



**LANDZILLE**

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YOUR TRUSTED GUIDE TO SMART LAND INVESTMENTS.

# I AM LAND

From Dust to Development:  
June Land Investment Strategies for 2025

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# 1. CEO'S MESSAGE: SEASONS CHANGE; SO DO OPPORTUNITIES!

As we welcome June and the first signs of summer stretch across the horizon, I am reminded that land much like life moves in seasons. The soil beneath our boots may seem still, but in truth, it is full of promise, just waiting for the right moment to grow. And for land investors like you, **June is that moment.**

This month marks more than just warmer days and longer evenings, it marks a shift in opportunity. Across Texas and beyond, we're seeing renewed interest in rural acreage, transitional land, and long-term real estate strategies that hold strong against economic shifts. The sun may be rising earlier, but so is the momentum in our land markets.

At Landzille, our mission remains the same: to make land investing accessible, strategic, educative and deeply rewarding. If you are just starting your journey or expanding your portfolio, this is the season to plant seeds that will yield returns financially and generationally.

This June, we explore the dynamic relationship between seasons and land valuation, highlight high-growth rural counties in Texas making waves in Q2, and share strategic insights for buying land during peak showing season.

Thank you for trusting us to be part of your land investment journey. Keep your vision clear, your focus steady, and remember the best investments are grounded in the earth.

Warmly,

*Alkingbade Akinfenwa*

Founder & CEO, Landzille



## 2. SEASONAL SHIFTS & SMART LAND MOVES



### LATE SPRING: A HOT WINDOW FOR LAND DEALS

The rhythm of the seasons does more than change the scenery; it directly influences land prices, development potential, and the smartest moves for Land investors. Understanding these patterns can unlock hidden value and strategic opportunities in the real estate market.

As North Texas transitions into summer, the land market is buzzing with opportunity and the data proves it. For investors, this is a season that consistently delivers strong returns, increased activity, and strategic advantages.

In North Texas, the real estate market heats up in spring and early summer, mirroring national trends. This is when buyer demand peaks, inventory rises, and land parcels tend to fetch higher prices. Sellers can often command a 3-5% premium during these months due to increased competition and favorable weather for showings and development projects.

- » **Surge in Listings and Buyer Activity:** Tarrant County, a bellwether for North Texas, saw a remarkable 27.3% year-over-year jump in active listings in April 2025, signaling robust market activity as summer approaches. This surge means more choices for buyers and more visibility for sellers, creating a dynamic environment for land transactions. Despite a growing number of new listings, home prices in Tarrant County and Fort Worth have shown remarkable resilience. The continued price stability, even amid increased inventory, reflects the area's strong market demand and sustained investor confidence.
- » **Rising Land Values and Steady Growth:** Across Texas, land values have soared by 25–35% in just the past two years. North Texas is among the regions leading this growth, with price increases outpacing statewide averages in some submarkets. This upward trend highlights the potential for capital appreciation when investing in land during the active summer season.
- » **Favorable Market Conditions for Sellers and Investors:** Homes and land parcels are selling faster, with properties in Fort Worth averaging just 54 days on the market and a healthy 3.8 months of inventory; signs of a market that still favors sellers and rewards well-timed investments. Summer's longer days and better weather make it easier to showcase land, attract more buyers, and close deals efficiently. This seasonal boost translates to higher visibility and quicker transactions for investors.
- » **Economic and Demographic Tailwinds:** North Texas continues to benefit from a booming economy and rapid population growth, fueling ongoing demand for land. As more families and businesses relocate to the region, the need for residential, commercial, and mixed-use developments keeps land values on an upward trajectory. Texas's business-friendly environment, diverse geography, and no state income tax further enhance the appeal for both local and out-of-state investors.
- » **Positive Outlook for Summer 2025:** Even as the broader Texas market experiences some cooling in rural areas, North Texas stands out for its resilience and growth. Statewide, land prices rose 3.7% through Q1 2024, with the real (inflation-adjusted) price per acre up 1.1%; a testament to the market's underlying strength as summer demand heats up.

Late Spring in North Texas is a prime window for land investment. With listings and buyer activity surging, prices holding strong, and the region's economic fundamentals driving long-term growth, investors who act now can capitalize on both immediate opportunities and lasting value. For those seeking to build wealth through land, this season offers the perfect blend of momentum and market resilience.

### 3. FEATURED INVESTMENT OF THE MONTH: GAINESVILLE, NORTH TEXAS



Nestled in Cooke County, Gainesville, Texas, is emerging as a compelling destination for land investors seeking growth, stability, and strong economic fundamentals in North Texas. With a steadily growing population, rising incomes, and a dynamic local economy, Gainesville offers a unique blend of small town charm and promising investment potential. Its population is projected to reflect a steady annual growth rate of about 1.1% to 1.3%. This growth is fueled by its appeal as a family-friendly community with a median age of 35.4 years, indicating a young, working-age demographic that supports long-term demand for land and housing.

The median household income in Gainesville is around \$56,341, with average household income closer to \$72,967, showing upward momentum. The city maintains a low unemployment rate of 3.1%, below both state and national averages, signaling a healthy job market and economic stability.

It benefits from active economic development efforts, with 11 current agreements helping create or retain nearly 471 jobs. The local economy is diversified, with strong sectors including manufacturing, retail trade, food services, healthcare, and education, supporting over 11,000 employed residents.

Compared to larger North Texas metros, Gainesville offers more affordable land prices with strong upside potential. The city's expanding population and economic base create a natural demand for residential, commercial, and mixed-use developments, making it a strategic location for land investors. Its unique location as the county seat of Cooke County provides access to essential infrastructure and services.

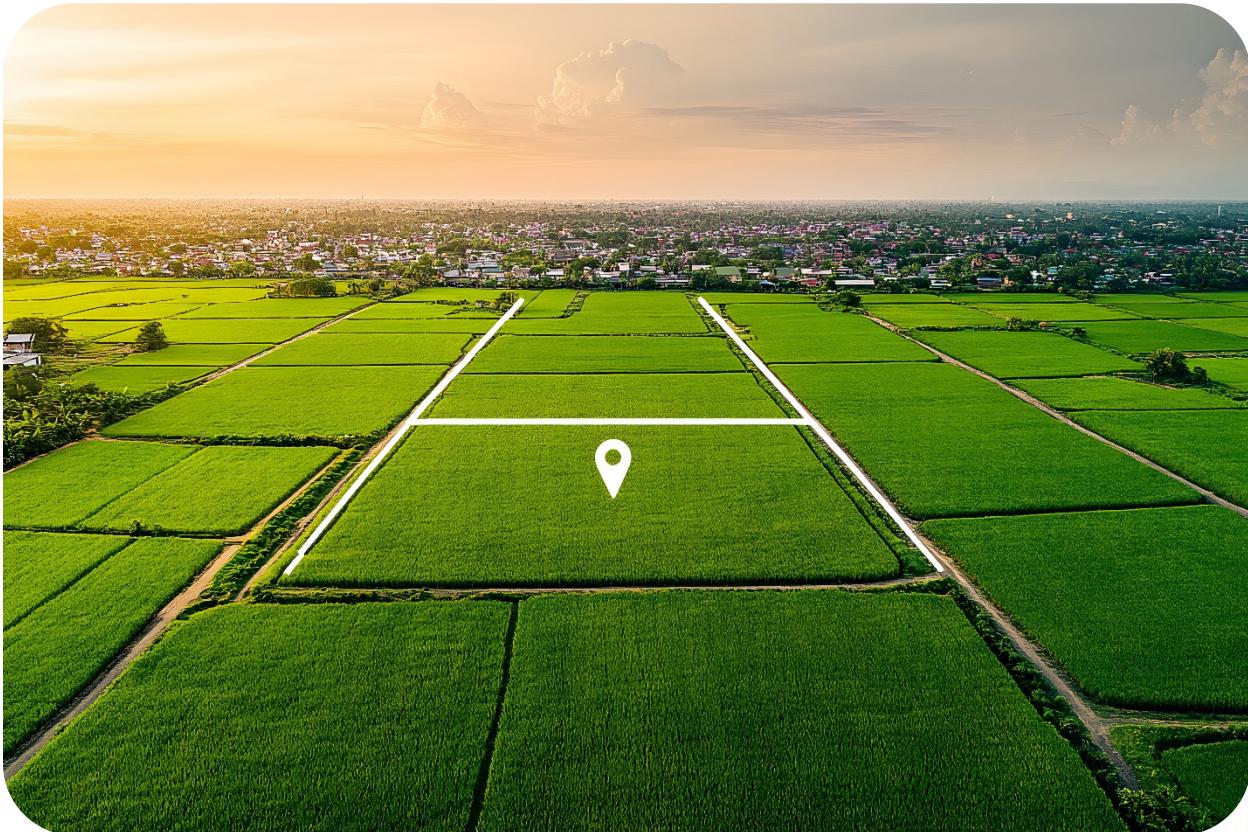
## WHY GAINESVILLE?

- » **Balanced Growth and Stability:** Unlike overheated urban markets, Gainesville combines steady population growth with economic resilience, reducing investment risk while offering solid appreciation potential.
- » **Diverse Economic Base:** The presence of manufacturing, retail, healthcare, and educational institutions supports sustained employment and income growth, underpinning demand for land and development.
- » **Community and Quality of Life:** With a median age in the mid-30s and a diverse population, Gainesville attracts families and professionals seeking a high quality of life, which translates into consistent demand for housing and land.
- » **Proactive Economic Development:** The city's active engagement in economic incentives and job creation programs signals a forward-looking approach that benefits investors and residents alike.

For land investors eyeing North Texas, Gainesville offers a compelling combination of affordability, growth, and economic vitality. Its steady population increase, rising incomes, and expanding job market create a fertile environment for land appreciation and development. As the city continues to attract new residents and businesses, investing in Gainesville's land today positions investors to benefit from the region's promising future.



## 4. LAND INVESTMENT MYTHS—BUSTED



### MYTH 1: YOU NEED TO BE RICH TO INVEST IN LAND.

**Truth:** Entry-level land parcels in many parts of Texas and the U.S. can cost less than a used car. With seller financing, you don't always need a big deposit or stellar credit to start.

### MYTH 2: LAND DOESN'T GENERATE INCOME.

**Truth:** Raw land can be monetized through leases, timber harvesting, farming, billboard placement, short-term rentals (like camping via Hipcamp), or conservation easements.

## MYTH 3: ALL LAND IS THE SAME.

**Truth:** Topography, zoning, location, utilities, access, and mineral rights all affect value and usability. Two adjacent lots can offer entirely different investment outcomes.

## MYTH 4: IF IT'S CHEAP, IT'S A GOOD DEAL.

**Truth:** Cheap land can mean flood risk, poor access, or unusable terrain. Always check property reports, zoning, soil quality, and nearby development before buying.

## MYTH 5: YOU HAVE TO BUILD ON LAND TO MAKE IT PROFITABLE.

**Truth:** Many investors **land-bank**; buying and holding raw land in the path of growth. No development needed. Just appreciation and strategic timing.

## MYTH 6: LAND IS HARDER TO FINANCE THAN HOUSES.

**Truth:** While traditional banks are picky about land, **seller financing and land-specific lenders** make it easier than most people think. Some deals close in days, not months.

## MYTH 7: THERE IS NO URGENCY, LAND WILL ALWAYS BE AVAILABLE.

**Truth:** Land is finite, especially in desirable locations. As more investors and developers move into rural markets, prices go up and parcels disappear faster than ever. In Texas alone, land values have risen **over 20% in some counties since 2020.**



## MYTH 8: YOU MUST BE AN EXPERT TO SUCCEED.

**Truth:** With the right guidance and tools, land buyers can thrive. **Landzille** specializes in providing transparent support from zoning and access to financing and personalized recommendations helping you navigate every step with confidence and clarity.

## MYTH 9: VACANT LAND IS MAINTENANCE FREE.

**Truth:** While it's low maintenance, some land may require **clearing, fencing, access road upkeep, or regular visits** to prevent encroachment or dumping. Know what you're buying.

## MYTH 10: LAND TAKES TOO LONG TO SELL.

**Truth:** In hot markets like rural counties near major Texas metros, well-marketed land sells quickly. Strategic pricing, proper visibility, and clear title work speed up the process.

Believing these myths can keep you on the sidelines while others build wealth. The land market rewards informed, intentional investors. Whether you're new or experienced, bringing **Landzille** on board makes your investment journey seamless as we handle the bottlenecks and debunk the myths while educating and empowering you every step of the way. Ask questions, do your research, and never stop learning!



## 5. COMMUNITY & DEVELOPMENT UPDATES



As summer approaches, Wolfe City, Bonham, and Honey Grove are experiencing exciting developments in infrastructure, local events, and economic growth making this region an increasingly attractive area for residents, businesses, and investors alike.

## INFRASTRUCTURE PROGRESS:

**Wolfe City** is advancing key projects such as the **TxCDBG Street Project**, aimed at improving road quality and public safety. These upgrades enhance connectivity and support future growth in this growing Hunt County city. Its residents and businesses benefit from Texas's deregulated electricity market, with providers like **Just Energy** offering competitive, flexible plans tailored to different household sizes and commercial needs. This flexibility helps control energy costs amid seasonal demand fluctuations. The City remains a buyer's market as of **April 2025**, with homes averaging **72 days** on the market, offering opportunities for investors and homebuyers to find value in this community. This month features community gatherings such as the annual Wolfe City Summer Fest celebrating the local culture.

As the county seat of Fannin County, **Bonham's** economy is bolstered by steady employment growth in manufacturing, retail, and healthcare sectors. The city has seen a 3% increase in job openings this year, reflecting a healthy labor market. Recent upgrades to water and wastewater systems improve sustainability and capacity, supporting residential and commercial development. Bonham's June calendar includes the popular Fannin County Heritage Festival, showcasing local history, crafts, and cuisine, drawing visitors and boosting the local economy.





**Honey Grove** continues to attract new residents seeking affordable living in a close-knit community. The local economy is supported by agriculture and small businesses, with recent initiatives to enhance broadband access, improving connectivity for residents and entrepreneurs. The city is advancing initiatives to enhance broadband internet access, improving connectivity for residents and small businesses, which is critical for economic development and quality of life in rural communities. Like other small North Texas communities, Honey Grove benefits from Texas Community Development Block Grant (**TxCDBG**) programs that fund public facility improvements such as water, sewer, and street upgrades across the region. June brings the Honey Grove Summer Market, featuring local artisans and fresh produce, promoting local commerce and community interaction.

## 6. FAQS



### Q: IS BUYING LAND A GOOD INVESTMENT?

A: Yes, land is a low-maintenance, long-term asset that tends to appreciate over time, especially in growing areas like North Texas.

### Q: HOW IS LAND DIFFERENT FROM BUYING A HOUSE OR RENTAL PROPERTY?

A: Land has fewer ongoing costs, no tenants, and more flexible use but requires due diligence on zoning, access, and utilities.

### Q: CAN I USE THE LAND FOR FARMING OR LIVESTOCK?

A: Yes, many of our rural properties are suitable for small-scale farming, grazing, or homesteading.

### Q: ARE THERE DEED RESTRICTIONS?

A: Some parcels may have restrictions (e.g., no mobile homes or commercial use). We'll always share this upfront.

### Q: DO I NEED A REAL ESTATE AGENT?

A: No, you can buy directly from us. But if you have an agent, we're happy to work with them.



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