourself. That's what I'm here for.

2. A ranch is more than a house, it's NOT a residential listing.

It's also more than your typical Commercial Listing. Using a Residential or Commercial Agent to sell a ranch is dangerous. I get it, everyone knows 8 residential agents, and Cousin Betty has her Real Estate License.

But can your agent identify plants that could be toxic to livestock? Or point out which weeds are noxious weeds, and understand the cost of controlling them? Do they understand the value grazing has to wildlife conservation?

You need a rancher to sell a ranch. Someone who understands all types of leases, and has a working knowledge of production agriculture.

2. Selling Without the Spotlight

Don't want the neighbors or extended family asking questions? You don't need to list your land on Zillow or plant a sign out front. I offer private, quiet listings through land broker networks where only serious buyers — often cash-ready — ever see it.

Whether it's for peace of mind, privacy, or just keeping things quiet until you're ready, this is your sale. We'll do it on your terms.

3. For the Heirs Who Don't Want to Mess It Up

If you inherited the land and you're trying to do right by your parents or grandparents — I see you. Selling doesn't mean you're failing them. It means you're stewarding the next chapter.

I'll help you understand your legal responsibilities, handle communication with co-owners or siblings, and get the most out of the property — while keeping your name and family's values intact.

4. Retirement Shouldn't Come With Regret

If you've worked this land for decades, selling might feel like quitting. It's not. It's graduating.

You've earned your retirement. Whether you're moving to town, traveling, or just ready to stop breaking ice out of water tanks, you deserve to feel good about this next step.

I'll help you leave on your terms — with confidence and a deal that reflects the hard work you've put in.

5. The Real Costs: Capital Gains, 1031s, and the IRS

You don't need a CPA to start planning, but you do need to be smart.

I'll walk you through:

- What a 1031 exchange could do for your next investment
- How to time your sale to reduce taxes
- What it means to pass down a tax burden vs. a clean estate

We'll get ahead of this — so it doesn't bite you (or your heirs) later.

6. Story-Driven Marketing for Land That Deserves It

Your land isn't just dirt and fences — it's a story. I'll market it like one.

I use drone footage, clear mapping, and detailed rancher-to-rancher messaging that highlights the real value of your property — not just a list of features. No stock photos. No jargon. Just the truth about what makes your land special.

7. Why I Do This Work

Because I've been where you are.

I've helped my own family navigate tough land decisions. I've worked the ground. I've negotiated deals that changed lives. And I care a hell of a lot more about doing right by my clients than I do about pushing a sale.

MEET ERIK ERICKSON: Eastern Montana's Trusted Land Expert

Erik Erickson isn't just a land broker — he's a lifelong rancher, combat veteran, and strategic advisor with boots-on-the-ground experience in every corner of Eastern Montana.

Specializing in recreational land, farm and ranch properties, development parcels, resort site selection, and timber tracts, Erik brings unmatched insight to buyers and sellers alike.

Born and raised on a cattle ranch in North Dakota, Erik knows the value of land — not just by the acre, but by the life lived on it.



He grew up working cattle, managing pastures, understanding soil, and hunting the backcountry. That early appreciation for wide-open space evolved into a career centered on land, wildlife, and generational stewardship.

After high school, Erik enlisted in the U.S. Army, serving with distinction for 23 years in the infantry. His combat experience taught him discipline, clarity under pressure, and the power of listening — all qualities he now channels into every land deal he handles. Erik treats every client's goal like a mission: clear, strategic, and executed with integrity. Just as he served to protect the country we love, he now protects his clients' interests with that same strategic advisory -- anticipating what's ahead, and keeps each transaction one step ahead of the curve.

After retiring from the military in 2015, Erik returned to the land — settling outside Joliet, Montana, where he raises Performance Quarter Horses, runs a nationally known taxidermy business, and acquired Forbidden Ridge Outfitters, offering guided outdoor experiences across Eastern Montana. When he's not helping clients buy or sell land, you'll find him riding the range, giving land tours, or enjoying quiet time with his children — the kind of life that reflects exactly what so many of his clients are chasing.

Erik is part a coast-to-coast network of land brokers and is known as a marketing-savvy advisor with deep local knowledge. Serves all of eastern Montana, from Livingston to Fort Peck, to the North Dakota and Wyoming lines. Whether he's advising a retiring rancher, helping friends co-invest in hunting land, or guiding a developer through site selection, Erik brings laser-focused strategy, honest guidance, and hard-earned trust.

As a father and lifelong steward of the land, Erik knows what it means to protect your legacy. If you're buying or selling land in Montana, he's not just a broker — he's your advocate, your strategist, and your connection to the land.

Reach out today at **www.mtlandandranch.com** or call **406-861-5558**.

Thinking About Selling Your Land in Eastern Montana?

If you're ready to explore your options, I'm ready to help. Whether you want a private sale, a top-dollar listing, or just someone to help you weigh your options, let's talk.

Reach out to me at **Montana Land and Ranch Realty of Landmark Realtors** by calling **406-861-5558** or visit **mtlandandranch.com**.

We'll take it one step at a time — and do it right.