

# 5 Expensive Mistakes to Avoid

## When Developing Rural Property

*Don't let hidden costs drain your budget!*

### 1. Buying Land Without Truly Walking It

- Seeing it online isn't enough. Walk the entire property to spot wetlands, slopes, and hidden issues.
- Walk the entire property on foot.
- Identify low areas, drainage paths, and dense growth.
- Understand how the land actually moves and functions.



### 2. Underestimating Access Costs

- Driveways aren't cheap. Plan access before you start to avoid costly clearing and roadwork.
- Plan access early
- Create paths that follow natural contours.
- Prepare access before heavy equipment arrives.



### 3. Clearing Land Without a Plan

- Clear with intention, not just for appearance.
- Preserve healthy trees and natural buffers.
- Focus clearing on usable, functional areas.



### 4. Ignoring Drainage and Water Flow

- Water will win. Manage drainage to prevent washed-out roads and soggy sites.
- Observe the land during wet conditions.
- Plan roads, clearings, and trails to work with water.



### 5. Present the Property as Ready

- Clear and level key areas.
- Install basic drives and trails for easy access.
- Control weeds, erosion, and regrowth.
- Resolve drainage concerns.
- Clearly mark and maintain boundaries.

#### Know Before You Build!

Understanding your land upfront can save you a fortune later.



**WILDERNESS  
PATHWAYS INC.**



**FREE  
ESTIMATE**

# Make the Land Walkable

*Land that can't be explored feels risky.*

When buyers can't physically walk the land, they rely on imagination—and *imagination assumes the worst*.

## What to Do

- Clear brush & low-value vegetation
- Create trails & access paths
- Reveal high ground, low ground & timber edges.



## What This Solves

- Eliminate fear of hidden issues
- Let buyers experience the property
- Make the land feel smaller & usable.



## Buyer Psychology

Walking the land = *Time spent & emotional investment.*

*The longer they explore, the more they picture owning it.*



**Wilderness Pathways Inc.**

(715) 388-7350 | [www.wilderness-pathways.com](http://www.wilderness-pathways.com)

# Clearly Define Access

*Unclear access kills deals—even when legal access exists.*

Many rural listings fail because buyers don't know how they enter the land, where they park, or how equipment could reach it.

Even a small doubt about access can *cause buyers to walk away rather than investigate further.*

## What to Do

- Visually mark access points from roads or easements
- Open or clean up driveway paths and access lanes



## What This Solves

- Prevents buyers from assuming access problems
- Reduces "I'll look into it later" delays
- Helps agents and inspectors navigate the property easily



## Buyer Psychology

Clear access signals legitimacy and preparedness.

*It tells buyers the property has been thought through, — not neglected.*

**Wilderness Pathways Inc.**

(715) 388-7350 | [www.wilderness-pathways.com](http://www.wilderness-pathways.com)

# Reduce the Unknowns

*Uncertainty is the enemy of speed.*

Raw land creates questions:

- Where can I build?
- What's usable right now?
- What's hiding in the brush?

Unanswered questions create hesitation and *hesitation slows sales.*



## What to Do

- ✓ Clear sightlines to show usable areas
- ✓ Separate “ready now” areas from future potential
- ✓ Remove visual chaos that makes land feel overwhelming



## What This Solves

- ✓ Reduces buyer objections
- ✓ Shortens due-diligence hesitation
- ✓ Makes inspections and walk-throughs easier



## Buyer Psychology

When buyers feel informed, they feel safe. *Safe buyers move faster.*

**Wilderness Pathways Inc.**

(715) 388-7350 | [www.wilderness-pathways.com](http://www.wilderness-pathways.com)

# Show the Property From Above

*Aerial perspective removes confusion instantly.*

Most buyers struggle to understand acreage from the ground.

Drone imagery or aerial maps allow them to *grasp* layout, scale, and features in seconds—*something photos from eye level can't do.*

## What to Do

- Capture aerial images showing shape and layout
- Highlight trails, openings, timber stands, and clearings
- Provide simple, clean visual references that *complement ground photos*



## What This Solves

- Prevents misunderstandings about size and boundaries
- Reduces back-and-forth questions
- Makes listings more shareable and memorable



## Wilderness Pathways Inc.

Clarity builds *confidence*. Confidence leads to *faster decisions*.

Important note: *Aerial imagery helps visualize property but is not a legal survey.*

**Wilderness Pathways Inc.**

(715) 388-7350 | [www.wilderness-pathways.com](http://www.wilderness-pathways.com)

# Present the Property as Ready

*Prepared land attracts serious buyers.*

Buyers aren't just purchasing dirt—they're buying possibility with momentum.

Land that looks ready *suggests fewer future expenses and less immediate work.*

## — What to Do —

- Show functional paths for recreation or maintenance
- Create visual cues for potential use (trails, openings, access lines)
- Make the land look **intentionally** managed, not untouched



## — What This Solves —

- Filters out tire-kickers
- Attracts buyers ready to act
- Positions the property as **higher-value without over-improving**



## — Buyer psychology —

People pay *more for progress than potential alone.*

**Wilderness Pathways Inc.**



WILDERNESS  
PATHWAYS INC.

**(715) 388-7350**

[www.wilderness-pathways.com](http://www.wilderness-pathways.com)