



LANDZILLE

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YOUR TRUSTED GUIDE TO SMART LAND INVESTMENTS.



I AM LAND

THE CHRISTMAS ATLAS





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1. FROM THE CEO'S DESK: A WINTER'S REFLECTION.

Winter imposes a profound stillness upon the world, enabling us to discern enduring truths amid the quiet. Fields fall silent, roads yield to frost, and the horizon contracts, prompting contemplation of life's essentials.

Every December, I find myself looking at land differently. Not as acreage, not as parcels, not even as opportunity but as a keeper of stories. Land holds the echoes of the people who walked before us and waits patiently for the footsteps of those who will come after. In a season defined by gathering, giving, and remembering, that truth feels more tender than ever. This time of year pulls us toward family, not just the people around our tables, but the generations that shaped us. Some left us traditions, some left us courage, some left us land itself; a quiet inheritance filled with possibility. And when I think about legacy, I realize it is not just the things we own but the values we plant, the stories we pass on, and the futures we prepare.



Christmas teaches us that light always returns. That hope can be held, and shared, and multiplied. And for me, land embodies that same promise. A piece of ground today can become a home, a memory, a livelihood, a sanctuary, or a stepping stone tomorrow. It is one of the few gifts that grows as we grow. One of the few investments that mirrors life requiring vision, patience, and a belief in seasons.

As you read this **special edition of *I AM LAND***, my hope is that it invites you into a deeper kind of reflection. Not just about land as an asset, but land as a story you are stepping into, one you will shape, and one that will outlast you.

This Christmas, may you find joy in what you've built, peace in what you are becoming, and courage in the chapters ahead. And may the land beneath your feet remind you that legacy is not a distant idea. It is a path you walk every day.

From all of us at Landzille, thank you for being part of this journey. Here's to light, to lineage, to opportunity and to the stories we are still writing together.

Akingbade Akinfenwa

Founder & CEO, Landzille

2025 IN REVIEW: OUR YEAR ON THE LAND

HIGHLIGHTS & MILESTONES

- » Expanded operations into 4 new counties— broadening our footprint across North Texas.
- » Entered a strategic partnership with BOA SAFRA for the LND program.
- » Hosted virtual community events featuring leading voices — city manager Barry Sullivan (Gainesville), Arleene Loyd (Director, GEDC)
- » Launched multiple podcasts collaborations with The Opportunity Room and Real Estate Pros Podcast.
- » 30–40 high schoolers learned land investment in four weeks, capped with a hands-on tour, building the next generation of smart investors.

INVESTOR SUCCESSES

- » Over 600 acres purchased by a broad, diverse base of investors in 2025.
- » Welcomed 40+ new investors into our community this year.
- » Early data from land purchased in growth-adjacent parcels suggests average ROI between 18%–24%, depending on location, holding period, and proximity to new developments or infrastructure expansions (based on comparable sales, recent county valuations, and projected growth trends).

NEW COMMUNITIES LAUNCHED

- » Honey Grove (Phase 1 & 2).
- » Gainesville & Leonard.

2025 was not just a year of expansion. It was a year of foundation building. By growing into new counties, partnering with industry leaders, engaging communities, and delivering value for investors. Thank you for trusting us with your land journey. Let's map the next chapter together.

2. LAND BENEATH THE SNOW: WHERE YOUR ROOTS EMERGE



We live in a world saturated by speed, noise, and constant digital updates. We crave authenticity, but often struggle to find it in the rush of daily life. Yet, every year, a few quiet winter weeks in Texas offer a profound, unsolicited answer; a kind of geological reset button. This is the **Land Beneath the Snow**, and it is profoundly relevant to how we live today.

Think of the first frost not as an obstacle, but as a clarity filter. The snow does not just cover the ground; it mutes the contemporary clutter, the power lines, the traffic, the endless construction, forcing us to slow down and look deeper. What is revealed is the original, raw blueprint of Texas, and in it, a crucial lesson for our own lives.



This seasonal unveiling becomes a powerful call to action: Uncovering Your Own Blueprint is not a historical study, but a metaphor for rediscovery. When we feel overwhelmed, we are often urged to "strip things back to the basics." The Texas winter does exactly that for the land. It does not bury history; it cleanses the canvas and **exposes the essential structure** of a life well-built. We find the core of this structure in simple signs. Consider ***The Homestead Foundation: A slight depression in the snow might mark where a family's cabin once stood. It shows where someone built their legacy, starting with nothing but necessity and hope.*** For us, this serves as a profound visual anchor. It highlights the importance of defining our core values, the foundation beneath all the superficial layers of our current identity and ambition. Similarly, ***The Faint Map offers navigational guidance: Those faint antique maps we imagine overlaying the fields do not just point to old towns; they remind us of the original mission.*** They force the honest question: What was the first, truest intent of your journey, your career, or your family? Ultimately, this season is a masterclass in slow, meaningful observation. It serves as a gentle but firm invitation to stop scrolling and start seeing the inherent poetry in endurance. The pioneer's challenge was not just survival, but the patient, season-by-season laying down of a legacy. By silencing the world, the snow honors that patient labor, urging us to find the same quiet conviction in building our own enduring lives.

So, the next time the cold descends, take a moment to pause, reconnect with your deepest roots, and find the clarity to forge our own enduring path.





3. HOLIDAY ROUTES: PATHS OF PAST



Long before highways stitched North Texas into a connected economy, families, traders, and settlers moved across vast prairies, rolling hills, and dense woodlands along winter-touched trails. These were not mere paths, they were lifelines, arteries of commerce, culture, and connection. They carried everything from cattle and cotton to Christmas gifts and letters between neighbors separated by miles of unforgiving terrain. Today, many of these routes are forgotten under asphalt and modern developments, yet their legacy shapes towns, growth corridors, and land value in ways that are both subtle and profound.

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The influence of these historic routes is measurable. **North Texas has grown from roughly 2.2 million residents in 1900 to over 31 million in 2025**, with population and economic growth concentrated along historic settlement corridors. Many modern roads and highways trace the paths of these old trails, and parcels adjacent to them consistently outperform other rural land appreciating 15-25% faster according to county and MLS data. These corridors also became hubs of cultural connection: churches, schools, and trading posts clustered along the paths, reinforcing that land is more than property, it is memory and legacy.

Consider the **Sherman–Gainesville corridor**, historically a winter route for cattle and supplies. Snowstorms once made travel treacherous, yet settlers' perseverance created the backbone of what is now a thriving economic corridor. **In Celeste**, the famous "Lantern Road" guided travelers across icy December nights using the faint glow of farmhouse lanterns, a subtle but vital lifeline. **In Wolfe City**, a ridge known as a winter pass for cotton and grain transportation continues to host parcels with higher long-term land appreciation, a direct reflection of the land's strategic significance. Even small elevation changes and frozen creek crossings shaped settlement patterns, agricultural success, and, ultimately, the value of modern land investments.

Land in North Texas is, therefore, a living narrative. Each bend, frozen stream, and ridge tells a story: the trading post that became a town square, the family path that led a lost child home, the creek that powered a sawmill for generations. Walking these lands today is more than an exercise in ownership; it is a journey through time, connecting the echoes of winter storms and horse-drawn wagons to the growth and opportunity of the present. For modern investors, these historic winter routes offer more than nostalgia. Properties along these corridors have shown 10-20% higher long-term appreciation, particularly where trails intersected water sources or early townships. Winter is not just a season; it is a lens into understanding the hidden potential and story beneath every acre. These paths remind us that land is more than soil and fences — it is a repository of survival, connection, and legacy.





4. SEASONAL SPOTLIGHT: THE GENEROSITY OF LAND



Winter is more than a season; it is a time for reflection, remembrance, and generosity. And sometimes, the most meaningful gifts are not found under a tree, but beneath our feet. Land has a unique way of transforming into legacy. It carries family stories, financial opportunity, and the kind of security and continuity that lasts far beyond a single holiday season. It is one of the rare gifts that grows in value over time, both financially and emotionally. It is a teacher, a connector, and a bridge between generations.

Across the region, families have passed down acres from generation to generation. Some of these lands are still working ranches or farms, others quiet pastures, but all share a common thread: each gift carries both history and potential. **According to the Texas A&M Real Estate Center, over 40% of rural land in North Texas is held in multi-generational ownership**, a testament to how land can become a tangible expression of family values and foresight.



Take, for example, the Fields family in Cooke County. In the 1970s, the patriarch, a veteran and lifelong rancher, gifted 150 acres to his daughter as a Christmas present not wrapped in paper, but in deeds and the wisdom of stewardship. That land is now partially leased for sustainable farming and partially preserved as open pasture, providing both income and a preserved legacy for the next generation. The story is mirrored in countless parcels throughout Grayson, Collin, and Hunt counties, where holiday gifts take the form of soil, streams, and sky, not electronics or trinkets.

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Studies from the USDA show that land held in family stewardship is more likely to be conserved, sustainably used, and economically productive over decades. In essence, gifting land is a way to give not just property, but wisdom, foresight, and security.

The generosity of land is not just literal; it is symbolic. It reminds us that wealth is measured not solely in currency, but in continuity, care, and the ability to provide opportunities long after the season ends.

In North Texas, where population growth continues at **approximately 1.8% per year** and rural parcels are increasingly scarce, land represents both security and possibility; a gift that appreciates in every sense of the word. This holiday season, consider the lands you steward. Reflect on the stories they hold, the families they support, and the ways they can serve as both a present and a legacy.





5. THE CONVERGENCE POINT OF NORTH TEXAS LAND: LEONARD, TX



For years, it was a quiet node on the eastern edge of the booming **DFW Metroplex**. But today, Leonard is no longer a fringe location, it is the bullseye of the next great North Texas land rush. The secret? It's the ultimate **Convergence Point**, a statistically inevitable nexus of infrastructure, demographics, and logistics that is about to explode in value. ***If you are not positioned in Leonard now, you are already behind!***

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Every boomtown is built on a geographical destiny. In North Texas, that destiny is defined by the triangle created by three major growth anchors: **DFW Airport, McKinney/Plano, and the Texoma Corridor**. Leonard sits perfectly poised to capitalize on all three, a rare trifecta of strategic logistics. Leonard is strategically located at the intersection of **U.S. 69 and State Highway 78**, the direct artery connecting the DFW logistics machine to the crucial **Texoma (Oklahoma) trade corridor**, a path of commerce that is only growing stronger with the construction of the **\$1.8 Billion Bois d'Arc Lake** project nearby, requiring massive supporting infrastructure and housing. Investing in Leonard today is not speculating; it is buying land where the market *must* go next. It is securing a front-row seat to the demographic and logistical explosion before the rest of the market realizes the inevitable.

Since 2020, DFW has averaged **120,000 new residents annually**. This insatiable demand has devoured accessible, buildable land. Leonard represents the true **Last Frontier** of scalable, viable land within the direct gravitational pull of the Metroplex. The land here is high and dry, built on the historic, stable wagon trails that predated the flood-prone areas closer to the Trinity River. This historical "high-ground" path translates to lower insurance costs and easier development today, an invaluable, subtle premium.

That is why we are delighted to announce that at **LANDZILLE LLC**, we have just confirmed **mouth-watering deals** on prime acreage right in the Convergence Point of Leonard. These are not speculative plots; they are high-ground, road-frontage parcels that are immediately positioned for the residential and commercial tidal wave.

The time for analysis is over. The time for acquisition is now!

The deals are finite, and the land is finite. Do not let your "smartest move ever" become the opportunity you missed. To capitalize on this limited deal and secure your share of the next North Texas empire.

[Click here to secure your future in Leonard, TX.](#)





6. MAP OF LEGACY: PLANNING THE NEXT YEAR



As the year winds down and the winter light softens over North Texas, it is the perfect season for reflection and for looking forward. Just as settlers once navigated frozen rivers, ridge-top trails, and winter trade routes to secure opportunity, modern land investors can chart their own paths for growth, legacy, and long-term impact.

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North Texas is a landscape alive with momentum. **From Collin and Grayson counties to Sherman, Gainesville, Wolfe City, Celeste, and Leonard**, population growth continues to rise, with areas around DFW expanding at approximately **1.8% annually**. **Leonard, a historic small town with roots in early ranching and farming, is seeing renewed interest as more families and investors look for parcels that balance tranquility with proximity to growth corridors. Infrastructure investments, including highway upgrades and new commercial hubs.**



Winter is the perfect season to assess these trends and prepare for the next year. Thoughtful investors review their holdings like mapmakers studying trails: Which parcels sit along growth corridors? Which are positioned near emerging economic hubs, like industrial parks, AI data centers, or new residential developments? Historical data shows that land adjacent to these routes can appreciate **15–25% faster** over a five- to ten-year horizon. ***Leonard, with its proximity to Sherman and McKinney, benefits from both rural charm and strategic location, making it a particularly appealing area for long-term land investment.*** Moreover, year-end planning can optimize tax advantages and create flexibility for new acquisitions.

Yet mapping your legacy is about more than immediate financial returns. It is also about planning generational impact. North Texas land has long been a medium through which families pass wealth, memory, and stewardship from one generation to the next. USDA research indicates that properties held in family stewardship are **30% more likely** to remain productive and preserved over decades, demonstrating that careful planning today safeguards both the land and the family legacy it supports. In practical terms, this can mean documenting the history of your parcels, teaching younger generations about land management, or exploring conservation easements and trusts that preserve both ecological and financial value. Every ridge, creek, and boundary becomes a landmark, a symbol of decisions made with foresight and care. Your portfolio of land, in essence, is a network of paths leading not just to profit, but to continuity, impact, and heritage.

As the year comes to a close, let the lessons of North Texas history guide your planning. Think of your land as settlers once thought of their trails: as both opportunity and responsibility. Each parcel is a route, each corridor a landmark, and every decision you make today becomes a map for the generations to follow. ***Leonard, with its blend of historical charm and emerging potential, embodies this principle perfectly: a small town where past, present, and future converge on every acre.***

7. LANDZILLE RECOMMENDS: BOOK, TOOLS, EVENTS

BOOK OF THE MONTH

[Land Investment 101 by Akingbade Akinfenwa](#)



This playbook exemplifies how the elements of vision, flexibility, and grounded strategy converge in North Texas's dynamic market. Download it free at [RESOURCES](#)

TOOLS TO LOVE:

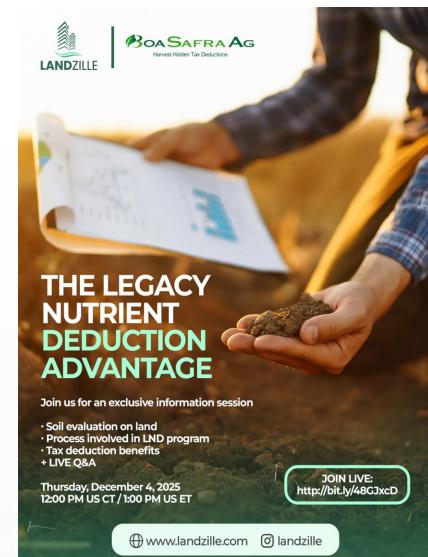
- » TxDOT Project Tracker —Track active and upcoming road expansions; the lifeblood of land appreciation.
- » Windy.com — A data-driven tool that visualizes wind, weather, and environmental conditions helping investors align.

UPCOMING & RECENT EVENT:

- » **RE:The Next Chapter** After the success of **Gainesville Phase 1**, we paused not to slow down, but to sharpen our vision. At Landzille, excellence is never rushed. We returned to the data, asked better questions, and uncovered something even more powerful: **Leonard, Texas**, the true convergence point of North Texas, where growth, demand, and timing are aligning fast. What is next is not just another project. It's a smarter, richer opportunity for our investors. The pause was the setup. Now, the next chapter begins. [**Leonard is coming**](#)
- » **Behind the Build: Refining the Future with GEOTELA** The journey from concept to creation continues and we are closer than ever. The foundation has been built, the vision is taking shape. Every screen, every integration, every feature is being shaped with precision because this is not just another tech product; it is a *gateway into the living stories of land and place*. We cannot wait for the world to see and experience what is coming.
- » **Community Event Recap:**



On December 4, 2025, Landzille partnered with BOA SAFRA for the LEGACY NUTRIENT DEDUCTION ADVANTAGE virtual event. Investors discovered innovative strategies to boost land ROI and sustainable growth. Excitingly, we also unveiled an additional premium post-sale service that will elevate support for our investors, reinforcing Landzille's commitment to long-term value and opportunity.



THE LAND'S BENEDICTION

The closing pages of the year offer a rare vantage point, a moment to gaze back across the landscapes we have navigated and look forward to the horizons we plan to claim.

In this season, many speak of gifts and journeys. For us, the greatest gift is not a transient moment, but the enduring ground beneath our feet. As we close the book on 2025 and prepare to chart the contours of 2026, we extend our deepest gratitude for being part of the I AM LAND community. May your holidays be marked by reflection, gratitude, and the secure knowledge that your land is not just an asset, but a testament to permanence in an ever-changing world.

Wishing you a season of prosperity, peace, and solid ground.

— The Editorial Board, I AM LAND.





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