

“and...  
WTF  
would you not **BUY MORE!**?”

Some will tell you to sell your **REAL ESTATE**, I always question why they don't tell you '**BUY MORE!**' **CREATIVE SOLUTIONS** to pay your property taxes and make a profit on what you own.

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## **DEDICATION**

*Marisha, thank you for keeping your promise “never fail yourself”.*

*I love you deeply.*

-Marisha

## Introduction

### Who is this book for?

The deep thinkers and visionaries; those whose minds & hearts have created a space for something yet to be tangible, but it pulses in your bones;

This is unapologetically for Black folks in the USA and worldwide, many of these things we've already done, this is a reminder that not only are all things possible but a reminder people in our bloodline did this already— often times with resources removed;; Think it, believe it, see it, become it. Take action.

This book is for young people and children, you have so much possibility and capability; I wanted to provide something tangible to help you in your pursuit of greatness.

This book is for the community, every facet of real estate is something we 'experience'. This book is for enjoyment of the neighborhood, city, world around us. And the hope is, **YOU OWN IT.**

**"Look down at the ground you're standing on, someone owns it; It should be YOU." - Marisha**

Some of the items/ideas/**creative solutions** listed below to generate revenue, profit, to offset the “why I sold my land because of taxes” discussion/**mindset**, may require nothing at all from you or it may require you to obtain your Sellers Permit, Business License, register with a State **(Secretary of State)** forming a business entity or registration with your **County Registrar/Recorder** (or equivalent) for a fictional business (a ‘dba’ doing business as). Check your local/state offices for more details.

Instead of providing links for websites that usually change after a few years, let’s focus on keywords you can ‘Google’ to find your specific or more information. I’ve learned over the years the website may change but as long as I can recall the keywords or phrases I find what I’m looking for, in my town and others.

**I’ve highlighted these words in bold throughout the book.**

**Your City** and...

***Building & Safety***

***Planning***

***Land Use***

***Zoning***

***Cottage Laws***

***Food Handling***

***Food Safety***

***Health Department***

***USDA***

***State and University Agriculture Programs***

Finally, at times it is not about you having the document but knowing the right question to ask of those you potentially will do business, so that THEY have the appropriate document, license, equipment, etc.

The website will generally give a point of contact, an email, phone and/or address. Call, stop in, email your questions/ideas/**creative solutions**, and let the agency answer your questions. It's their service to the public, utilize all resources available to you.

**Finally, using hashtags, social media, and google alerts, the agencies, industries, leaders or locations you're interested in, that should be your algorithm or newsfeed/timeline of information.**

Let's get started.

### **Bundle of Rights**

In The United States, these are your rights of ownership. The law of the land, and on this, stand.

These are a collection of legal rights that are granted to a property owner upon purchase and receipt of title, of a piece of real estate / real property (including land or land with a dwelling/structure -residential or commercial).

These property rights include: **right to possession, control, exclusion, derivation of income and disposition**. You have the right to use and control how it will be used, enjoy (without infringing on your neighbor), prohibit trespass, create income sources, or sell.

*\*\*\*at times, your local zoning will prohibit some land use. Follow your local laws, or apply for an exemption/conditional use permit, or join the zoning and land use committee to influence how the land in your area is used.\*\**

As you look at this list and think about your lifetime thus far, think about how many times a building is torn down for something new or larger. Think about how a location can reap different benefits (to the community and the owners pockets 💰) depending on the business type/offerings.

## **Lumber**

Many see the opportunity to simply cut trees down. Are you planting more? Lumber is it's own industry, not to mention sap from trees, hunting, bird watching or trail walks. Different types of trees have various maturity cycles. Before you cut a tree down, remember they don't just spring up overnight.

Planting trees with the intent to harvest in several years.

## **Firewood**

### **Wood Chips**

Depending on what you have a saw mill or other household /commercial uses would produce a better short term profit. Remember trees can't be put back once chopped down. Also determine which trees have quicker growth cycles if growing for this purpose.

## **Christmas Trees - grow**

### **Christmas Trees – sell during holiday season**

Grow fir trees, etc to be sold or if you have vacant land, sell during the holiday season; which now begins around Halloween. Contact Christmas tree farms negotiate a price, delivery, and when your driver will arrive for your truckload. Or, allow a Christmas tree salesman to sell trees on your vacant lot. Make sure they have a sellers permit and business license if selling on your property. Wreaths are another option.

## **Carnival**

Who doesn't love things festive, fun, or nostalgic.

First, let's start with insurance – make sure the carnival has it for the ferris wheel. You could make a profit from them using your land, ticket sales and vendors. I'm just thinking aloud.

## **Food Truck event**

Best food? Okay, prove it. A competition of similar foods or no compete with complimentary foods; you make the money on water/soda/alcohol (if licensed, or call a company that bartends); charge trucks up front or a percentage of sales.

Food vendors need to have their paperwork in order. Nothing like an event with the health department walking through. True Story: Fresh out the oven, delivered on site at a big event, my workers or a family member who was helping – poured ice cold water in the steam tray a moment before the health department walked over. Cold chicken wings not at temperature. Throw them in the trash they said..... as they walked by and stepped over fish grease from the neighboring vendor without a peep. Trash cans, or lack of, (can't remember what they did with mine; swear the people around me were going to give me a heartache), is a small yet overlooked requirement.

If a vendor isn't fined, they can always find the landowner.

## **Pop Up Shop**

Trendsetter or giving the people what they want/need is a great way to showcase your skills or wares, but also build the community, in a feel good and economic sense; and businesses benefit from the exposure.

## **Hemp**

### **Marijuana**

There's a difference between full spectrum and green houses, CBD, hemp for textiles, industrial uses; seeds, flowers, plants, fibers. Cultivating, producing, storing and sales. In many instances if you are one, a separate entity needs to provide the other service.

Check your state, city, USDA, and Dept of Ag

## **Farm – hard to find / specialty store**

True Story: I met a farmer who leased land under electric towers, before leasing he watched/observed/listened to the farmers who farmed, didn't make a profit, and lost land; He (and his wife) decided, instead of growing strawberries like everyone else (in this location) did,

they'd grow produce that specialty stores purchased – specifically ethnic markets. Still consuming the same amount of water, picking daily, but he profited and would expand his lot leases.

### **Farm – orchard**

Orchards are a source of longevity and potentially naming rights. Just as trees take time to grow, there is a time period between growth, flowering, fruit production, and some species go dormant for a time period.

True Story: My grandfather had acres of yellow peaches and apples. I remember him selling bushels for \$0.25, at the time the store price was 3lbs for \$0.99. Difference here, my grandfather wasn't picking your fruit. You had to do it on your own.

My great grandmother began planting an apple orchard around the time of my grandmother's birth, and when they produced fruit a few years later, her then husband named the apples after his sir name, when sold to market.

### **Winery**

Grapes for wine is an art, a commitment; the soil, land, equipment, pruning, are a cycle for a product that is enjoyed around the world.

### **Build Storage Facility**

#### **Allow Storage**

With the increase in housing, moving, or simply cleaning and placing in storage what you don't need to have within arms reach, storage facilities or allowing secured storage sheds to be placed on your land would be a community benefit / provide relief to a common problem.

### **Truck yard**

Certain requirements such as dimensions, turning radius, zoning, and if the streets even allow trucks of certain size or weight, but if so, a place between loads, and all those other elements of truck life—it would benefit you, and the community; rested truckers, safe trucks and cargo; on time deliveries.



## **RV**

You can always look at people's driveways to see what type of toys the neighborhood has, if a RV sales location is in the area (and if there's lots of them), or if you live in an area close to lakes, mountains, etc., generally people live within a short distance of places for quick, local adventures. Recreation vehicles are for recreation. Many cities have limits on how long a RV can be in your driveway or how long parked /how attached to a vehicle on the street. Some simply build cool RV garages/car ports, but having RV parking is a benefit; and another group of people who share good things with others.

## **Boats**

There's certain cities or areas that are heavy on all things aquatic or adventure seeking. Having a dry dock for boats, jet skis, or RVs is a game changer. Lake near you, river, ocean? Likely most neighbors have a boat or are thinking of it. Providing storage for their investment provides a solution to their problem.

## **Dealer Lot**

Usually they need additional space for cars- secure, secluded; easy access for tow trucks or their drivers to move cars throughout the city.

## **Lease to Construction company**

### **Lease to Materials Company**

### **Lease to Equipment Company**

Construction site nearby? Overloaded materials (stone, brick, lumber, concrete, landscaping, etc) company nearby? Let them worry about securing it (fence/guard/camera), your lot could be beneficial.

All of that heavy equipment needs a place to park for quick access and to promote availability/rent. You'd be an asset for them.

## **Build a house to lease**

## **Build multiple homes on site**

How do I build, what do I do? That's a discussion for another book. I will provide you with creative solutions.

You could utilize **tiny homes; ADUs (accessory dwelling units)** meaning there is ALREADY AN EXISTING DWELLING aka a HOME currently there); a **modular/prefabricated** meaning it is constructed in a factory and assembled in pieces / cube sized, on your lot.

**Not so shameless plug:** <https://LandBaroness.propeties/accessory-dwelling-unit>

I have several partnerships and blueprints for all of the above home styles.

## **RESOURCES**

Ever have a contractor, family member or friend hold onto a contact that can help you – blocking what you need and blocking money for that service provider?

Here's how you circumvent blockers, pivot around them to reach your goal. Use the directories and databases for those licensed and bonded (which is what you want at this stage; we're talking about a larger investment of money and something you (or others) will live/work in.

Don't sweat it, **use Google:**

### **Your State (and)**

**Department of Real Estate** – search directory of builders using keyword **subdivision**

**BBB – Better Business Bureau** – search business type

**Local Union** for whatever trade you need; there will be a list of every job type performed

**Permit Department** – most cities, in most places everywhere, will have a computer database of location and type of work, business/person who pulled the permit. It can be posted as often as daily on a run sheet in some cities or database that you filter by type, street name, etc.

Find people who are currently doing what you need, have the experience on the particular project you want, and are going about building according to code, hence they've pulled the permit and their work will be inspected.

**Park – private**

**Park – public / donate**

**School – private**

**School – public**

**School – Christian / Hebrew /Religious**

**Park – Public / donate**

**Park – private**

Ever want your name on something? Envision your name in flashing lights or in stone for perpetuity? Here's an answer. Donate money or land, or create/build one of the above, and put your name on it.

### **Grocery store**

Food is a necessity. In many locations there are food deserts (scarcity of real food in any given area), a farmers market or open air grocery store provides health, awareness of nutrition and how the body uses that food energy. Farmers are brilliant, ask them about the benefits of their products.

### **Last mile layover**

Have you ever seen delivery trucks, vans, cars, pull over at odd places to stop, rest or eat, before starting again. Would require food and restrooms, but we've discussed food trucks and now I'll share – luxury bathrooms. Portable bathrooms have been upgraded.

### **Allow access (road)**

#### **Easement**

#### **Private Road**

#### **Right of Way**

Do you know some pieces of land you walk or drive on, allows use for a specific purpose – riding on a train, sidewalk, some streets, passageways, overpasses. At times, bordering property, will allow one to have access for a specific reason, eg, driving onto your property using a neighbors driveway or access road.

Some entities charge for this!

## **Sports field**

A field for baseball, football, soccer, volleyball, cricket. You get it, community benefit.

## **Golf course**

Depending on where you are, and the amount of land you have, you can create a driving range, simulation area, or choose your par.

## **Hunting**

Depending on your location, or what your community allows to come in (talk to your rangers and wildlife, fish and game agency), you may be able to hunt, and replenish the sources, if they don't occur by repopulating swiftly naturally.

## **Grazing**

### **Clearing Land**

Your wild grass and untamed acres, can be a benefit to a local farmer/herdsmen, allowing their animals to graze, clears your land and also provides animals with nutrition.

## **Bird watching**

The **Audubon Society** is a real member organization who love and appreciate birds in their natural habitat. Acres, trees, farmland, etc., are all conducive environments for many bird species. I watch birds often, and I come in contact with avid watchers – vehicles that handle terrain, vests, and binoculars. They travel in groups.

## **Camping**

### **Glamping**

You can do this the way that many hate, and others adore with minimal amenities – allowing for tents, sleeping bags or build a cabin (or share your home: **Short Term Rental, Midterm Rental**), OR, you can add some pizzazz and include amenities you wish existed or wouldn't dare camp without: a beach, duvet covers, bathroom with sink and shower, outdoor showers. You decide how much or how little you're able to begin with and add more as you profit.

## **Nursery**

All of those pretty flowers, shrubs, plants that bring cheer. A google search to identify your growing zone, and also search for the types of plants you want to grow to ensure your environment is compatible and able to produce. Wasted seeds and plants, are a waste of time and money. Purchase **The Farmers Almanac**, it's a necessity to learning.

## **Nursery specific to construction**

Entire industry of landscaping/nursery for construction projects. An entire industry! Repeated to be effective.

## **Airplane**

### **Helipad**

### **Private airport**

Private airports, aeroportos, and helipads don't require as much land (runway and/or storage) as a commercial airport. Those who have pilot licenses and are airmen are growing in number.

Private air fields, runway, landing strips are a thing; not nearly as difficult as a large scale, public, commercial airport requirements; Agricultural air strips reduce ferry cost. The need for an adequate / safe landing, minimum 6000ft.

Having adequate space for storing planes away from the elements will also reap rewards to you, the land owner.

## **Billboard**

There's law to the land and its federal. There's limitations to the type and size of billboards, and how interactive they are. Bright lights and flashing, maybe--- but nothing that will distract from driving OR will litter the neighborhood. There's also rules on height above ground level (HAGL).

### **Resource:**

**Highway Beautification Act** from former First Lady Ladybird Johnson.

Keyword: **outdoor advertising** aka billboards.

## **Internet**

### **Telecommunications**

Antennas -large towers and those that are on top of buildings and a bit more decorative than silver towers are generally leased, and a need to communicate with the world around you. We can also include the use of **TESLA SPACE WIFI – Starlink** – currently available in several countries.

Don't forget about the fake tree and street light with additional features that are telecommunication devices, just less obtrusive.

### **BONUS**

As a side note, and dual use of land with large antennas leasing land, the land below can be leased to a gardener/landscaper/nursery/farmer.

### **Fireworks**

Like most holidays throughout the year, around the country, some holidays are bigger than others or have the same types of fun weaved throughout the festivities. Fireworks are something that is used for several holidays throughout the year AND people aka the consumer look for YOU.

**WARNING:** Everything you want to sell may not be allowed in your city, or it can be allowed in your city and not neighboring cities. Follow your laws.

### **True Story:**

My city, ***The Historic South Central Los Angeles***, didn't allow fireworks to be sold, however you could drive a few, ok 40 blocks, driving on Van Ness Ave and get them in a neighboring city, Inglewood. I can name several neighboring cities that allow and don't allow sales, and it's always a draw for people because most cities are small in nature, borders another, or is easily accessed by car, bike, foot or public transportation.

### **Drive In**

Nostalgia, or simply wish they were still here, a drive in is a community benefit, draw from the surrounding community, and simply who doesn't watch movies- documentaries, comedy, romance, action. It's yours, you decide. Don't forget concessions. Make some additional money.

### **Co-warehousing space**

### **Co-working office space**

### **Rent – manufacturing (assembly line, dock, full capabilities)**

### **Rent – warehouse**

This is a large cluster, but a growing and evolving opportunity for owners of land, to provide an opportunity on their or build/use the structure that is currently there. Individuals need office space, business owners require office space; depending on your current capacity, there are needs that most all owners in any specific industry encounter, providing those needs as a benefit to a few aka membership or community/public benefit aka open to the public for a fee, allows businesses to thrive and economic prosperity to ensue.

There are spaces with common office supplies, green screens, conference rooms; outdoor spaces with little indoor footprint to create zen and a natural environment.

Similarly, companies that need warehouse space to house product, for distribution/pickers/packing/docks and pick up for shipping, can be set on schedule for the use of multiple businesses, to use forklifts, or even personnel to fulfill orders.

### **Lake/pond**

Pretty, beneficial to the environment, and provide a sense of serenity with plants, turtles, fish, and butterflies, birds and "geese" will fly in. If it's large enough, a fishing hole, a swimming hole; pollination and nature's cycle of life will occur.

### **Solar – for EV Electric Charging Station**

#### **Solar field**

Lease your land to a provider, they or another company will service the charging station, you reap the benefit. Would be most beneficial if there was something for the people charging to do while waiting. Perhaps a food truck area.

Energy is a topic discussed often and depending on your location in the country or city within your state, you will see various types of energy sources – wind, solar, electric, hydro, etc; if you have the land, and it's allowed by your city, it's a great business to lease your land to.

**True Story:** Have you seen the solar fields along the 15 freeway, or **subterranean cities**. Well you can't see the cities of course, hence the name "underground/below ground level" but you usually see an abundance of vehicles in the middle of nowhere or so it seems.

**Bonus:** **subterranean cities, underground cities, storage cellars; subways** are considered in this category. Fun fact: **Seattle, WA** has an underground city that has been closed off and inaccessible since The Great Fire in 1889, then mudslide, and it was contained by retaining wall/shored up, and the street level raised 22 feet.

### **Wind farm**

Energy is a topic discussed often and depending on your location in the country or city within your state, you will see various types of energy sources – wind, solar, electric, hydro, etc; if you have the land, and it's allowed by your city, it's a great business to lease your land to. Having your own source of energy and being able to sell to others is another win. Win-Win. And seeing windmills are pretty cool.

### **Adult park – swing and slides**

I'm sure I'm not the only one, because I've seen adults do it too.

I swing, do you swing on the playground swing?

That said, wouldn't it be lovely to have playgrounds built for adults? Fresh air, swings, slides, maybe even an activity area or equipment, where you don't sneak to ensure you're the only one, and you're equal in weight to ten 6 year olds. Or playing imaginary, that you are between ages 5-12 as the playground equipment intended use states.

### **Garden**

No minimum or maximum size, containers, raised beds; for self sufficiency or to feed family or your local community. You choose what you grow and reap the reward of fresh.

### **Horse stables**

I love horses, the end.

Seriously—boarding, teaching/training, trail rides; land for quarter horses to run free. Racing, dressage and English, and regular cowboys.

Horses, the end.



## **Amphitheater**

Depending on the slope of your lot, or your ability to /willingness to dig (create an elevation or slope), an amphitheater is the perfect way to bring community and the arts (drama, speech, plays, comedy) to the community. A few pews, or a nice incline of grass, and you're stage is ready.

## **Parking Lot – meter**

## **Parking lot – attended**

## **Parking lot – parking valet**

## **Parking lot – events only**

## **Parking lot – lease to neighboring business**

A vacant piece of land – asphalt, concrete, gravel or dirt; monitored by an attendant, parking with dedicated parking and a machine, the use of a security camera or not; if you're nearby a business or a event location, your vacant land is a way to make money.

True Story: In The Historic South Central Los Angeles during USC games over the years I have seen everything from personal driveways available, retail strips, vacant lots and everything in between – sold for a price to park and safety for your vehicle while away at the game.

The type of “attendant” can be its own benefit and reduction of stress, or a strength and personal touch with high traffic, high flow.

**True Story:** Once upon a time, there was Joe's Parking in downtown LA. Joe had nearly every parking structure or lot with his name on it. Joe's Parking had government contracts (monthly rates), daily rates for those shopping downtown. Joe's attendants would line those cars up and had a system to get you in and out --- although I once had to crawl through my trunk hatchback because I couldn't open the door wide enough to squeeze in, on either side. That said, most of the parking lots or vacant lots are gone, but guess who sold them or at least benefitted for decades? Joe. Most of those lots are large residential developments or mixed use. Did Joe sell for top dollar? Did Joe hold out on some lots? Did Joe build any of the developments himself? Did Joe pace himself and sell over time? Does Joe own any lots NOW with all of the new development that requires parking?

Another **True Story**- based on Joe, and the observation of his land holdings, I know a former elected official who purchased lots to do the same. Former elected official, able to use real estate to his benefit.

Joe was smart. There's many lessons in being like Joe, and the opportunity he positioned himself for.

### **Wildflower**

**True Story:** I know a prime piece of land in a very beautiful city that goes from dirt/greenery to wildflowers, then as soon as you see the wildflowers bloom, you see dirt/greenery. Sometimes plants are easier to deal with /better profit than housing (assuming, because housing has expanded around the lot,yet,flowers is the name of the game here. It has been for this lot. Other than assisting butterflies and bees with pollination, I don't know the type of flowers, but you can search **USDA Market Rates/Prices** for whatever you want to sell. I mean whatever you want to sell. It will give you the rate for week/day, along with the price for last week and last year.

### **Donate for public use**

Love the community, tax benefit for you; community and public benefit; you benefit; and you can always use the revert clause or lease the land – the city /government does this all the time. Use for a time period, then you can build, tear down, or whatever you choose after the expiration date.

### **Target practice / shooting**

Following your state laws for distance required between occupied dwellings, your closest neighbor, and ensuring no loss of life.

## **Land Lease to Revert**

### **RFPs**

#### **Signage**

Reversion means to revert/go back to someone/something, an entity; after agreed time period.

**True Story: Marina Del Rey, CA is home to the land lease.** A beautiful city, amenity rich environment, adjacent to cities with an amenity rich environments, views of water, access to water via boat, or yacht. Oh, my story's purpose: The County of Los Angeles owns everything, the land belongs to them and the condos or commercial structures are in use for a specified time or after your use, when leased or "a condo bought", one of the fees you pay is a land lease. There's trade offs, many benefits (generally a lower cost of living for condos, for instance in comparison to living on the water elsewhere with panoramic views)... but you don't own the land, The County does.

LA CO put up the money when the plans to build the barge (ports) began, so, be like The County or The City, own the land, allow use for a time period, and its yours again.

**Buy more, don't sell. Get it now.**

The same is true for a **Request for Proposal**, the winning bid usually doesn't own the land, but are developing, building, and servicing the building for a specified amount of time, which could be 55 years, 65 years and 99 year leases are fairly common.

**Signage is promotion and a point of direction**, which again is promotion. The Staples Center, will no longer be called The Staples Center, they never owned the building. They won the bid, and had an extension of their contract since 1999, however, beginning December 2021, it will be called Crypto.com (a Singapore company—which tells you ownership and signage can occur anywhere and in many forms). They purchased the rights for 10 years for 700 million DOLLARS. As I side note if you're not familiar with 'financial technology', it's something to be aware of.

#### **Known need, build it**

If not you? Who? If you know of a problem you're solving, a need, something you know will be loved, do it. Try it. At least think it out, write it out, make a plan of action plain, next steps doable; and do it.

You should be thinking and searching, and texting your connections, and writing down your ideas and next move. I think this is better than the "can I take you for coffee and pick your brain?" No,

because I'll rattle off a million ideas that most won't implement. If my book, "and ...WTF Would You Not Buy More?" sparked a fire in you to use your land to the highest and best use for your current state, and you see ways to continue to scale your land over time to the next highest and best use, my intent was to *inspire*.

**Now take action, massive action.**

By now, you should understand why *my motto is "Look down at the ground you're standing on, someone owns it, and it should be YOU."*

Don't sell, BUY MORE.

*The next time you walk in a building, think about the land, the building, the store name, the person standing in front of you providing the service, and the branded signage on the building. Can/may be owned / operated by different people. It could, and should be you.*

***Remember the beauty is, you can tear it all down and build at a higher capacity for what the community needs, now and in the future. Always think about highest and best use.***

I believe part of my legacy is sharing what I know with others, specifically young people and the community. A portion of your book purchase ensures that reach continues. Copies of this ebook will be delivered to schools around the nation. If you know of one, please let us know so we can influence and expand the opportunities of the young people that follow us.

**Thank you for your support.**