

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 yo a fortune later.



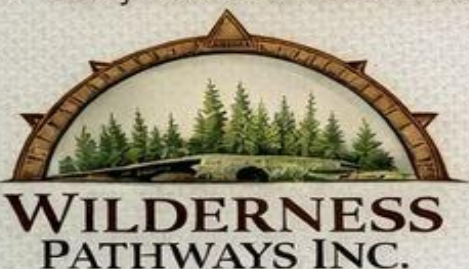
Walk It



Plan It



Build It



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

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

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

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

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