



LANDZILLE

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YOUR TRUSTED GUIDE TO SMART LAND INVESTMENTS.



I AM LAND

Roots & Returns

The Legacy and Leverage of Land

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1. FROM THE CEO'S DESK: LAND AS LEGACY AND LEVERAGE.

Dear Landzille Community,

August feels like a pause between chapters.

A moment suspended between the reflection of what we have built and the anticipation of what is still possible. In many ways, that's exactly what land is; a bridge between memory and momentum. At Landzille, we have always believed: **"Owning land is owning possibility."** But this season, I want to take that a step further.



Owning land is also anchoring legacy. Legacy doesn't always look like generational wealth handed down through centuries. Sometimes, it starts with one bold step; one plot, one purpose, one vision for the future. If you're inheriting land, investing for the first time, or just starting to explore, you're not just buying dirt. You're claiming a story.

And here's the truth we stand on: land isn't passive. It's power. It's leverage. It's the kind of asset that doesn't just appreciate in value. It appreciates *you* back, when handled with intention.

At Landzille, we don't just help people find land, we help people understand it. Use it. Grow it. Pass it on. From high school interns walking acreage for the first time in Gainesville, to retirees finally building out a quiet homestead, we're privileged to stand beside you in this journey.

So, as you move through August, I invite you to slow down for a moment. Ask yourself: Why am I investing in land? Then let us help you shape the **how** with strategy, with community, and with the long view in mind.

Here's to planting deeper roots and building stronger bridges.

Warmly,

Akingbade Akinfenwa

Founder & CEO, Landzille

2. WHY ROOTS MATTER: A CULTURAL AND GENERATIONAL PERSPECTIVE ON LAND



In today's world, it's easy to view land as just another asset; a transaction, a number, a plot on a map. But for many of us especially in Indigenous communities, land has always been far more than that. It's not just about ownership; it's about origin. Identity. Memory. Our connection to land is far more than mere geography; it shapes our spirits, defines our cultures, and serves as the living thread that ties generations together. For many Indigenous peoples and traditional communities worldwide, land tells stories that bank accounts can't. For generations, land has symbolized stability in a world that often shifts under our feet.

Take the Delgados of Cooke County, North Texas. Their ranch sits quietly along the backroads between Gainesville and Muenster. A sacred 112 acres of scrub, brush, and history. The land has survived oil booms, punishing droughts, and waves of suburban development pressing in from the east. Each generation has added a chapter to the land's story. Maria Delgado, now in her 60s, still remembers watching her grandfather irrigate the fields by hand. Her son recently installed solar panels and is experimenting with eco-tourism on a small patch near the creek bed. Their teenage daughter wants to preserve a part of the ranch as a cultural retreat center one day.

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“It’s not just where we live,” Maria says. “It’s who we are. This land raised us. It still does.”

So when we talk about owning land today, either as a first-time investor or an heir to a family plot, we are not just talking about plots and price points. We are talking about belonging. We are talking about something spiritual. Something rooted. This idea is making a quiet comeback among younger generations. Gen Z and Millennials aren't just buying land for profit, they're reclaiming land for purpose. Many see it as a way to rewrite generational narratives or to build something that outlives them.

And the trend is real. According to a 2024 National Land Trends report, ***first-time land buyers under 40 now account for 32% of rural land purchases in the U.S.—a historic high.*** Many cite legacy, food security, and cultural identity as driving factors and values rarely prioritized in traditional real estate.

Land isn't just about ROI. It is about where your story meets the soil. Because when land becomes more than a line on a document, it becomes a living legacy. It becomes the ground we stand on and the ground we stand for.



3. THE RETURN ON HOLDING: SMART WAYS TO LET LAND WORK FOR YOU



When most people think about investing in land, the picture is simple: buy a plot, hold onto it, and wait for its value to rise over time. It's a familiar story and often a good one. But what if the land you own could do more than wait? What if it could *work* while you sleep, while you plan, while you dream? Land ownership carries with it layers of heritage, hope, and financial promise. Smart strategies can transform those acres into living assets, generating both active and passive income streams that sustain families and communities for years to come.

Land is an inheritance whispered down through generations, imbued with memories and identity. In North Texas, old ranches often carry stories of grandfathers who endured the Dust Bowl or grandmothers who navigated the ups and downs of oil booms. But today's land stewards face new questions. How do you let your land yield more than just stories? The most resilient owners conceive of their land not as static property but as a foundation ripe for evolving opportunities. Just as past generations adapted pivoting from cash crops to cattle, modern landowners are embracing both time-tested and innovative ways to build prosperity.

One of the most identified methods is leasing land to farmers, ranchers, or businesses. In North Texas, for instance, a landowner might lease fields to a neighbor for growing wheat, cotton, or hay, earning steady yearly payments. Crop-share agreements go a step further: rather than a fixed fee, the landowner receives a portion of the harvest revenue. This model aligns the fortunes of both parties, sharing both risk and reward. The Martinez family exemplifies this approach by leasing part of their acreage to a younger farmer who benefits from access while they gain retirement income. In good seasons, there is mutual celebration; when the harvests falter, they share the hardship.

North Texas has also become a frontier for renewable energy partnerships. Leasing sunlit pastures for solar farms or windblown hills for turbines presents a quiet but lucrative opportunity. Solar leases can bring in anywhere from \$500 to \$2,000 per acre annually, often secured by contracts extending 15 to 25 years. Wind turbines may generate even higher lease incomes, sometimes from \$4,000 to \$8,000 each per year.

Beyond agriculture and energy, another path is habitat banking and conservation. Instead of converting wildflower meadows or flood-prone areas into crops, some Texas families choose to preserve wildlife habitat, unlocking government payments and corporate credits for biodiversity stewardship.



Will Evans, a rancher near Sherman, transformed a flood-prone patch into a conservation bank. Not only does he receive annual income, but he also leaves behind a lasting ecological legacy; a gift to both the environment and future generations.

Some landowners also capitalize on their property's location along highways by leasing frontage to billboard companies or for infrastructure such as cell towers and power lines. This form of passive income can be surprisingly profitable. For example, the Rahim family, owners of a narrow strip along I-35, earn more from a single billboard lease than they do from hay production in a good year.

Sometimes, the greatest return comes from patience and wise stewardship. Holding land over time often leads to appreciation in value, especially near expanding urban areas. Above all, successful land stewardship honors both tradition and change, using income not only to benefit today's owners but to maintain and enhance the land for generations to come.

In North Texas and beyond, the return on holding land is rarely measured solely in dollars. It is found in the deep roots of family legacy, the sense of responsibility toward the earth, and the pride of witnessing one's corner of the world provide sustenance, shelter, energy, and beauty. Smart, adaptive strategies allow this legacy not only to endure but to thrive season after season, story after story.



4. NEXT GEN LANDOWNERS: THE RISE OF GEN Z AND MILLENNIAL INVESTORS



The landscape of land ownership in North Texas is undergoing a visible transformation, and much of this momentum is driven by Gen Z and Millennial voices; buyers, investors, and stewards who are remaking the region's rural, suburban, and peri-urban edges to reflect new aspirations and realities.

Today, young adults are more present in the North Texas market than ever before, with Fort Worth and its surrounding suburbs in Tarrant, Fannin, and Cooke counties becoming dynamic entry points for these next-generation landholders. Gen Z and Millennials are also active in land investment, rental property, and creative models like co-ownership and fractional investing.

Some band together with friends or relatives to purchase small plots on the outskirts of Dallas-Fort Worth, taking advantage of digital platforms for research and even virtual property tours. Flexible and tech-savvy, they look for properties they can mold: maybe an empty lot for a modular home, a fixer-upper in a walkable suburb, or acreage just large enough to host a community garden or support a work-from-home lifestyle.

Their motivations reflect generational values, sustainability, and a sense of community. New master-planned communities in North Texas, now market directly to Gen Z and Millennials with amenities like fast gigabit internet, community events, energy-efficient homes, and green spaces. These developments champion eco-friendly practices, reflecting that 46% of Millennials list environmental impact as a top consideration when buying.

As of 2025, approximately 15% of Texas land stewards are under age 44, with the majority concentrated in or near major urban hubs like Dallas-Fort Worth. While the average Texas landowner is still older, in North Texas especially in fast-growing suburban rings, next-gen ownership is growing fast as older generations pass down family land or sell to younger buyers looking for their first foothold. Technology is also playing a role. From drone surveys to AI-powered land mapping and TikTok tutorials on tax-exempt status, younger investors are leveraging tools that previous generations never had. Platforms like AcreTrader, LandGlide, and Programs like the Landzille High-School Internship Programs are making land education and access feel less intimidating and more community-driven.

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This shift is reflective of broader generational values. According to a 2024 Pew Research Center study, **67% of Millennials and 71% of Gen Z say they value “investments that contribute to environmental or social impact.”**

Land once thought of as static is being reinterpreted as dynamic: a vessel for change, community, and legacy. North Texas, with its unique balance of affordability, economic vibrancy, accessible land, and a welcoming culture for innovation, is rapidly becoming a national example of how the next wave of landowners are not just buying property, but shaping the very future of local communities. The age of next-gen landownership isn't coming. It's already here and it's growing by the acre.

5. BEHIND THE GROWTH: KEY DEVELOPMENTS IN GAINESVILLE YOU SHOULDN'T IGNORE



Gainesville, Texas, is quickly making the transition from a best-kept secret to a marquee destination for discerning land investors, a transformation brought vividly into focus during our recent virtual info session led by Landzille with Barry Sullivan, the city's steadfast City Manager since 2008. Sullivan's passion for Gainesville's evolution was contagious; he painted a picture of a city on the rise, grounded in heritage yet alive with possibility. At the heart of this growth story is a population approaching 18,500; a vibrant mix of young families, entrepreneurs, and longtime residents who together foster a median age of around 35.

Local employment has never been more robust: more than 1,000 businesses now call Gainesville home, fueling job growth, supporting median household incomes of roughly \$56,000, and driving commercial energy across sectors from manufacturing to healthcare and retail. Sullivan spotlighted ambitious infrastructure upgrades: transportation networks are expanding, utilities and broadband are constantly being modernized, and public amenities in education and healthcare continue to draw new residents and businesses.

In the midst of this wave of progress, we are excited to announce our latest achievement: the acquisition of over 140 acres of prime Gainesville land. Perfectly sited just minutes from downtown and with immediate access to major highways, this property stands at the crossroads of opportunity close to schools, medical centers, green spaces, and the pulse of commercial expansion. It isn't just a land deal; it's a stake in Gainesville's future, offering investors a rare confluence of strategic location, urban amenities, and proximity to the city's vibrant core.

For investors, the timing couldn't be better. Population growth is steady, commercial sectors are diversifying, and infrastructure improvements are either underway or in advanced planning. Our Gainesville acreage fully acquired but with flexible potential for a myriad of uses, sits in the epicenter of this positive disruption. Consider the possibilities: lease out the land for farming or conservation, develop commercial or logistic ventures, enable residential expansion, or simply hold and watch as value rises alongside Gainesville's profile. The location's unique appeal, near both local amenities and key highways, means it's poised to benefit from every next chapter this city writes.

In short, Gainesville is no longer just a dot on the Texas map, it's a living case study in thoughtful, scalable growth. Through collaboration with visionary leaders like Barry Sullivan and by securing one of the best land positions in the area, we're offering our community and investors an authentic stake in a city that's shaping North Texas's future. This is more than a land play; it's your opportunity to invest in a flourishing legacy where every acre holds promise, potential, and the power to be part of something extraordinary.



6. FAQs: INSIGHTS FROM BARRY SULLIVAN, CITY MANAGER OF GAINESVILLE



During our recent exclusive virtual live info session with **Barry Sullivan, the City Manager of Gainesville**, he shared expert insights into the city's growth, infrastructure, and land investment potential. Here are the top questions North Texas buyers are asking, answered directly by Sullivan with added details from our research on Gainesville's expanding market.

Q. WHY INVEST IN GAINESVILLE LAND NOW?

A. Gainesville offers a rare blend of affordability, location, and growth. Positioned along Highways I-35 and 82, it combines a youthful population (median age ~35), a strong business base, and over \$62 million in recent infrastructure investments, setting the stage for steady appreciation.

Q. WHAT TAX BENEFITS EXIST FOR LANDOWNERS?

A. Land parcels of 12 acres or more can qualify for the Agricultural Exemption, reducing property taxes by up to 90%, making both holding and income strategies more attractive.

Q. CAN I GENERATE INCOME WHILE HOLDING LAND?

A. Yes. Leasing land for farming or ranching is common, often covering tax costs. Recreational leases (hunting, etc.) and future commercial development are additional avenues as Gainesville grows.

Q. WHAT ARE THE ZONING AND BUILDING RESTRICTIONS?

A. Most parcels allow mixed or agricultural uses, suitable for homes, farms, and some commercial purposes. Restrictions include prohibitions on mobile homes and slaughterhouses. Many lands lie outside city limits, offering flexibility.

Q. HOW IS GAINESVILLE'S INFRASTRUCTURE?

A. With ongoing expansions totaling over \$62 million, including water, sewer lines, and broadband, Gainesville provides strong connectivity and modern utilities necessary for residential and commercial growth.

Q. WHAT IS THE HOUSING MARKET LIKE?

A. Over 1,000 new homes are under construction with median values from \$149,000 to \$199,000. Major builders such as Riverside Homes and McClintock Homes lead development alongside custom builders.

Q. HOW DOES THE RAIL INDUSTRIAL PARK FACTOR IN?

A. The Camp House Rail Industrial Park, partnered with BNSF, is creating a cargo rail hub expected to be fully operational by 2027, fueling manufacturing and logistics job growth.

Q. ARE MINERAL RIGHTS INCLUDED?

A. Yes, properties through Landzille convey 100% mineral rights, adding long-term value.

Q. CAN NON-U.S. RESIDENTS BUY LAND?

A. Yes, subject to anti-money laundering checks and country restrictions. Purchases via LLCs/trusts are possible.

Q. WHAT SUPPORT DOES THE CITY PROVIDE FOR BUSINESSES?

A. Gainesville offers workforce training via North Central Texas College, incentives for manufacturers, and a growing industrial base supporting economic diversification.



7. LANDZILLE RECOMMENDS: BOOK, TOOLS, EVENTS

BOOK OF THE MONTH

"Generational Wealth Through Land" by Tamika Reynolds

A practical and heartfelt guide on building wealth, preserving legacy, and making land part of your family story.

Tools We Love:

- AcreValue (soil and land productivity data)
- Regrid Parcel Maps (ownership & boundaries)

UPCOMING & RECENT EVENT:

SUMMER INTERNSHIP PROGRAM FIELD TRIP RECAP



We wrapped up our Summer Internship Program on Sunday, July 20, 2025 with an exciting field trip to Gainesville. After four weeks of virtual learning on land investment, our interns finally got to walk the land they studied. The day ended with a fun stop at Frank Buck Zoo. A few proud parents joined us too, seeing firsthand how the program inspired their teens; a meaningful way to close out a summer of growth and discovery.

SNEAK PEAK:

Something is quietly taking shape, designed to uncover land in layers: stories, insights, and the unseen potential beneath the surface. We call it **GEOTELLER**. More soon. Stay ready.

GAINESVILLE INFO SESSION:



We hosted an insightful session spotlighting Gainesville, TX, with special guest **Barry Sullivan**, City Manager on Friday July 18, 2025. He shared key updates on the city's infrastructure, economic momentum, and future-forward development plans, reinforcing why Gainesville is a rising hub for smart land investment.



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