

An aerial photograph of a lush green landscape. A winding river flows through the center of the frame. Numerous cows are scattered across the fields, some grazing and others standing near the water. The scene is captured from a high angle, showing the patterns of the land and the distribution of the livestock.

# LANDVERSE: **AI FOR LAND BROKERS**

A BEGINNERS GUIDE TO LANDVERSE AI

ROSS JONES



# **LANDVERSE: AI FOR LAND BROKERS**

*A Beginners Guide to Landverse AI*

**Ross Jones**







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# A NOTE FROM THE AUTHOR

*This guide gives you—the land broker—one streamlined guide, merging all five Landverse AI mini-books so you can research, price, market, and sell property without tech overwhelm.*



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# INTRODUCTION

Landverse AI exists for one purpose: to free land brokers from the hours swallowed by marketing, research, and ever-shifting tech trends—so they can stay locked in on what they do best – relationships and deals. Each AI assistant in the suite handles a specific stage of the land sales cycle—research, valuation, marketing, or outreach—and this book shows you how to stack them like building blocks.

Read the overview on the next page, then jump to the tool you need right now. Expect a consistent format throughout: What It Does → Business Benefits → How to Use → Prompt Library (with bold-italic templates and shaded code-style examples).



## Chapter 1

# WORKFLOW OVERVIEW

Stage	Typical Task	Landverse AI Tool
<b>Due Diligence</b>	GIS look-ups, soil/topo/ flood & zoning checks	DirtMap AI
<b>Valuation</b>	Pull comparable sales, craft CMA, pitch ROI	CompStacker AI
<b>Marketing</b>	Write descriptions, social posts, brochures; generate imagery	Scout AI & Scout Snapper
<b>Outreach</b>	Cold emails, LinkedIn DMs, landowner letters, drip follow-ups	OutreachPro AI

Use the tools in order—or dip into the prompts you need.

Bridge Pages at the end of each section show how to hand off outputs to the next tool.





## Chapter 2

# YOUR TOOLKIT



## 3.1 DIRTMAP AI RESEARCH & DUE DILIGENCE



### What DirtMap AI Does

Type a county, state, and parcel basics—DirtMap hands you clickable GIS links, soil/topo/flood resources, zoning look-ups, and county contacts in under a minute.



### Business Benefits

- Slash due-diligence hours to minutes.
- Hand sellers & buyers data packets that build trust.
- Spot red-flag issues (floodplain, wetlands, restrictive zoning) before touring dirt.



### How to Use

1. Ask for the county + state (add parcel ID if you have it).
2. Click the links DirtMap returns and download PDFs/screenshots.
3. Paste the summary into your CMA, listing packet, or buyer report.





# PROMPT LIBRARY

Replace brackets with real info—***bold-italic templates*** on the left, filled-in examples on the right.



## 1 · PARCEL & GIS LINKS

### PROMPT TEMPLATE

"Give me the GIS link for [parcel ID] in [county, state] and a quick 'how-to' on finding owner & parcel lines."

"Show parcel viewer options for [county, state] and list which layers are built-in."

"Locate the tax assessor's map download page for [county, state] and summarize file formats available."

### FILLED-IN EXAMPLE

"Give me the GIS link for parcel #002-001-001-000 in **Tift County, Georgia** and a quick 'how-to' on finding owner & parcel lines."

"Show parcel viewer options for **Crook County, Oregon** and list which layers are built-in."

"Locate the tax assessor's map download page for **Weston County, Wyoming** and summarize file formats available."



## 2 · SOIL / TOPO / FLOOD-ZONE LAYERS

### PROMPT TEMPLATE

"Provide NRCS Web Soil Survey steps for pulling soils on [legal or county, state]."

"Give me a USGS topo-map link and contour explanation for [county, state]."

"Where can I pull FEMA flood-zone data for [county, state] and export a shapefile?"

### FILLED-IN EXAMPLE

"Provide NRCS Web Soil Survey steps for pulling soils on **Section 12, T2N, R3E, Madison County, Alabama.**"

"Give me a USGS topo-map link and contour explanation for **Jack County, Texas.**"

"Where can I pull FEMA flood-zone data for **Jasper County, South Carolina** and export a shapefile?"



## 3 - ZONING & PLANNING INFO

### PROMPT TEMPLATE

"Link me to the zoning map or code lookup for [county, state] and outline ag-res categories."

"Link me to the zoning map or code lookup for [county, state] and outline ag-res categories."

"Find contact info for the planning department in [county, state] and their fee schedule PDF."

### FILLED-IN EXAMPLE

"Link me to the zoning map or code lookup for **La Plata County, Colorado** and outline ag-residential categories."

"Summarize minimum lot-size rules and subdividing process in **Lawrence County, Alabama.**"

"Find contact info for the planning department in **Kittitas County, Washington** and their fee schedule PDF."



## 4 · COUNTY RESEARCH & CONTACTS (SHORT-FORM PROMPTS)

### PROMPT TEMPLATE

"Create a cheat-sheet: office hours, phone, and email for assessor, recorder, and P&Z in [county, state]."

"List top three title companies handling rural land in [county, state] with phone numbers."

"Provide links to recent comprehensive plan or land-use studies for [county, state]."

### FILLED-IN EXAMPLE

"Create a cheat-sheet: office hours, phone, and email for assessor, recorder, and P&Z in **Routt County, Colorado.**"

"List top three title companies handling rural land in **Suwannee County, Florida** with phone numbers."

"Provide links to recent comprehensive plan or land-use studies for **Benton County, Arkansas.**"



## 5 · MAPRIGHT / LANDGLIDE / ACREVALUE WORKFLOWS

### PROMPT TEMPLATE

"Walk me through importing a KML from [county] GIS into MapRight."

"Give step-by-step to save an offline parcel map in LandGlide for [county, state]."

"Explain how to estimate land value per soil class in AcreValue for [county, state]."

### FILLED-IN EXAMPLE

"Walk me through importing a KML from **Garfield County** GIS into MapRight."

"Give step-by-step to save an offline parcel map in **Hill County, Texas.**"

"Explain how to estimate land value per soil class in **Madison County, Illinois.**"

### STACK IT → COMPSTACKER AI

*Export DirtMap's parcel lines & soil data, then feed acreage + county straight into CompStacker to price the land with confidence.*



## 3.2 COMPSTACKER AI VALUATION & PRICING



### What CompStacker AI Does

Drop acreage, county & state—CompStacker spits out verified sold comps, a pricing range, and optional ROI projections so you can price land in minutes, not hours.



### Business Benefits

- Save 4–6 hours per listing on comp pulls & number-crunching.
- Defend price opinions with data-rich grids & charts.
- Wow sellers with plain-English explanations.
- Pitch developers with quick-hit ROI before they tour dirt.



### How to Use

1. Ask for a **"Comp Grid"** or **"Pricing Range"** Include acreage, county, state, land type.
2. Copy the grid + summary into your CMA PDF.
3. Ask follow-ups for ROI or seller letters—CompStacker remembers your comps for the session.





# PROMPT LIBRARY





## 1 - COMP GRID CREATION

### PROMPT TEMPLATE

"Create a 5-comp grid for [acreage] [land type] in [county, state] sold within the past [X] months."

"Add [#] active listings within [distance] miles of [acreage] in [county, state] to the grid."

"Add [#] active listings within [distance] miles of [acreage] in [county, state] to the grid."

### FILLED-IN EXAMPLE

"Create a 5-comp grid for **160-acre recreational timberland in Columbia County, Oregon** sold within the past 12 months."

"Add 5 active listings within 30 miles of 200 acres in **Wise County, Texas** to the grid."

"Rank the comps by price-per-acre similarity to my subject in **Aiken County, South Carolina.**"



## 2 · PRICING LOGIC & CMA PACKAGES

### PROMPT TEMPLATE

"Draft a pricing-range summary (Low / Probable / Stretch) for [acreage] in [county, state] using your comp grid."

"Prepare a one-page CMA letter to the seller of [acreage] in [county, state] explaining your recommended list price."

"Highlight three pricing scenarios (Quick Sale / Market Value / Premium) for [acreage] in [county, state] with pros & cons."

### FILLED-IN EXAMPLE

"Draft a pricing-range summary (Low / Probable / Stretch) for 640 acres in **Valley County, Idaho** using your comp grid."

"Prepare a one-page CMA letter to the seller of **90 acres in Hardin County, Tennessee** explaining your recommended list price."

"Highlight three pricing scenarios for **55 acres in Galveston County, Texas** with pros & cons."



## 3 · SELLER-FRIENDLY EXPLANATIONS

### PROMPT TEMPLATE

"Write a plain-English email to the owner of [acreage] in [county, state] justifying the list price based on comps."

"Create a bullet list of market factors influencing land prices in [county, state] this year."

"Draft a phone-call script to explain why we discounted \$/acre for [reason] on [acreage] in [county, state]."

### FILLED-IN EXAMPLE

"Write a plain-English email to the owner of **40 acres in Crawford County, Missouri** justifying the list price based on comps."

"Create a bullet list of market factors influencing land prices in **Blaine County, Oklahoma** this year."

"Draft a phone-call script to explain why we discounted \$/acre for steep terrain on **120 acres in Jackson County, North Carolina.**"



## 4 · DEVELOPER / BUILDER ROI INSIGHTS

### PROMPT TEMPLATE

"Estimate per-lot sell-out value when subdividing [acreage] in [county, state] into [lot size] lots."

"Calculate potential timber-harvest revenue for [acreage] [timber type] in [county, state]."

"Generate a quick pro-forma for converting [acreage] in [county, state] into a [#-site] RV park."

### FILLED-IN EXAMPLE

"Estimate per-lot sell-out value when subdividing **200 acres in Walton County, Florida** into 5-acre lots."

"Calculate potential timber-harvest revenue for **300 acres mixed-pine in Liberty County, Georgia.**"

"Generate a quick pro-forma for converting **25 acres in Perry County, Arkansas** into a 60-site RV park (assume avg nightly rate \$55)."

### STACK IT → SCOUT SUITE

*Copy CompStacker's pricing range & top selling points, then hand them to Scout AI for irresistible descriptions and to Scout Snapper for visuals that match the narrative.*



## 3.3 SCOUT SUITE MARKETING COPY & VISUALS

### 3.3.1 Scout AI (Instant Copy)



#### What Scout AI Does

Feed acreage, location, and a few details—Scout AI outputs polished MLS descriptions, social posts, brochures, postcards, and client-care messages **in seconds**.



#### Business Benefits

- Publish marketing copy the same day you take the listing.
- Keep tone & style consistent across channels.
- Free up hours otherwise spent staring at a blinking cursor.



#### How to Use

1. Publish marketing copy the same day you take the listing.
2. Keep tone & style consistent across channels.
3. Free up hours otherwise spent staring at a blinking cursor.





# PROMPT LIBRARY

*(Key Categories)*





# 1 · PROPERTY DESCRIPTIONS

## PROMPT TEMPLATE

"Write a 200-word MLS description for [acreage] in [county, state] with [key features]. Tone: [tone]."

"Create a Lands of America listing blurb for [acreage] [land type] in [county, state]. Emphasize [buyer profile]. Tone: [tone]."

"Summarize the top 5 selling points for [property nickname] in [county, state]."

## FILLED-IN EXAMPLE

"200-word MLS description for **640 acres in Pushmataha County, Oklahoma** with hardwood timber, three ponds, and paved frontage. Tone: professional and compelling."

"120-acre cattle ranch in **Madison County, Florida**—emphasize first-time ranchers. Tone: friendly and encouraging."

"Top 5 selling points for **Buffalo Ridge Ranch in Carbon County, Montana**."



## 2 · SOCIAL POSTS

### PROMPT TEMPLATE

"Write a Facebook post teasing new [acreage] listing in [county, state]. Include [number] emojis."

"Draft a LinkedIn post educating investors on ROI potential for [acreage] in [county, state] near [nearest city]."

"Create a short Instagram caption for sunrise drone shot over [property name] in [county, state].  
Hashtags: #[county]land  
#[state]ranches."

### FILLED-IN EXAMPLE

"Write a Facebook post teasing new **95-acre** listing in **Polk County, Arkansas**. Include **3 emojis**."

"Draft a LinkedIn post educating investors on ROI potential for **40 acres** in **Deschutes County, Oregon** near **Bend**."

"Create a short Instagram caption for sunrise drone shot over **Hidden Valley Farm** in **Madison County, Alabama**.  
Hashtags:  
**#MadisonCountyLand**  
**#AlabamaRanches**."



## 3 - POSTCARDS & BROCHURES

### PROMPT TEMPLATE

"Headline + 60-word body for Just-Listed postcard: [acreage] in [county, state]. Target buyer: [buyer type]."

"Write a 50-word brochure intro for [property name] in [county, state] highlighting [top features]."

"Craft a punchy call-to-action line for QR-code scan on postcard for [property nickname] in [state]."

### FILLED-IN EXAMPLE

"Headline + 60-word body for Just-Listed postcard: **210 acres** in **Fayette County, Texas**. Target buyer: **recreational investor**."

"Write a 50-word brochure intro for **Riverbend Ranch** in **Gunnison County, Colorado** highlighting **river frontage & hay meadows**."

"Craft a punchy call-to-action line for QR-code scan on postcard for **Mesa Vista Ranch** in **New Mexico**."



## 4 · CLIENT-CARE MESSAGES

### PROMPT TEMPLATE

"Write a friendly check-in email to [client first name] on the 1-year anniversary of their land purchase in [county, state]."

"Draft a holiday-greeting SMS for past clients wishing them a happy [holiday] and offering market help."

"Compose a personalized birthday postcard text for [client name]."

### FILLED-IN EXAMPLE

"Write a friendly check-in email to **Sarah** on the 1-year anniversary of her land purchase in **Maverick County, Texas.**"

"Draft a holiday-greeting SMS for past clients wishing them a happy **Thanksgiving** and offering market help."

"Compose a personalized birthday postcard text for **Mr. Johnson.**"



## 5 · LEAD FOLLOW-UPS

### PROMPT TEMPLATE

"Write a first-touch email to [lead name] who downloaded the buyer guide for [county, state]."

"Create a polite nudge email (Day 3) asking if [lead name] had questions about [acreage] in [county, state]."

"List 3 USP bullet points for partnering with me to buy land in [region]."

### FILLED-IN EXAMPLE

"Write a first-touch email to **David** who downloaded the buyer guide for **Baker County, Florida.**"

"Create a polite nudge email (Day 3) asking if **Maria** had questions about **160 acres** in **Limestone County, Alabama.**"

"List 3 USP bullet points for partnering with me to buy land in the **Mississippi Delta.**"



## 6 · “LET’S LIST YOUR LAND” WALKTHROUGHS

### PROMPT TEMPLATE

“Outline a 5-step email sequence that walks [seller name] through listing their [acreage] in [county, state].”

“Draft a 3-slide PDF outline explaining my marketing plan for [property nickname] in [county, state].”

“Write an SMS invite to schedule a pricing-walk-through call for [property nickname].”

### FILLED-IN EXAMPLE

“Outline a 5-step email sequence that walks **Mr. & Mrs. Carter** through listing their **180-acre ranch in Otero County, New Mexico.**”

“Draft a 3-slide PDF outline explaining my marketing plan for **Cottonwood Creek Ranch** in **Boone County, Missouri.**”

“Write an SMS invite to schedule a pricing-walk-through call for **Lone Pine Farm.**”



### 3.3.2 Scout Snapper (AI Imagery)



#### What Scout Snapper Does

Drop acreage, land type, location & viewpoint—Scout Snapper delivers a photorealistic **image-generator prompt** so you can visualize land before photos exist.



#### Business Benefits

- Preview land visually for listings, CMAs, or pitch decks.
- Impress sellers with mock-ups that showcase potential.
- Maintain consistent imagery across marketing materials.



#### How to Use

1. Ask for a land photo prompt. Include acreage, land type, location, notable features & viewpoint.
2. Paste the prompt into DALL·E, Midjourney, or Ideogram and render.
3. Need variants? Ask for seasonal views, drone angles, or future-use concepts.





# PROMPT LIBRARY





## 1 · LAND LISTING IMAGERY

### PROMPT TEMPLATE

"Create a photorealistic prompt for [acreage] farmland near [nearest city, state]."

"Generate three seasonal views of [acreage] property in [county, state]."

"Create a roadside-view prompt of [acreage] in [county, state] for marketing flyer."

### FILLED-IN EXAMPLE

"Create a photorealistic prompt for **40-acre** farmland near **Topeka, Kansas.**"

"Generate three seasonal views of **100-acre** ranch in **Comanche County, Texas.**"

"Create a roadside-view prompt of **55 acres** in **Ellis County, Texas** for marketing flyer."



## 2 · DEVELOPER & INVESTOR VISUALS

### PROMPT TEMPLATE

"Draft a drone-view prompt for [acreage] in [county, state] showing development potential."

"Generate an empty-land prompt showing [acreage] with [terrain feature] near [nearest city]."

### FILLED-IN EXAMPLE

Draft a drone-view prompt for **150 acres** in **El Dorado County, California** showing development potential.

"Generate an empty-land prompt showing **200 acres** with **gentle slopes** near **Sacramento, California.**"



## 3 · MARKETING SUPPORT

### PROMPT TEMPLATE

"Write a photo-prompt preview of [acreage] [land type] near [nearest city] for social media."

"Create a visual prompt for listing mailer showcasing [terrain/view] on [acreage]."

### FILLED-IN EXAMPLE

"Write a photo-prompt preview of **90-acre** timberland near **Missoula, Montana** for social media."

"Create a visual prompt for listing mailer showcasing **dense pine hilltop view** on **120 acres** in **Ashe County, North Carolina**."

### STACK IT → OUTREACHPRO AI

*Feed Scout AI copy and Scout Snapper images into OutreachPro to craft emails, DMs, and postcards that match your new marketing collateral.*



## 3.4 OUTREACHPRO AI OUTREACH & LEAD NURTURE



### What OutreachPro AI Does

Tell it who you're targeting, where the land is, and what you want them to do—OutreachPro crafts punchy emails, LinkedIn messages, and letters that **open doors to deals**.



### Business Benefits

- Fill your pipeline with developer & investor conversations.
- Nurture brokers & landowners without sounding cookie-cutter.
- Maintain consistent tone & compliance—no more guessing subject lines or CTAs.



### How to Use

1. Open OutreachPro and specify **recipient type + property basics + desired action**.
2. Copy the subject/body or DM sequence into your email/LinkedIn tool.
3. Personalize any {{merge tags}}, hit send, and go close deals.





# PROMPT LIBRARY





## 1 · COLD EMAIL SCRIPTS

### PROMPT TEMPLATE

"Write a cold email to a solar developer about [acreage] ranch in [county, state]."

"Write a cold email to a timber investor about [acreage] mixed-pine tract in [county, state]."

"Create a follow-up email for [buyer name] regarding [property nickname] in [state]."

### FILLED-IN EXAMPLE

"Write a cold email to a solar developer about **320-acre** ranch in **Kern County, California.**"

"Write a cold email to a timber investor about **450-acre** mixed-pine tract in **Wayne County, Mississippi.**"

"Create a follow-up email for **Ms. Patel** regarding **Red River Flats** in **Oklahoma.**"



## 2 · BROKER-TO-BROKER REFERRALS

### PROMPT TEMPLATE

"Request a referral partner for [acreage] in [region] from fellow land broker."

"Draft a broker-to-broker email offering [property type] in [county, state] at [price/terms]."

"Compose a referral introduction for [buyer type] seeking [acreage] near [city]."

### FILLED-IN EXAMPLE

"Request a referral partner for **640 acres** in **Big Sky Country, Montana** from fellow land broker."

"Draft a broker-to-broker email offering **riverfront development tract** in **Gadsden County, Florida** at **\$4.2 M.**"

"Compose a referral introduction for **1031-exchange buyer** seeking **300-acre** parcel near **Bozeman, Montana.**"



## **3 · LINKEDIN OUTREACH SEQUENCES**

(3-message sequences, polite bumps, final touches offering market reports)

## **4 · LANDOWNER PROSPECTING LETTERS / POSTCARDS**

(80-word letters, Just-Sold postcards, neighbor letters)

## **5 · REMINDER NUDGES & DRIPS**

(48-hour reminders, checking-in SMS, quarterly drip emails)



## Chapter 3

# QUICK-REFERENCE CHEAT SHEET

Need This	Ask This	Tool
<b>GIS link &amp; parcel lines</b>	"Give me the GIS link for parcel ID 123 in Escambia County, FL."	DirtMap
<b>5-comp grid</b>	"Create a 5-comp grid for 100 ac farmland in Shelby County, TN sold last 12 mo."	CompStacker
<b>MLS description</b>	"Write a 200-word MLS description for 40 ac riverfront in Gila County, AZ. Tone: upscale."	Scout AI
<b>Photorealistic drone prompt</b>	Draft a drone-view prompt for 150 ac near Waco, TX imagined with solar farm."	Scout Snapper
<b>Cold email to solar developer</b>	"Write a cold email to a solar developer about 320 ac ranch land in Pecos County, TX. CTA: schedule site visit."	OutreachPro



## Chapter 4

# GLOSSARY (AI + LAND LINGO)

**Comp Grid** – Table of recent comparable sales.

**GIS** – Geographic Information System; county parcel map.

**CMA** – Comparative Market Analysis. (...add your own terms as you build the book.)





## Chapter 5

# SOCIAL MEDIA MADE SIMPLE WITH SCOUT AI

*Step-by-Step for the Non-Techie*



# HOW TO GET STARTED AND WHAT TO POST

## **New to LinkedIn?**

Start by heading to LinkedIn.com and creating a free account. Once you're signed in, LinkedIn will walk you through setting up your profile step-by-step—adding your photo, writing your headline, filling out your “About” section, and more. It's easy to follow, and you can update anything later.

## **Already have an account but haven't touched it in a while?**

You're not alone—most agents do! No worries. We'll show you exactly where to pick up, what to update, and how to give your profile a fresh, professional look that actually works for your business.

This guide walks you through the key parts of your profile and shows you how to use **Landverse tools** like **Scout AI** and **Scout Snapper** to build a strong LinkedIn presence as a land broker—quickly and confidently.



# LINKEDIN PROFILE STEP-BY-STEP

## 1. Start with your photo:

A smiling, professional-looking headshot (outdoors is great).

## 2. Add a banner image:

- **Use Scout Snapper for this.**
- **Prompt:**  
"Create a LinkedIn banner prompt for a land broker in [Tallahatchie County, Mississippi], showing rolling hills and a sunrise."
- Paste this prompt into the Scout Snapper tool. Use the result in an image generator, then upload as your LinkedIn banner.

## 3. Write a compelling headline:

- **Use Scout AI for this.**
- **Prompt:**  
"Write a LinkedIn headline for a land broker in Tallahatchie County, Mississippi who specializes in recreational tracts."
- **Sample Output:**  
"Helping Buyers & Sellers of Mississippi Hunting Land | Local Expertise, Real Results"



#### 4. Create your About section:

- Use Scout AI for this.
- Prompt:

"Draft an About section for a land broker with 15 years' experience in North Mississippi, helping people buy and sell recreational and timber tracts. Make it friendly and easy to understand."

- Sample Output:

"With over 15 years helping folks buy and sell Mississippi land, I understand the ins and outs of rural property, hunting tracts, and timberland. I believe in honest advice and straight talk. My goal is to make every deal smooth and every client feel like family. If you're looking to buy or sell dirt, I'm just a phone call away."

#### 5. List your skills:

Choose 5: Land Sales, Negotiation, Rural Property, Marketing, Customer Service.



## 6. Ask past clients for testimonials:

- **Use Scout AI for this.**

- **Prompt:**

"Write a short LinkedIn message asking a past land client to write a testimonial about their experience."

- **Sample Output:**

"Hi John, hope everything is running great on the ranch! If you have a minute, would you mind sharing a few words about your experience working with me? It helps other folks know they can trust me with their land needs too. Thanks a ton!"

## Troubleshooting Tips:

- **Can't upload a photo or banner?** Make sure it's a JPG or PNG and under 8MB.
- **Can't find where to edit your About section?** On LinkedIn, click "Me" > "View Profile" > then click the pencil icon next to each section.
- **Stuck on wording?** Use the sample output as a template and just swap in your own details!



# FACEBOOK BUSINESS PAGE SETUP

## Step-by-Step:

1. From your Facebook profile, start a Page
2. Add your business name and a photo of yourself.
3. Use a banner image (Scout Snapper can help—see LinkedIn example above).
4. Write your About section:
  - **Use Scout AI for this.**
  - **Prompt:**  
“Write a Facebook About section for a land broker in Clarksdale, Mississippi. Make it simple and trustworthy.”
  - **Sample Output:**  
“Clarksdale’s trusted land specialist. I help folks buy and sell farms, hunting tracts, and rural property. Local knowledge. Straight talk. Call today!”
5. Pin your best listing or a recent 5-star review to the top of the page.
6. Set up a call-to-action button like “Call Now” or “Send Message.”



### What to Post Each Week:

- **New listings** (Scout AI prompt: "Write a Facebook post announcing a new 160-acre tract for sale in Quitman County, MS. Include 2 reasons buyers will love it.")
  - **Sample Output:**

"Just listed: 160 acres in Quitman County! Perfect for hunters and investors—plenty of deer sign, good timber, and paved road access. Call today for details!"
- **Tips for buyers** (Scout AI prompt: "Write a tip for first-time land buyers in Coahoma County, MS.")
  - **Sample Output:**

*"Tip: Always ask for a recent survey before making an offer. It can save you surprises down the line!"*
- **Client testimonials.**

### Troubleshooting Tips:

- **Can't find where to pin a post?** Click the three dots ("...") on your post, then choose "Pin to Top of Page."
- **Banner image blurry?** Make sure your image is at least 1640 x 856 pixels for Facebook.
- **No reviews yet?** Ask two past clients (see sample message above).



# INSTAGRAM—STEP-BY-STEP

1. Use photos from Scout Snapper or your own.
2. Post one property, one tip, and one “behind the scenes” shot each week.
3. Add hashtags using Scout AI.
  - **Prompt:** “Suggest 10 Instagram hashtags for land listings in Mississippi.”
  - **Sample Output:**  
*#MississippiLand #LandForSale #FarmLife #RuralRealEstate  
#TimberTracts #HuntingLand #DeltaDirt #LandBroker  
#CountryLiving #MSRealtor*

## Troubleshooting Tips:

- Can’t post from your computer? Try the Instagram app on your phone—it’s easier.
- Not sure what to say? Use the sample posts as templates.
- Worried about looking “too salesy”? Mix in local scenes, tips, and stories—not just listings



# LOCAL SEO & REVIEWS—GETTING FOUND ONLINE

## Google Business Profile Step-by-Step

1. Go to Google.com/business and create your business page.
2. Add your photo, business name, phone, service area, and hours.
3. List your specialties using Scout AI.
  - **Prompt:**  
“Write a list of specialties for a land broker in North Mississippi.”
  - **Sample Output:**  
Land sales, rural property, timberland, hunting tracts, farm listings, buyer representation, seller marketing
4. Post a new listing or update each week with Scout AI.
  - **Prompt:**  
“Write a Google Business Profile update for a new 100-acre land listing in Lafayette County, MS.”
  - **Sample Output:**  
“Now available: 100 acres in Lafayette County! Great for cattle, hunting, or investment. Message for details!”



### Asking for Reviews:

- **Text message (Scout AI):**

- **Prompt:**

- “Write a text message asking a client to leave a Google review for their land purchase.”

- **Sample Output:**

- “Hi Susan, thank you for letting me help with your land purchase! Would you mind leaving a quick review on Google? It really helps. Thank you!”

- **Email (Scout AI):**

- **Prompt:**

- “Write an email thanking a client and asking for a Google review for their recent purchase.”

- **Sample Output:**

- “Hi Susan, it was a pleasure working with you! If you have a minute, would you mind leaving a review on Google about your experience? It helps more folks find a land broker they can trust. Here’s the link: [insert link]. Thanks again!”

### Troubleshooting Tips:

- **Can’t find your business after signing up?** Sometimes Google takes 2-3 days to show new pages.
- **Clients not sure how to leave a review?** Email or text them a direct link to your review page (Google provides this).
- **Negative review?** Reply politely, offer to talk, and thank them for their feedback.



# BUILD YOUR BRAND AS THE LOCAL EXPERT

- **Share your story:**
  - **Use Scout AI.**
  - **Prompt:**

"Write a short story about why I focus on helping people buy and sell land in the Mississippi Delta."
  - **Sample Output:**

"I grew up on Delta dirt and know how special this land is. Whether it's hunting, farming, or building a family legacy, I love helping people find their own patch of Mississippi."
- **Post regular updates:**
  - **Use Scout AI.**
  - **Prompt:**

"Write a simple market update about land sales in Panola County, MS."
  - **Sample Output:**

"Land sales in Panola County have stayed steady this year, with more buyers looking for recreational tracts and small farms. Want the full report? Give me a call!"



- **Record a quick video:**
  - **Use Scout AI.**
  - **Prompt:**

“Outline a 1-minute video script for a land broker in Mississippi, explaining how I help clients buy land.”
  - **Sample Output:**

“[Intro] Hi, I’m Ross, your local land broker. [Step 1] I listen to what you want. [Step 2] I send you hand-picked listings. [Step 3] I walk the land with you, so you see the good and the bad. [Close] If you’re ready to own a piece of Mississippi, let’s talk!”

### **Troubleshooting Tips:**

- **Nervous about video?** Start with just one, and it’s okay to use your phone. Keep it under a minute and speak from the heart.
- **Not sure what to say?** Read your prompt response out loud, then record.



# REFERRAL GROWTH—WORD OF MOUTH THAT WORKS

- **Connect with other brokers:**
  - **Use OutreachPro AI.**
  - **Prompt:**

“Write a LinkedIn message to a land broker in Arkansas asking if they’d like to exchange referrals.”
  - **Sample Output:**

“Hi Karen, I’m just over the border in Mississippi. If you have clients looking for land here, I’d be happy to help—and I’ll do the same for you in Arkansas. Let’s stay in touch!”
- **Stay in touch with past clients:**
  - **Use Scout AI.**
  - **Prompt:**

“Write a friendly email to a past client checking in, and mentioning you’re always here if they need help or know someone looking for land.”
  - **Sample Output:**

“Hi Bill, hope all’s well at your place! Just checking in and wanted to remind you—I’m always here if you or your friends have land questions. Hope to see you soon!”



- **Thanks referrals:**

- **Use Scout AI.**

- **Prompt:**

- “Write a thank-you note for a client who referred a friend.”

- **Sample Output:**

- “Thank you so much for sending your friend my way. There’s no better compliment than a referral, and I’m grateful for your trust!”

### **Troubleshooting Tips:**

- **Not sure who to message?** Start with any broker you’ve met at events or neighbors who sell in nearby counties.
- **Don’t have past clients’ emails?** Call or text if you prefer.



# KEEP YOUR PERSONAL BRAND FRESH

- **Update your headshot and bio every 3 months:**
  - **Use OutreachPro AI.**
  - **Prompt:**

“Write a LinkedIn About section for a land broker who just sold 10 properties in North Mississippi this quarter.”
  - **Sample Output:**

“With a record 10 sales this quarter, I’m more committed than ever to helping clients buy and sell rural property in North Mississippi. Let’s make your land goals a reality!”
- **Monthly, call or email a past client just to check in (see above for prompt).**

## Troubleshooting Tips:

- **Feel awkward updating your bio?** Just share the honest numbers and what you love about your work—people appreciate authenticity.
- **Don’t have a new photo?** A clear cell phone shot outside is better than an old studio portrait.



# SIMPLE CONTENT CALENDAR

- **Use Scout AI.**
  - **Prompt:**

"Create a 4-week content plan for a land broker's Facebook and LinkedIn. Include 1 listing, 1 market update, and 1 land tip each week."
  - **Sample Output:**

**Week 1:** Post new 80-acre listing in Bolivar County.

**Week 2:** Share tip on soil testing before you buy.

**Week 3:** Market update on current prices.

**Week 4:** Client story about a successful closing.
- **Want a blog post outline?**
  - **Prompt:**

"Give me an outline for a blog post called 'What Every Land Buyer Should Ask Before Making an Offer in Mississippi.'"
  - **Sample Output:**

*Intro, 5 must-ask questions (title, access, utilities, zoning, soils), conclusion, CTA.*

## Troubleshooting Tips:

- **Feel like you're repeating yourself?** Most people only see 1 out of every 10 posts—repeating key messages is smart.
- **Worried about running out of ideas?** Use the content plan above, and repeat with new stories or tips every month.



# YOUR FIRST 30 DAYS WITH LANDVERSE AI

## Week 1:

- Set up LinkedIn and Facebook (see steps above; use Scout AI for writing prompts).
- Start your Google Business Profile.

## Week 2:

- Create your “Land Buyer Due Diligence” checklist with Scout AI.
  - **Prompt:**  
“Draft a 1-page Land Buyer’s Due Diligence Checklist for rural properties in Mississippi. List research steps and common pitfalls.”
  - **Sample Output:**  
Title check, survey review, zoning check, soils report, utility access, access road condition, walk the property, confirm boundaries, check floodplain, verify minerals, closing process.
- Start your first email nurture sequence (see prompts above: welcome, land buying tips, market update, success story, call to action).

## Week 3:

- Try Scout Snapper to make a photo prompt for a listing.
- Post your first market update using Scout AI.



**Week 4:**

- Use OutreachPro AI to connect with a new broker and follow up with two past clients.
- Review your bio, headshot, and branding for anything that needs a refresh.

**Troubleshooting Tips:**

- **Not sure where to find the tools?** Go to [LandverseAI.com](https://LandverseAI.com) and look for the tool names in the menu.
- **Need extra help?** Reach out to [support@LandverseAI.com](mailto:support@LandverseAI.com) or ask your VA to walk through the book with you.



# HOW TO WRITE YOUR OWN PROMPT (IF YOU WANT TO TRY SOMETHING NEW)

- **Role:** Tell the tool what you are (e.g., "You are a land marketing expert.")
- **Task:** Say what you want (e.g., "I need a 100-word description for 200 acres in Leflore County, MS.")
- **Format:** Tell it how to write it (e.g., "Make it sound friendly and easy to understand.")
- **Context:** Add any details you want included.

## Sample Prompt:

"You are a land marketing expert. I need a 100-word listing description for 200 acres in Leflore County, MS, with deer hunting, timber, and river frontage. Make it friendly and easy to understand."

## Sample Output:

"200 beautiful acres in Leflore County with excellent deer hunting, mature timber, and river frontage. Easy access, peaceful setting, and room to make your dreams a reality. Call today to schedule a tour!"





# RESOURCES

From AI tools and prompt templates to marketing walkthroughs and support links, this section is your go-to for everything we've mentioned throughout the workbook—and more. Whether you're setting up systems, building your online presence, or just need a shortcut to save time, these resources are here to help you take action with confidence.



# 1. NO-REGRET LISTING CHECKLIST

## Prep Every Listing for Success—Every Time

Before going live, ensure every property is bulletproof with this checklist. Save time, reduce risk, and wow your sellers.

### Listing Prep Checklist:

- Title search pulled and reviewed
- Plat/Survey uploaded to shared drive
- Seller's property disclosures on file
- Drone and ground photos (Scout Snapper AI)
- Zoning and floodplain checked (DirtMap AI)
- Soils and topo maps downloaded (DirtMap AI)
- Utilities and access confirmed
- List of recent comps (CompStacker AI)
- Google Earth screenshot for orientation
- MLS/website/portal drafts reviewed for errors
- "Top 5 Selling Points" list created (Scout AI)
- Seller's talking points and FAQs ready

***Tip:** Delegate the photo prompt, soils lookup, and comp pulls to your VA using the prompts and tools in this playbook.*



## 2. TRANSACTION-TO-CLOSE CHECKLIST

### Every Step—From Contract to Closing Table

Don't miss a detail (or a deadline) once you go under contract.

#### Under Contract Transaction Checklist:

- Signed contract saved and shared
- Escrow opened (check deadlines)
- Earnest money confirmed
- Title commitment ordered
- Schedule survey (verify acreage matches listing)
- Buyer due diligence items (environmental, soil, zoning) — (DirtMap AI)
- Inspection window reminders set
- Review buyer's lender/financing progress
- Appraisal (if needed) ordered
- Coordinate access for appraisers/inspectors
- Communicate weekly with both sides (updates, nudges)
- Utilities transferred (if needed)
- Confirm clear-to-close and closing statement
- Walk property with buyer (if possible)
- Deliver closing gift/final thank-you
- Request Google review from buyer/seller



## 3. VA/ASSISTANT DELEGATION GUIDE

### Free Up Your Time—Delegate the Right Way

#### What to Delegate:

- Pulling GIS, soil, zoning data (DirtMap AI prompts)
- Creating photo prompts for new listings (Scout Snapper AI)
- Assembling comp grids (CompStacker AI)
- Scheduling and posting social content (using playbook templates)
- Sending follow-up texts and emails to prospects (OutreachPro AI)
- Prepping offer comparison tables and net sheets (CompStacker AI)
- Drafting contract summaries and reminders

#### How to Brief Your VA:

- Send property basics: acreage, county/state, land type, unique features
- Specify which Landverse AI tool or template to use
- Use bullet-point instructions for each task
- For repeat work, provide a checklist or sample output

#### Sample Task Brief:

"Please use DirtMap AI to pull GIS, soils, floodplain, and county zoning links for 230 acres in Pike County, AR. Save links and screenshots in the shared drive by noon. If any info is missing, flag for me in red."



# 4. THE ONLY TECH STACK YOU NEED: LANDVERSE AI SUITE

## Ditch the Overwhelm—Run Your Business with One Platform

Forget tool overload. Landverse AI brings everything you need for research, pricing, marketing, and outreach under one roof—built for land brokers, not generic real estate agents or techies.

### Why Choose Landverse AI Over Everything Else?

Task	Traditional /Manual	Generic AI Tool	Landverse AI Suite
Land Research	Multiple county sites, spreadsheets, phone calls	ChatGPT, Google (needs training)	DirtMap AI—instant links, due diligence, one prompt
Comp & Pricing	MLS, LandWatch, manual comp grids	ChatGPT/Jasper (generic)	CompStacker AI—land-specific comps, pricing, ROI projections
Listing Photos	Hire photographers, weather delays, travel	DALL·E/Midjourney (generic)	Scout Snapper AI—land-specific image prompts, multiple angles
Copywriting	Start from scratch, old templates	ChatGPT (needs heavy editing)	Scout AI—MLS, brochure, postcard copy, custom-tailored for land
Outreach & Follow-Up	Write every email/DM manually, CRM struggles	ChatGPT, basic automations	OutreachPro AI—cold emails, LinkedIn DMs, follow-ups built for land
Marketing Automation	Expensive services, lots of manual work	Zapier if you know how	Landverse Auto-Pilot—bulk listing rewrites, social blast prompts



**Landverse AI Benefits:**

- Land-focused prompts and workflows—no “retraining” generic AI
- Everything in one interface, built for brokers, not programmers
- Saves hours on every listing, comp, and prospecting campaign
- Created and maintained by industry insiders who know land



## 5. TIME MANAGEMENT: THE ONE-HOUR MARKETING WEEK

### Maximum Output—Minimum Time

Weekly Routine for Brokers (Just 1 Hour/Week):

- Monday: Schedule 2 social posts (Scout AI template)
- Tuesday: Send 3 follow-up texts to warm prospects (OutreachPro AI)
- Wednesday: Update pipeline and flag stale leads for action
- Thursday: Review new listings and prep a quick market snapshot (CompStacker AI)
- Friday: Record or write one “market update” (Scout AI) for YouTube, blog, or newsletter

If you have a VA:

Delegate steps 1, 2, and 4—focus only on key calls and client touchpoints.



## 6. LEAD CAPTURE & NURTURE MINI-PLAYBOOK

### More Leads. Fewer Lost Opportunities.

#### Simple Lead Magnet Examples:

##### 1. Land Buyer's Due Diligence Checklist (PDF for Sign-Ups)

- **Tool:** Scout AI
- **Prompt Example:**  
"Draft a 1-page Land Buyer's Due Diligence Checklist for rural properties in [state]. List key research steps, local contacts, and common pitfalls."

##### 2. Top 5 Land Buyer Mistakes (One-Page Download)

- **Tool:** Scout AI
- **Prompt Example:**  
"List the top 5 mistakes first-time land buyers make in [county, state], with a brief explanation for each."

##### 3. Free PDF Newsletter for New Subscribers

- **Tool:** Scout AI
- **Prompt Example:**  
"Create a welcome newsletter for new buyer leads, summarizing current market trends, top listings, and tips for land investing in [region]."



**Landing Page Must-Haves:**

- Clear headline (what they get, who it's for)
- Lead capture form (name, email, phone optional)
- Simple, friendly privacy statement

**Email Nurture Sequence Template (5-Part):**

- **Welcome & Download** — Thanks for signing up, here's your guide.  
(Prompt: "Write a friendly welcome email with download link for [guide name]." Tool: Scout AI)
- **Land Buying 101** — Key things to know before making an offer.  
(Prompt: "Summarize key steps in buying land for first-time buyers." Tool: Scout AI)
- **Market Snapshot** — Latest trends in your county/region.  
(Prompt: "Draft a short market update for [county, state]." Tool: Scout AI or CompStacker AI)
- **Success Story** — Recent client win/case study.  
(Prompt: "Share a real-world success story from a recent land transaction." Tool: Scout AI)
- **Call to Action** — Ready to schedule a call? Here's my link.  
(Prompt: "Draft a polite CTA email inviting a buyer to schedule a call." Tool: Scout AI)



## 7. OBJECTION HANDLING & NEGOTIATION SCRIPTS

### Scripts for Common Land Broker Scenarios—Plus AI Prompts & Tools

#### Objection: “Your Price Is Too High”

- **Script:** “I appreciate your feedback. Based on recent comps and the unique features of this property, this price point reflects current market value. Would you like to see a breakdown of the comps and improvements?”
- **Prompt & Tool:**
  - **Prompt:** “Write a professional email to a buyer explaining why the list price for [property/acres, county, state] is justified using recent comps and unique features.”
  - **Tool:** CompStacker AI

#### Objection: “I’m Considering Another Broker”

- **Script:** “Absolutely, it’s smart to compare. Here’s how I ensure my listings get more visibility, faster responses, and more qualified buyers—plus, you’ll get weekly updates you won’t get elsewhere.”
- **Prompt & Tool:**
  - **Prompt:** “Draft a persuasive email for a seller comparing your marketing process to other brokers, focusing on speed, reach, and service.”
  - **Tool:** Scout AI



**Objection: “I Don’t Trust AI/Automation”**

- **Script:** “That’s fair. The tools I use never replace my expertise—they just help me get answers and marketing materials to you faster, with less busywork.”
- **Prompt & Tool:**
  - **Prompt:** “Draft a plain-English explanation of how Landverse AI supports (but doesn’t replace) your expertise as a land broker.”
  - **Tool:** Scout AI

**Tip:** Add new scripts as you see trends—just ask the right Landverse tool and use the prompts above.



## 8. PRINTABLE DUE DILIGENCE & OFFER TEMPLATES

### **Ready-to-Use Resources (Drop in Appendix or Resources Section):**

- Listing prep checklist (see Section 1)
- Under contract checklist (see Section 2)
- Editable offer comparison table (Google Sheets or PDF)
- Sample email/SMS for review requests



# RESOURCE LINKS

For more help, up-to-date examples, and extra templates, visit:

- [LandverseAI.com](https://LandverseAI.com)
- [CommercialRealEstateMarketing.com](https://CommercialRealEstateMarketing.com)
- Or email: [support@LandverseAI.com](mailto:support@LandverseAI.com)

**Ready to see results? Pick one step from any section above and try it today. If you ever get stuck, just ask for help—your next big deal could be one good prompt away!**



# ABOUT THE AUTHOR

Ross Jones is the creator of Landverse AI, a suite of AI tools built specifically for land brokers, and the Co-Founder and Chief AI Officer of CommercialRealEstateMarketing.com. He's also the co-creator of the CRE Marketing Hub, an AI-powered platform that helps commercial real estate professionals create content, attract leads, and grow their business with confidence.

Fondly known as "The Godfather of Digital Marketing for CRE," Ross is a nationally recognized speaker, author, and AI strategist. He's been working with AI tools long before the release and mainstream adoption of ChatGPT, and developed the first GPT-powered tools made available to the public for commercial real estate—as well as the first AI-generated image library tailored to the CRE industry.

Powered by CommercialRealEstateMarketing.com, Landverse AI was created with real input from working land brokers and reflects Ross's commitment to building practical, easy-to-use solutions that solve real-world challenges in the field.

Today, Ross trains corporations, brokerages, and real estate teams across the country on how to leverage AI for marketing, lead generation, and operational efficiency. He's a sought-after conference speaker known for delivering high-impact sessions packed with live demos, actionable strategies, and real results.

**To invite Ross to speak at your event or schedule a private training or strategy consultation for your team, scan the QR code or visit [CommercialRealEstateMarketing.com](https://CommercialRealEstateMarketing.com)**

