“Today, it’s important to be present, to be relevant and to add value.”
Enhance Your Knowledge

The land business is a unique field. Real estate practitioners who conduct land transactions need specialized knowledge. The marketplace demands it. The NAR Code of Ethics requires it.

Practitioners gain the knowledge they need from the Institute’s LandU, the industry’s premier source for land education. Courses may be taken in classroom settings, online, and through hybrid programs, and are open to all real estate practitioners—from those new to the business to seasoned, experienced land folks. Members seeking the ALC designation must complete a total of 104 contact hours. LandU courses include:

- Annual National Land Conference White Paper
- Advanced Tax Deferred 1031 Exchanges for Land Professionals
- Agricultural Land Brokerage and Marketing
- The Auction Tool
- NEW Auction Verdicts & The UCC 2-238
- The Basics of Eminent Domain Law
- Building Business Through Technology
- Essentials of Negotiations
- NEW Google Earth for the Land Professional
- LAND 101: Fundamentals of Land Brokerage*
- Land Development
- Land Investment Analysis*
- NEW Legal Aspects of Real Estate
- International Aspects of Real Estate
- Marketing Strategies
- Mineral, Oil, and Property Rights
- Practical Navigation for Land Professionals
- Site Selection
- Tax Deferred 1031 Exchanges*
- Tax Implications of Real Estate
- Timberland

*These courses count as a requirement toward earning the prestigious ALC designation. 104 total course hours are required toward earning the designation. They also count toward earning the ALC Advanced.

Benefits

1. Home of the esteemed Accredited Land Consultant (ALC) designation
2. Professional development through LANDU
3. Annual National Land Conference
4. THE LAND CONNECTIONS Listing Site
5. Let’s Make Deals Remote Marketing Sessions
6. Legislative advocacy and a voice in D.C.
7. Institute Member Marketing Kit
8. A subscription to TERRA FIRMA, the official Institute publication
9. Access to a national network of land experts
10. Corporate Alliance Program
11. e-Properties Platform
12. The Institute Gives Back program
13. ALC exclusive email addresses and programs
14. Access to a national network of land experts
15. Leadership opportunities on local and national levels
16. Resources that keep you current and competitive
17. Member Web Profiles
18. Strategic alliances with related organizations
19. Participation in the creation and development of industry knowledge and standards
20. Member-to-member networking
21. Institute Award Programs
22. Member Perks (Partner Discounts)
23. Accredited Land Consultant (ALC) Retreat
24. Strong chapter organizations that promote knowledge sharing and business development at the local level.
Why Choose an ALC

Accredited Land Consultants (ALCs) are the most accomplished, experienced, educated, and highest performing land experts across the country. Known as ALCs, these credentialed professionals have completed a rigorous education program and have a proven track record of transaction performance. By leveraging an in-depth understanding of the land market, they are the most qualified professionals in the industry to create solutions, add value, and build wealth for clients. ALCs are current on legislative and regulatory issues that impact land; understand a range of financing, tax, and estate planning strategies; provide thoughtful, educated analysis of land values; committed to ethics, integrity, and professionalism; the most respected and trusted land experts; and follow a strict ALC Code of Conduct.

Peace of Mind
Because you have selected an Accredited Land Consultant who specializes in land, you will gain peace of mind knowing that the largest investment you may ever make is in skilled and experienced hands.

Nationwide Referral System
If you are looking for just the right property or are selling your property, an Accredited Land Consultant has a network of land specialist throughout the United States and Canada to help you find the right buyer or the right property. Accredited Land Consultant members regularly attend local, regional, and national REALTORS® Land Institute sponsored marketing sessions to represent their clients and listed properties.

Highest & Best Use Land Advice
Your Accredited Land Consultant can advise you on the highest and best use for your property. This way you won’t overlook any possibilities for your property which could make it more valuable and command a higher selling price.

Tax Benefits & Savings Information
Accredited Land Consultants are experienced and knowledgeable about today’s complex tax laws and regulations. Your Accredited Land Consultant can work with your accountant and attorney to make sure you benefit from any tax savings from the sale or purchase of your property, including tax deferred exchanging techniques.

ROI
The Accredited Land Consultant’s diverse real estate experience and knowledge provide you with options that may help to increase your income and maximize the return from your land investment(s).
Networking is marketing. Marketing yourself, marketing your uniqueness, marketing what you stand for.
- Christine Comaford-Lynch

**Be Genuine**
Networking is the start of relationship-building. The best way to build a strong relationship is by being your authentic self—if you’re not yourself, the relationships you're building are starting off with a lie. The people you can truly connect with while being your genuine self are the ones who you will want to stay in touch with.

**Be Specific**
The more specific you can be about what you do and about what others can do to help you (if asked), the better. Have in mind the names of some specific organizations or people that you are looking to work with. Knowing what your specific goals are will also help steer you toward the people and groups that you network and interact with.

**Be Interested**
Ask good, open-ended questions that need to be answered with who, what, when, where, why or how, as opposed to questions that can be answered with a simple yes or no. This is a great way to open up the conversation and show others that you have an active interest in them. Also, keep eye contact and be mindful of your body language. Small cues go a long way in building rapport and trust.

**Be A Resource**
Networking is not just about what others can do for you, but also how you can help others. For example, holding volunteer positions is a great way to stay visible in your industry while also giving back. This will also help you become known as a resource for others—they will turn to you for suggestions, ideas, names of others, etc.

**Be Visible**
Get your name out there by joining and participating in LinkedIn Groups, attending networking events in your industry, and building a digital presence. Use social media and your website to extend your visibility to new audiences while also building your unique brand and establishing a solid reputation in the industry as an expert.

**Be Timely**
Follow up with new contacts within 48 hours after meeting them to show that you are interested and available. Reference something that you discussed so that the contact remembers you. Make sure you ask the contact’s preferred way to stay in touch (email, LinkedIn, a follow-up phone call, etc.).
Marketing Apps for The Land Professional
Utilize these essential websites and apps to build your business

Art

Animoto (animoto.com)
Multimedia photo and video synthesizer.

Flipagram (flipagram.com)
Instant videos of rotating photos.

Magisto (magisto.com)
Automatic multimedia photo and video creator.

PowToon (powtoon.com)
Online stop-motion instructional video producer.

Videolicious (videolicious.com)
Voice-over video montages for iOS.

Editors

Audacity (audacity.sourceforge.net)
Open source audio editor.

Canva (canva.com)
Instant quality graphics for social media, flyers, ads, etc.

Getty Images (gettyimages.com)
Embed professional quality, royalty free images for free (rules apply).

Pixabay (pixabay.com)
Download professional quality, royalty free images for free (rules apply).

Creative Commons (creativecommons.org)
Find high quality, royalty free images for free (rules apply).

YouTube (youtube.com)
Free video editor.

Pixlr (pixlr.com)
Photoshop-like image editor.

Print

GrooveBook (groovebook.com)
Quick photobooks using up to 100 images from mobile or tablet devices for $2.99/month including shipping.

Mosaic (heymosaic.com)
Makes stunning photobooks from phone or tablet devices.

Postagram (postagram.com)
Creates $.99 durable image postcards.

48HourPrint (48hourprint.com)
Order marketing materials to be printed quickly.

Word Art

WordCam (wordcam.com)
Android app for generating word art.

WordFoto (wordfoto.com)
iOS app for generating word art.

Tagxedo (tagxedo.com)
Word art generator.

Organization

EverNote (evernote.com)
Organize ideas, notes, and links. This app syncs across mobile & desktop for free.

DropBox (DropBox.com)
A file-sharing and cloud storage tool great for collaboration and anywhere-access to marketing materials.

Trello (trello.com)
Project management tool for teams.

Other

ISSUU (issuu.com)
Online magazine creation tool.

Layar (layar.com)
Make marketing materials interactive.

Phoster App (iTunes Store)
Instant photos and graphics for iOS devices.

Adobe Kuler (color.adobe.com)
Create color schemes.

Hootsuite (hootsuite.com)
Schedule social posts for all social channels in one place and track analytics.

PlayBuzz (playbuzz.com)
Online interactive quiz maker.

GrooveBook (groovebook.com)
Quick photobooks using up to 100 images from mobile or tablet devices for $2.99/month including shipping.

Mosaic (heymosaic.com)
Makes stunning photobooks from phone or tablet devices.

Postagram (postagram.com)
Creates $.99 durable image postcards.

48HourPrint (48hourprint.com)
Order marketing materials to be printed quickly.

Word Art

WordCam (wordcam.com)
Android app for generating word art.

WordFoto (wordfoto.com)
iOS app for generating word art.

Tagxedo (tagxedo.com)
Word art generator.

Editors

Audacity (audacity.sourceforge.net)
Open source audio editor.

Canva (canva.com)
Instant quality graphics for social media, flyers, ads, etc.

Getty Images (gettyimages.com)
Embed professional quality, royalty free images for free (rules apply).

Pixabay (pixabay.com)
Download professional quality, royalty free images for free (rules apply).

Creative Commons (creativecommons.org)
Find high quality, royalty free images for free (rules apply).

YouTube (youtube.com)
Free video editor.

Pixlr (pixlr.com)
Photoshop-like image editor.
Share Your Social Links

Include social profile links/buttons in company communications (ie. e-newsletters, website pages, etc.). Help people easily find you on your social media sites by optimizing your profile for search engines. To do this enter your company name and description with relevant keywords for search engines into the About sections of the social site.

Generate Interest with Variety

Catch your followers’ attention using a variety of VALUABLE content. Start with a few kinds of content and then expand to add more as you gauge what your audience finds most valuable. Include things like links to well-crafted blog posts on your site, outside articles, unique photos and images, recorded podcasts and interviews, interesting videos, and eye-catching infographics.

Make a Schedule

Post a minimum of five times per week so you are “top of mind” for your followers. Post during high traffic hours times. Generally, the best times to post are between 8:00-9:00 a.m. and 6:30-9:00 p.m. Save time by using free tools like Hootsuite to schedule posts for all your social channels with one simple tool.

Prepare for Negative Comments

Develop a policy for handling negative comments, moderate wisely, respond judiciously, and respect the feedback of your followers. Ensure that the environment you create is respectful and values customer conversations. Always be ready to turn negatives into positives.

Be Yourself!

Customers want to create a connection with a person, not a company. Humanize your tone when creating content and then stay consistent on all social media platforms. Keep your content professional and grammatically correct at all times.

Build Engagement

Post content that people want to share or have associated with them (when they comment, share, or like your post, their “friends” see that).

Ask yourself the following questions:

- Would people be interested and comfortable sharing this post?
- Does this help my fans be perceived as funny, helpful, or “in the know”?
- If my fans were to share this post, would it make them look good in the eyes of their friends or clients?
- Am I giving my audience something of value to pass on?
- Would I stop while scanning the news feed to check this out?

Facebook Note: After posting, monitor comments and reply to comments made as soon as possible. This step is crucial to increasing the organic reach of your post. The more interaction on your post (including your own, the more users your post reaches).

Include Calls to Action (CTA) in all posts.

- Social CTA: Ask people to like, share, or comment
- External CTA: Click a link or sign-up

“These days, social media waits for no one. If you’re LATE for the party, you’ll probably be covered by all the noise and you might not be able to get your voice across. It could only mean that if you want to be heard by the crowd, you have to be fast; and on social media, that means you have to be REALLY fast. -Aaron Lee, PostPlanner

Social Media Marketing Advice
Tips for utilizing social to build your business

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Make Sure Your Story is Newsworthy
Is there anything “new” in your story? Is there anything unusual or unexpected? People are most likely to be interested in things they haven’t heard about before. If you aren’t the news, become the news. Do your research and find ways to tie into current news and statistics. Demonstrate why your story is of local and/or national importance.

Include Key Information
Place contact information, including name, title, email, and phone number, at the top of the release. You should also always include your logo at the top of the page. Finally, start the release with the date and location of either where the news is happening or your company’s headquarters.

Be Clear and Concise
The ideal length of a press release is about 300-400 words. This should give you enough room to cover the who, what, when, where, why and how, telling the reader what they need to know. It is also important to avoid “corporate speak” or “jargon.” Get rid of technical terms as best you can and speak directly to your audience. Also avoid long words and long sentences. Focus your release on only one topic. Including multiple announcements in the same release can muddle messaging and confuse the reader. Finally, do not “advertise.” This is news—keep your content-fact based.

Be Direct in the Headline
Keep your headline clear and short - think concisely. Make sure it conveys what the release is about using keywords.

Include Your Boilerplate
This is the paragraph at the end of your press release which includes background information about your company/organization/you. You should keep this up to date and use it at the bottom of all your releases. Include a link to your website’s main page and the company’s phone number so readers know how to contact you.

Send it to the Right Person
Do your research to ensure that your release gets into the right hands. Send it to the correct editor or writer according to the method they prefer to receive information. Think about who you want the news to get to and send your release to local, industry, or affiliate contacts as applicable. Always follow up, phone calls are the most effective way to do so and help you to build a personal connection with the editors your releases are sent to in the future.

These days, social media waits for no one. If you’re LATE for the party, you’ll probably be covered by all the noise and you might not be able to get your voice across. It could only mean that if you want to be heard by the crowd, you have to be fast; and on social media, that means you have to be REALLY fast.

-Aaron Lee, PostPlanner

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Tips for an Effective Interview
Mastering Interviews to build your business

Being a Spokesperson
You are in the unique position of representing not only yourself, but also your profession. The news media are critical sources of information and education for the public. Participating in media interviews will require considerable preparation. But a good interview can reap the benefit of increased public awareness and understanding of a particular issue germane to your work and business.

Understanding the Media
Always remember that the media are in the business of making money. They are looking for a commodity—your knowledge. You have a job to do in an interview which is to articulate the information you want the audience to understand. The more complex that information is, the harder you will have to work to convey it clearly.

Interviews to Turndown
Choose wisely in accepting interviews. You do not need to grant every request. Carefully consider whether to participate in an interview that:

- would compromise you in any way
- is out of your range of expertise
- is in a panel format that you find unacceptable

Beware: Panel discussions are often designed by producers to be unruly debates, with panelists hand-picked for extreme points of view.

Know Yourself
Grant a request for an interview only if you want to give the interview. Whatever your state of mind during the interview, it will show. If you are enthusiastic, you will perform better. If you are uncomfortable, your distress will show; if you are preoccupied, you will come across as uninterested.

Your answers to the following questions will help you determine whether you should do the interview:

- What do you want to accomplish with this interview?
- What do you want to say about this subject?
- What do you have to gain by doing it?
- Will there be more opportunities for you in the future?

If you decide not to accept, inform the media representative as soon as possible. All you need to say is “No, thank you.” Don’t worry that your decision will be used against you in the future. The media will call again when they need you, and others will call, too.

Know Your Message
Before you start an interview, know exactly what you want to say. Prepare three to five points you want to make and integrate into answers during the interview. Write them down and practice a few comfortable ways of saying them (for more information, see Checklist for Media Interview Preparation). Stories or case studies are useful to support a point, but remember to keep them very short. Also, state your conclusions first, and then use your supporting evidence.

If there are any controversial or easily misinterpreted aspects of your work, roughly frame your answers in these areas beforehand.

― John Rampton
"You can say anything to anyone, but how you say it will determine how they will react."
Preparation Worksheet for Media Interviews

Using Media Interviews to build your business

Keep all information relevant to the interview on hand for quick reference. Below are some common pieces of information you will want to keep in your records.

1. Name of the Publication: 
2. Interviewer’s name: 
3. Others on the panel: 
4. Subject: 
5. Interview message points: 
6. Interview date (print) or tape date (electronic): 
7. Published date or broadcast date (if known): 

For your message, write down one main topic and three sub-points you would like to cover:

Main:

Point 1:

Point 2:

Point 3:

Self-Evaluation List

This self-evaluation will help you to objectively locate areas of strengths and weaknesses and will give you positive directions for improvements.

1. Did I make my points? 
2. Did I control the interview? 
3. Did I wait too long to make my points? 
4. Was my appearance professional? 
5. Did I mention the Accredited Land Consultant designation and REALTORS® Land Institute? 
6. Did I correct misinformation by the interviewer? 

1 2 3 4 5

Personal Notes for Improvement:

______________________________________________________________

______________________________________________________________

______________________________________________________________

______________________________________________________________
Tips for an Effective Interview
Mastering Interviews to build your business

The Pre-Interview
Because reporters assigned to stories about land do not know the subject area very well, they often will conduct a pre-interview. This is an opportunity for you to educate the reporter on the subject area, and your efforts will pay off in the form of good questions based on correct premises during the actual interview.

TIP: Take the pre-interview as seriously as the interview. Never underestimate this step.
Before you are called by a media representative, a producer or editor has decided to do a story that involves your area of expertise. They have collected a list of names from which they will try to find an expert to interview. The media representative will likely have limited time in which to find an expert and has one mission: to find the most articulate, knowledgeable, dependable, and media-savvy expert available.

The three types of media—print, radio, and television—handle the pre-interview differently.

Print. There is no automatic pre-interview. The phone rings, and the reporter and his or her questions are there.
1. Make this call a pre-interview by asking the reporter about the area of interest and telling him or her you will have to call back.
2. Reporters are always working against deadlines, so promise to get back quickly, within the hour or later that day, and make sure you do. Use the time between the first call and your return call to think about what you want to say about the subject area.

Radio. A radio reporter will also telephone and most often want to do an interview right then and there. However, there will be a few minutes of preliminary talk between you and the reporter before he or she actually begins to record your comments (the reporter will let you know when the recorder will be turned on). These preliminary few minutes are your pre-interview. They are your opportunity to find out from the reporter what the questions will be and to think about your answers.

If you need more time to prepare, take it. Set up a mutually convenient time for the reporter to call you back and record the interview.

Television. When you receive a call from a television producer, consider this pre-interview an audition. Never take this stage of the process for granted, and only agree to a pre-interview once you know how you want to respond. Make arrangements to call the representative back at a mutually agreed upon time to give yourself time to consider them and your major points.

Do your Homework
Watch the television programs and read the publications for which you would like to be interviewed. Familiarizing yourself with the various formats will help you to better understand the type of news in which the publication or show is interested, the target audience, and the interviewers.

“Off the Record”
Don’t consider anything you say as “off the record” simply because you say it is. Say only what you want in print, and keep confidential information confidential.

Identifying Yourself
Establish how you want to be identified. If you want to be referred to by your first name, consistently refer to yourself as that. Most media representatives will try to accommodate you, but understand that some print publications have style rules that they follow. You may ask the reporter to identify you as an Accredited Land Consultant (ALC) first and then, subsequently, by

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Print Interview

Be very organized and sure about what you want to say and how you want to be quoted. Selecting your main points in advance and sticking to them is key to any successful interview.

Respect that the competent journalist also has an agenda to complete during the interview. Aggressively steering the reporter away from the main line of questioning can be counterproductive. Instead, try to interject new facts, insightful information, and a fresh perspective as you respond to the questions at hand.

Will you receive questions in advance? In most cases, no, because this practice detracts from spontaneity and comes across more like a speech. However, journalists will let you know the subject areas they are after, which will help you shape the story.

Drawing conclusions. Reporters often will ask you to draw conclusions from research that is inconclusive or does not exist. Explain the difference between preliminary research results and “known” behavioral science. Remember also that preliminary research is often more newsworthy than “known science.” If a question is out of your range of expertise, the best response is “I don’t know.”

Will you get to read the story before it appears in print? Rarely, and even rarer is the opportunity to edit the story. You may offer to read a story or request to have portions or quotes read back to you as a check for accuracy, but reporters may accept your offer only in cases when your information is highly complex.

Take precautions. If there are any aspects of your work that may easily be misinterpreted, emphasize to the reporter during the interview the importance of such points. Assert the fact that your information may be inaccurate if stated another way.

Radio Interview

Most large cities have a radio station with an all-news or all-talk format. Other radio stations rely on feeds from network newscasts and wire services. Many news directors will accept interviews conducted by telephone, both live and taped.

In a radio interview, rephrase your important points and say them several times, because radio programs often have listeners tuning in at various times throughout the interview.

Television Interview

- Preliminary Details
- What Should I Wear?
- The Interview
- Controlling the Interview
- The Value of Your Expertise
- Panel Interviews

Preliminary Details

A media representative will generally contact you to go over more details and/or to make travel arrangements. The representative may conduct another pre-interview to confirm that you are the expert for whom the media are looking. Try to fly in the day before your interview.

Television interviews are often pre-empted by news-breaking stories. Don’t take it personally; it happens often.

What Should I Wear?

Wear conservative clothing.
Women: strong, solid colors
Men: light gray or blue shirt, navy blue suit, red or burgundy tie
Avoid:
- checks, stripes, other busy patterns
- sunglasses or glasses that darken in reaction to light
- heavy makeup (although powder will help reduce shine under hot studio lights)
Controlling The Interview

Keep in mind that your knowledge and expertise are what distinguishes you from other guests and the host of the program. Know your key points and say them throughout the course of the interview. Do not wait to be asked the right questions. Help shape the interview in a professional, assertive manner.

You can steer the direction of the interview effectively by using transition phrases:

“That’s a good question, but what is really important is . . . “

“I’d like to make this point before I continue.”

“Let me give you the latest information on . . . that is really interesting.”

You can then shift the direction of the interview and make one of your points.

The Value of Your Expertise

You are the expert who has been called to give information for a program. Your expertise and knowledge are what distinguish you from other guests and the host of the program. The producer who calls you has limited knowledge about your field. It is therefore important that you take control by shaping the interview in a professional, nonaggressive manner.

Know your key points, and say them throughout the course of the interview. Do not wait to be asked the right questions. Do not expect to be given equal time if you are in a debate situation. Do not expect the producer or the host to have the same amount of knowledge that you have about your field. You are the expert, and the audience wants to hear your information.

Brevity and tightly constructed responses are even more important in electronic (radio and television) interviews than print interviews. In either forum, you have less than 30 seconds to make your point. Preparation is the key to success.

Panel Interviews

If you are part of a discussion panel with other experts, each of you will be competing for airtime. Do not wait to speak until a question is directed to you. You were invited on the program because of your expertise, and you should participate and raise key points or clarify ones made by other panelists when appropriate. Be assertive; most interview segments last only a few minutes, so claim airtime before the interview is over.

Correcting Inaccuracies

Print. Most journalists strive for accuracy in their reporting, but you may be misquoted at some point. These errors are rarely deliberate. Your concern should be that the meaning of what you said to the reporter was conveyed accurately, not so much whether the exact words were used. If the reporter completely missed the point, let the reporter know (in as helpful a manner as possible).

In a case of serious misstatement of your data or your views, you may certainly request a correction (phone or send a letter to the editor).

Television. A common error when being interviewed on television is to allow a reporter’s false or inaccurate statements to stand uncorrected. Speak up. If a reporter creates a false premise to a question, correct that first and then reframe and answer the question.

If a reporter cites information or statistics with which you are not familiar, do not assume they are being reported correctly. Simply state that you are unfamiliar with the information.

Keeping Record

Always keep a record of interviewers. List the:

- journalist’s name
- journalist’s affiliation
- phone number and/or e-mail address
- story idea

After an interview, you may ask the journalist if you can contact him or her with more information you think of later. Good journalists are interested in all the facts.
Step 1: Sign in
Go to mail.alc.land and sign in to your Network Solutions email account. Your email address is firstname.lastname@alc.land (ex: JohnSmith@alc.land) and your case sensitive password is Rlialc1!

Step 2: Change Your Password
It is highly recommended that you update your password for security purposes. After logging in you will see “Update Your Password” on the left side of the page. This is where you can make a personal password.

Step 3: Forwarding ALC.land Emails to Another Account
POP is a process that transfers your email messages from Network Solutions servers to other accounts. You can access your messages via an email client you already use (Outlook, Gmail, etc.). To easily set up POP, you can use the Network Solutions POP Setup Wizard.

For optimal performance, you should set your current email software to check for new messages every five minutes. For information on how to configure your email client to check for email frequently, visit the Network Solutions FAQ Section or call 1.888.793.7657.

Step 4: Adding ALC.land to a Tablet or Smartphone
Adding your ALC.land email to your smartphone or tablet is easy. Follow the mobility setup instructions from Network Solutions.
Step 1: Sign in
Go to www.rliland.com and sign in to the member's only area, using your last name for your username and Institute number for your password. Once signed in, go to My Member Profile.

Step 2: Go to “E-Lists”
In your profile the e-list section is under the “My Features” tab.

Step 3: Create a Message
Begin sharing your listings with other Institute members who are participating in the free benefit.

1. Click on the e-Properties link to enter the menu.
2. Post a new message to generate an email to all members. You have the option of attaching a file and may also send listings in PDF format.
3. Responses to the emails sent through e-Properties will be sent directly to the sender of the email.
4. Old messages can be viewed in the “Messages” area of e-Properties.
5. If you wish to not receive e-Properties emails, you will need to manually unsubscribe via the email footer.

e-Properties Emailing Platform Instructions
e-Properties is a benefit to all Institute members. Use this resource to share listings with fellow participating members via your email address.
Do Business With the Best in the Business

THE LAND CONNECTIONS is the official central listing site for land experts nationwide. The online listing site displays properties from Institute members and prestigious Accredited Land Consultants (ALCs). ALCs are the most knowledgeable, trusted, experienced, and highest producing land experts nationwide.

When buying or selling land, ALCs have the experience, education, and network to create solutions, add value, and build wealth for clients. THE LAND CONNECTIONS will provide a seamless connection between buyers, sellers, and trusted land experts. Those interested in working with an expert land consultant will be able to navigate the listing site to view properties available by location.

All Institute members have access to a free Courtesy Seller account from THE LAND CONNECTIONS, which features unlimited listings and unlimited photos, text and attachments. Properties will be appear both on THE LAND CONNECTIONS and LandsofAmerica.com.