



Land in Lee County, Alabama

B OOST THE VALUE OF YOUR LAND

How to Boost the Value of Your Raw Land Before Selling

Two Levels of Smart Prep for Landowners in Auburn, Opelika and Surrounding

If you're getting ready to sell land in Lee County—whether it's wooded, pasture, or a vacant lot—you don't have to spend a fortune to make it more appealing. In fact, a few smart, strategic steps can help your land stand out from similar listings, attract more interest, and sometimes even bring in a better offer.

In some cases, these improvements help your property sell **faster**, simply by making it easier for buyers to visualize the potential. In others, they help you **increase your asking price** and give buyers confidence in the property's value.

Level 1: Basic Improvements – Quick Wins with Big Impact

Perfect for sellers who want to improve marketability without major expense.

Clear a Driveable Entry or Path

Even a basic gravel driveway or mowed lane gives buyers easy access to view the land. Especially helpful for wooded lots in Beauregard or rural Opelika.

Clean Up Brush, Debris, and Trash

Removing fallen limbs, old fencing, or scrap materials makes the property feel maintained and respected. In town lots near Auburn or Opelika, this step alone can make a big visual difference.

Mark Approximate Property Lines

Use flags or temporary stakes so buyers can see the shape and size. I walked a property recently that was flagged on one side. It made it easy to understand the lay of the land and made it easy to communicate with prospective buyers and their agents.

Particularly helpful in Waverly, Beauregard or any areas where that may have irregular parcels.

Take Good Photos – or Use Drone Aerials

High-quality images (especially aerial views) show off your land's features—creeks, pastures, road frontage. In Lee County's competitive market, great visuals get more clicks and showings.

Gather Info on Utilities

Even if you haven't added power or water, note what's nearby. Let buyers know what's available—they're asking anyway. A parcel in Loachapoka with power at the road looks far more appealing than one with unknown utility status.

Level 2: Value-Boosting Investments – Go the Extra Mile

Ideal if you're aiming to maximize your sale price or attract more serious buyers.

Get a Perc Test or Soil Evaluation

If your land might be used for building, a positive perc test is gold. In rural areas around Salem or Marvyn, this saves buyers a step and removes a major unknown.

Clear a Potential Home Site or Pad

Cut and level a spot where a home could go. Buyers are visual—this helps them picture their house, barn, or shop, especially on 3+ acre tracts. I know several great "dirt movers" and would be glad to refer them.

Survey the Property or Update Old Records

Having a recent survey gives buyers confidence and removes guesswork. Many Auburn or Opelika buyers are from out of town—clear boundaries matter.

Add a Simple Gate or Fence Frontage

For rural tracts, even a modest entry gate or short front fence adds security and visual appeal. It says, *this land is cared for*.

Remember...

Some of these steps **don't necessarily raise the appraised value**—but they make your property **more attractive** and **easier to sell quickly**, especially compared to similar raw land listings. Others—like a perc test or cleared home site—can make the land **worth more** in the buyer's eyes.

Thinking About Selling Land in Lee County?

I specialize in helping landowners in Auburn, Opelika, Beauregard, and the surrounding communities prepare and market their property for a successful sale. Let's talk about your goals and what's possible with your land.

 Call or text **Josh Hallmark** at **334-329-0787**

 Learn more at HallmarkProperties.Co

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REAL ESTATE QUESTIONS.
CALL 334-329-0787**

Josh Hallmark
Real Estate Advisor

