

HECK REAL ESTATE

Land & Rural Property Guide

For Buyers, Sellers & Landowners Across Kansas

Good Land. Smart Moves. Lasting Legacy.

A practical guide to help buyers and sellers better understand the opportunities, details, and decisions that come with land and rural property.

Inside this guide

Land types, buyer due diligence, seller preparation, mapping and visual presentation, and common rural property questions.

A Guide Rooted in Practical Land Knowledge

Land is more than acres on a map. It is opportunity, investment, recreation, production, and often, a place where dreams begin. Whether you are buying your first rural property, preparing to sell family ground, searching for a homesite, or evaluating long-term land potential, the details matter.

At HECK, we help buyers and sellers look beyond the surface so they can make confident decisions rooted in experience, strategy, and local know-how. From tillable acres and pasture ground to wooded retreats, build sites, recreational land, and rural estates, our team understands the factors that shape land value and marketability across Kansas.

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SECTION 01

Understanding Land Types

Not all land serves the same purpose. Knowing how a property is currently used, and what it could become, is one of the first steps in making a smart move.

Tillable Ground

Often valued for productivity, soil quality, access, drainage, field layout, crop history, lease agreements, and equipment access.

Pasture Ground

May support grazing, hay production, livestock operations, or future rural use. Fencing, water sources, carrying capacity, access, and improvements matter.

Recreational Land

Often valued for privacy, habitat, timber, trails, water features, wildlife activity, and the overall experience of being there.

Build Sites & Rural Homesites

Require careful review of access, utilities, water availability, septic suitability, zoning, road frontage, topography, and restrictions.

Rural Residential Properties

Bring together both home and land considerations, including outbuildings, fencing, ponds, timber, pasture, driveway access, utilities, and surrounding land use.

Marketing note

For sellers, the goal is to present not just what the land is today, but the practical value and long-term opportunity it may offer to the right buyer.

SECTION 02

What Buyers Should Consider

Buying land can be exciting, but it also requires thoughtful due diligence. The right questions early in the process can help avoid surprises later.

Access

Does the property have legal and physical access? Road surface, easements, private drives, and entry points can affect usability, financing, development potential, and value.

Utilities

Electricity, rural water, wells, gas, internet, and other services should be verified. Nearby does not always mean immediately available.

Water & Septic

For rural homesites, buyers may need to confirm rural water meter availability, well options, soil testing, septic suitability, and county requirements.

Zoning & Restrictions

Buyers should review zoning, building requirements, minimum acreage rules, setbacks, floodplain considerations, covenants, and restrictions.

Soil, Topography & Drainage

Soil type, slope, drainage, erosion, wooded areas, creek crossings, and low-lying ground can influence building, farming, grazing, and long-term management.

Easements & Boundaries

Survey lines, utility easements, access easements, pipelines, shared drives, and fence locations should be reviewed carefully.

Current Leases or Agreements

Farm leases, hunting leases, grazing agreements, hay contracts, or other arrangements may affect possession, income, and future use.

Buyer takeaway

The best rural property decisions happen when buyers understand not just the beauty of the land, but the details behind how it can be used, improved, and enjoyed.

SECTION 03

What Sellers Should Know

Selling land requires more than placing acres online. Strong land marketing starts with understanding the property, gathering the right details, and presenting the opportunity clearly.

Preparation Matters

Before listing, it is helpful to gather documents and information that allow buyers to evaluate the property with confidence.

- Parcel numbers and legal descriptions
- Survey or boundary information, if available
- Soil maps or production history
- Lease details
- Utility availability
- Water meter or well information
- Fencing, ponds, outbuildings, or improvements
- Access points and road frontage
- Zoning or development information
- Known easements or restrictions

Pricing Land Takes Local Knowledge

Land value is influenced by more than acreage. Location, soil quality, access, improvements, terrain, water, surrounding land use, development potential, and buyer demand all play a role. At HECK, we look at the full picture to help sellers understand where their property fits in the market and how to position it for the right audience.

Marketing Should Tell the Whole Story

Land buyers often need more than a few photos and a legal description. They need context. Strong land marketing may include aerial photography, drone video, interactive mapping, soil information, location highlights, property features, access details, and a clear explanation of possible uses. When done well, marketing helps buyers see both the practical value and the long-term potential of the land.

SECTION 04

Mapping & Visual Presentation

Land is easier to understand when buyers can see how it lays, connects, and functions.

Clear visual presentation helps buyers make more informed decisions and allows sellers to showcase the property in a way that is both accurate and compelling.

Mapping and visual tools may help illustrate:

Property boundaries, access points, road frontage, fencing, water features, timber and open ground, tillable and pasture areas, topography, nearby highways, towns, amenities, and potential building sites.

SECTION 05

Common Rural Property Questions

Can I build on this land?

Possibly, but buyers should verify zoning, access, water availability, septic suitability, floodplain status, and local building requirements before making plans.

Is rural water available?

Rural water availability depends on the district, location, capacity, and meter availability. Buyers should confirm directly with the appropriate rural water provider.

Do I need a survey?

A survey is often helpful, especially when boundaries, access, fencing, or future improvements are important. Lenders, title companies, or buyers may request one.

What affects land value most?

Location, access, soil quality, productivity, improvements, utilities, water, terrain, and market demand all influence value.

Can land be financed?

Yes, but land financing can differ from traditional home financing. Down payment requirements, loan terms, and lender criteria may vary.

What if the property is leased?

Existing leases should be reviewed carefully. Buyers and sellers need to understand terms, possession timing, income, and obligations tied to the property.

SECTION 06

Why Work With a Land-Focused Real Estate Team?

Land transactions require a different kind of attention. Details that may seem small can have a significant impact on value, use, and buyer confidence.

At HECK, our team brings practical land knowledge, strong marketing strategy, and a deep understanding of rural Kansas properties. We help sellers position their land with clarity and help buyers ask the right questions before they move forward.

Whether the property is productive farmland, a peaceful homesite, a recreational retreat, or a rural estate, we approach each transaction with care, preparation, and respect for what the land represents.

**Good Land.
Smart Moves.
Lasting Legacy.**

Ready to take the next step?

Whether you are thinking about selling land or searching for the right rural property, HECK is here to help you move forward with confidence. Contact HECK Real Estate to start the conversation.

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