

Land Education & Advocacy
Promoting Trust in the Land Industry

A Roadmap and Resource for Building the Future



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Phi  *Strategies*

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1. THE PROBLEM: LANDOWNERS LACK A TRUSTED ADVOCATE

Texas landowners face systematic exploitation due to their lack of integrated information resources to access critical knowledge. They also lack a robust and centralized consumer protection mechanism and there is no “shorthand” nor centralized and always up-to-date referral mechanism for them to easily *trust* that they are being served by licensed, ethical, and expert professionals.

Three interconnected problems drive the need for establishing a mechanism to promote client education and trust in the high standards of those with land-focused certifications and proven expertise.

Problem 1: Wholesaler Exploitation at Scale

Real estate wholesaling – legal in Texas but largely unregulated – creates significant wealth transfer from landowners to intermediaries. Wholesalers typically offer 40-60% of fair market value, leaving landowners unaware they're losing \$50,000-\$200,000+ per transaction. Recent TREC survey data reveals the scope:

- **4,500+ respondents** reported wholesaling experiences, with most license holders expressing negative perceptions
- **Title company professionals** noted consistent lack of transparency around costs and closing procedures
- **Consumers who sold to wholesalers** frequently reported confusion about whether wholesaler was the actual buyer or merely an intermediary
- **30% of transactions** fell through when wholesalers failed to find end buyers, leaving sellers in limbo after removing properties from market

The Colony Ridge case demonstrates extreme manifestation: CFPB and DOJ filed federal lawsuit in February 2024 alleging predatory practices targeting Hispanic landowners, with 30% foreclosure rate within three years and the company accounting for 92% of all Liberty County foreclosures between 2017-2022.



Core issue: Landowners don't know fair value, don't understand alternatives, and have no trusted advocate to consult before making irreversible decisions.

Problem 2: TALB Invisible to Consumers

Despite 30+ years serving Texas land professionals, TALB remains unknown to the landowners who most need legitimate broker representation. The association operates as trade organization – focused on member education, lobbying, and industry standards – but has no consumer-facing presence.

Result: When landowners need to sell, they don't know TALB exists or what TALB membership signifies. They respond to wholesaler direct mail, sign predatory contracts, and lose equity because no recognizable consumer brand guided them toward professional representation.

Opportunity cost: TALB could be the "AAA for landowners" – a trusted name that signals professional standards and landowner protection – but currently lacks infrastructure to reach consumers at scale.

Problem 3: Corporate Buyers Struggle with Deal Flow Quality

Institutional land buyers (REITs, private equity, Fortune 500 development teams) face inefficient acquisition processes:

- **\$50,000-\$200,000 per transaction** in business development costs (staff time, travel, dead-end leads)
- **20-30 landowner contacts to close 1 deal** due to poor lead quality
- **Wholesaler intermediaries** add markup without adding value (due diligence, deal structuring, compliance)
- **No centralized platform** connecting qualified sellers to serious buyers with contextual data (infrastructure, zoning, economic development)

Corporate buyers want pre-qualified deal flow, professional coordination, and advisory expertise – not transactional wholesaling. No platform currently provides this for land (commercial real estate platforms like Reconomy focus on buildings and small private investors, not vacant land development).

2. THE SOLUTION: LANDPRO™ CONSUMER TRUSTMARK PLATFORM



A. What a Trustmark Is and Why It Matters

A trustmark is a consumer-facing brand that signals professional standards, ethical practices, and recourse mechanisms. Unlike trade associations serving members or certification of individuals, trustmarks alleviate *consumer decision challenges* by providing a one-stop, recognizable symbol of reliability.

Successful trustmark examples:

Better Business Bureau (BBB) - Founded 1912, now covers 400,000+ businesses

How it works: Businesses display BBB accreditation; consumers check ratings before purchasing

Value proposition: "Accredited businesses meet our standards for ethical business practices"

Revenue model: Businesses pay annual accreditation fees (\$500-\$10,000) for consumer-facing credibility

American Automobile Association (AAA) - Founded 1902, 64+ million members

How it works: Consumers join AAA for roadside assistance; AAA-approved repair shops get referrals

Value proposition: "AAA-approved means quality service and fair pricing"

Revenue model: Consumer membership fees + approved vendor fees

ENERGY STAR - EPA program, recognized by 90% of U.S. households

How it works: Products meeting energy efficiency standards display ENERGY STAR label

Value proposition: "This product meets government-backed efficiency standards"

Revenue model: Government funding and oversight, drives purchasing decisions

Common elements across successful trustmarks:

1. **High consumer recognition** - Brand familiarity creates decision-making shortcut
2. **Clear standards** - Consumers understand what the mark guarantees
3. **Recourse mechanism** - Problems with accredited entities can be escalated
4. **Multi-sided value** - Consumers trust the mark; businesses benefit from association
5. **Longevity** - Trust builds over decades, becomes cultural institution



Why TALB is positioned to become land's trustmark:

- 30+ years of established standards and member education
- Recognized brand among land professionals (but not yet consumers)
- Infrastructure for certification, education, and member accountability already exists
- Gap in market: No consumer-facing land trustmark currently exists

B. Platform Components & Stakeholder Benefits

The LandPro™ platform transforms TALB from trade association to consumer trustmark through three integrated components:

COMPONENT 1: Consumer Education & Advocacy

What it does:

Billboard campaigns and digital marketing drive landowners to educational website where they learn fair market value, understand selling options, and connect with TALB member brokers. Platform provides "Is Your Offer Fair?" calculator allowing landowners to validate cash offers against market comparables before signing contracts.

Problems addressed:

- Wholesaler exploitation (Problem 1) - Landowners educated BEFORE signing away equity
- TALB invisibility (Problem 2) - Consumer-facing campaigns build brand awareness
- Information asymmetry - Free tools level playing field between sellers and buyers

Stakeholder benefits:

Landowners/Sellers:

- Free market valuation tools prevent lowball acceptance
- Educational content explains selling options (traditional vs. express vs. cash sale)
- Connection to licensed, accountable brokers (TALB members)
- Transparency about speed/value tradeoffs (10-20% discount for 30-day sale is fair; 50% is not)
- Recourse mechanism if TALB member violates standards



TALB Members:

- Pre-qualified and trackable leads from, for example, billboard campaigns (\$150-\$400 cost per lead vs. \$2,000-\$5,000 industry standard)
- Consumer brand association elevates professional positioning and value
- Client self-referral infrastructure distributes active leads versus less welcome “lead prospecting” (and associated marketing costs)
- Differentiation from wholesalers through visible consumer advocacy

TREC/Government:

- Reduces wholesaler complaints through consumer education
- Addresses market exploitation without heavy-handed regulation
- Creates accountability layer (TALB oversees member conduct)
- Demonstrates self-regulation effectiveness (industry solving own problems)

COMPONENT 2: Corporate Buyer Network

What it does:

Subscription-based platform connecting institutional buyers to pre-qualified landowner leads with contextual data (infrastructure proximity, zoning analysis, economic development plans, community demographics). Advisory services include deal structuring, due diligence coordination, and multi-property tour facilitation.

Problems addressed:

- Corporate buyer inefficiency (Problem 3) - Pre-qualified leads reduce wasted BD time
- Wholesaler markup elimination - Direct connection removes intermediary costs
- Professional advisory gap - Consulting expertise replaces transactional wholesaling



Stakeholder benefits:

Corporate Buyers/Investors:

- \$25,000-\$75,000 annual subscription provides 40-80 qualified landowner contacts
- Contextual data accelerates due diligence (infrastructure, zoning, economic development)
- Advisory support for complex transactions (deal structuring, compliance, coordination)
- Network effects: More landowner data → better matching → higher close rates

Landowners/Sellers:

- Access to serious buyers with capital and acquisition expertise
- Professional transaction coordination (not rushed, high-pressure wholesaler tactics)
- Fair pricing through competitive buyer interest
- Expert guidance through complex institutional transactions

TALB Members:

- Corporate buyer relationships generate high-value referrals
- Advisory opportunities (members can serve as local experts for out-of-state buyers)
- Transaction volume increases as corporate buyers close more deals locally

NGOs/Conservation Groups:

- Platform can flag properties with conservation value to mission-aligned buyers
- Data on development pressure helps prioritize acquisition targets
- Professional coordination facilitates conservation easement discussions



COMPONENT 3: TALB Certification Referral Engine

What it does:

Platform promotes TALB's existing education and certification programs as value-adds for both landowners and corporate buyers. When landowners need specialized expertise (water rights, mineral rights, 1031 exchanges, estate planning), platform refers to TALB-certified specialists. When corporate buyers need local market expertise, platform highlights TALB certifications as credibility signals.

Problems addressed:

- TALB program visibility - Consumer-facing platform drives awareness and demand
- Certification ROI - Members see business value in completing TALB programs
- Knowledge gaps - Complex transactions require specialized expertise

Stakeholder benefits:

TALB (as organization):

- Certification enrollment increases as platform demonstrates business value
- Education programs gain visibility through consumer-facing promotion
- Revenue from certifications grows as more members pursue credentials
- Platform reinforces "TALB = professional expertise" brand positioning

TALB Members:

- Certifications become lead generation tools (platform highlights specialists)
- Professional development translates directly to referral opportunities
- Competitive advantage over non-certified brokers visible to consumers

Landowners/Sellers:

- Matched to appropriate expertise for transaction complexity
- Confidence that specialist credentials verified by established association
- Better outcomes through expert guidance on nuanced issues

Corporate Buyers:

- Access to specialized knowledge for complex transactions
- Credentialed local experts reduce regional learning curve
- Transaction quality improves through appropriate expertise matching



COMPONENT 4: B2B Market Intelligence & Research Services

What it does:

The AI back end of the platform generates proprietary data on land transaction behavior, corporate acquisition patterns, pricing dynamics, and market trends as natural byproduct of operations. This data – aggregated and anonymized – becomes valuable marketing research sold to institutional clients while providing free market insights to TALB members.

Why this matters:

Real estate data companies (CoStar, CBRE Research, Reconomy) generate *hundreds of millions in annual revenue selling market intelligence*. LandPro™ captures transaction data at source – landowner inquiry patterns, corporate buyer criteria, pricing negotiations, deal velocity – creating first-party dataset that doesn't exist elsewhere. Also, it eliminates the need to hire middlemen consultants who are not as close to the business and don't facilitate action on their recommendations.

This is passive revenue: Data collected *automatically* through platform usage (keeping all user data permission-only, anonymous, and locked down – different from existing models), packaged into research products, sold on subscription basis.

Data streams the platform captures:

Landowner Behavior Data:

- Which markets generate highest inquiry volume (signals development pressure)
- Property characteristics most commonly listed (acreage, location, use type)
- Pricing expectations vs. actual market values (reveals information gaps)
- Time-to-decision patterns (how long landowners research before engaging broker)
- Preferred communication channels (billboard QR codes vs. digital ads vs. referrals)

Corporate Buyer Intelligence:

- Which institutional buyers actively acquiring in which markets
- Acquisition criteria by buyer type (REIT vs. PE vs. Fortune 500 preferences)
- Deal velocity metrics (inquiry to close timeline by property type)
- Infrastructure requirements driving site selection (power, water, fiber proximity)
- Price sensitivity by use case (data center land vs. warehouse vs. conservation)



Transaction Market Data:

- Deal flow volume by market and quarter (leading indicator for development activity)
- Discount patterns (traditional sale vs. express sale vs. cash buyer pricing)
- Time-on-market averages by property characteristics
- Broker commission structures and competitive dynamics
- Failed transaction analysis (why deals fall through, at what stage)

Competitive Intelligence:

- Wholesaler activity patterns (where they're most active, pricing offered)
- Traditional broker market share by geography
- New market entrants and consolidation trends
- Marketing channel effectiveness (which campaigns drive highest-quality leads)



Research products and pricing:

Tier 1: TALB Member Reports (FREE)

Quarterly market snapshots showing transaction trends, pricing dynamics, and competitive landscape in members' territories. Positions TALB membership as intelligence advantage – members see market movements before competitors.

Example insights:

- "Austin market landowner inquiries up 23% Q4 2025 vs. Q4 2024 – development pressure increasing"
- "Average time-to-decision for inherited property sales: 47 days (vs. 89 days for owner-occupant sales)"
- "Wholesaler offers averaging 48% below market value in Travis County (up from 44% in 2024)"

Value to TALB members: Business planning intelligence, competitive positioning data, conversation starters with clients ("Did you know the Austin market is...?"). Reinforces TALB membership value beyond lead generation.

Tier 2: Regional Market Reports (\$5,000-\$15,000 annually per subscriber)

Quarterly deep-dive reports covering specific metro areas (Austin, Dallas, Houston, San Antonio). Sold to developers, investors, lenders, economic development organizations, commercial brokerages not focused on land.

Example subscribers:

- Commercial developers evaluating expansion markets
- Regional banks underwriting land loans (need pricing data, velocity trends)
- Economic development corporations tracking development pressure
- Investment funds building Texas land exposure

Content depth: Deal flow analysis, pricing trends, buyer/seller sentiment, infrastructure development impact, regulatory changes, forward-looking indicators.

Revenue potential: 50 subscribers × \$10,000 average = \$500,000 annually



Tier 3: National Land Market Intelligence (\$25,000-\$50,000 annually per subscriber)

Comprehensive platform covering all Texas markets plus expansion states as platform scales. Sold to national institutional investors, REITs, data companies, consultancies, federal agencies.

Example subscribers:

- National REITs with land acquisition mandates
- Consulting firms advising corporate site selection
- Federal Reserve researchers tracking land market dynamics
- PropTech companies building competitive products

Content depth: Monthly reports, custom data queries, API access to anonymized transaction database, quarterly webinars with market analysis.

Revenue potential: 20 subscribers × \$37,500 average = \$750,000 annually

Tier 4: Custom Research Projects (\$50,000-\$250,000 per project)

Bespoke research for institutional clients needing specific market analysis, feasibility studies, or competitive intelligence.

Example projects:

- Data center developer: "Where in Texas are landowners most receptive to industrial development? What pricing should we expect? What conservation and community concerns existing or potential need to be addressed?"
- PE fund: "What's the competitive landscape for land acquisition in Hill Country conservation corridor? Who are the buyers, what are they paying?"
- State agency: "How effective are current wholesaler disclosure requirements? What compliance gaps exist?"

Delivery: Custom reports, primary research (landowner surveys, broker interviews), strategic recommendations, executive presentations.

Revenue potential: 5-10 projects annually = \$250,000-\$750,000

Total B2B research revenue potential (at scale): \$1.5M-\$2M annually



Why this revenue is "passive"

Platform operations generate data automatically – Initial system architecture collects anonymized data as landowners submit inquiries, corporate buyers search properties, and transactions close. Analytics infrastructure powers automated research product creation.

Core costs are fixed (AI licensing, data warehouse, analytics tools). Marginal cost per additional subscriber is near zero (digital report distribution).

* Billionaires made on *stolen* user data. It has never been necessary and our innovative platform won't do it.

Strategic value beyond revenue:

For TALB:

- Free member reports funded by corporate subscriber revenue (no cost to association)
- Data-driven advocacy: "We have transaction data proving wholesaler impact" strengthens TREC conversations
- Industry thought leadership: TALB becomes authoritative voice on Texas land market trends
- Research publications generate media coverage (Wall Street Journal, Texas **Business Journal** citing **TALB data**)

For platform:

- Multiple revenue streams reduce dependence on any single source (referral fees, corporate subscriptions, research sales)
- Data network effects: More platform usage → richer dataset → more valuable research → higher subscriber demand
- Acquisition value: Proprietary land transaction database is strategic asset for CoStar, CBRE, other acquirers

For ecosystem:

- Market transparency reduces information asymmetry (benefits legitimate participants, challenges predatory actors)
- Research publications educate policymakers on land market dynamics
- Free TALB member reports level playing field (small brokerages get intelligence only large firms could afford)



Problems addressed:

This component directly addresses corporate buyer inefficiency (Problem 3) by providing market intelligence that informs better acquisition decisions. It indirectly addresses wholesaler exploitation (Problem 1) by increasing market transparency – harder to exploit landowners when pricing data is publicly available. It enhances TALB visibility (Problem 2) through research publications citing TALB as authoritative source.

Stakeholder benefits:

TALB Members:

- Quarterly market intelligence reports (free, funded by corporate subscribers)
- Competitive advantage through early trend visibility
- Credibility boost when citing TALB research with clients

TALB (as organization):

- Revenue share from corporate subscriptions funds operations
- Data-driven advocacy strengthens regulatory influence
- Thought leadership positioning attracts new members

Corporate Buyers:

- Market intelligence reduces acquisition risk and improves deal sourcing
- Custom research answers specific strategic questions
- Data access provides edge over competitors lacking insights

Institutional Investors:

- Portfolio strategy informed by leading indicators (inquiry volume, pricing trends)
- Risk management through market transparency
- Due diligence accelerated with proprietary transaction data

Policymakers/TREC:

- Evidence base for regulatory decisions (not anecdotal complaints)
- Market monitoring capability (track wholesaler activity, measure disclosure effectiveness)
- Public benefit from increased transparency



Research precedents:

CoStar Group generates \$2.1 billion annually, with significant portion from research/analytics subscriptions. Their business model: Collect property data through platform operations, package as market intelligence, sell to investors and brokers.

Zillow Research publishes free consumer reports (drives traffic, builds brand) while selling premium data to institutions. Their Home Value Index cited by Federal Reserve, media, policymakers – establishes Zillow as housing market authority.

CBRE Research produces quarterly market reports, thought leadership publications, custom client projects. Research arm enhances brokerage brand while generating separate revenue stream.

LandPro™ adapts and focuses a proven model to an underserved segment:

Across all available real estate intel platforms, land transaction data currently fragmented, inconsistent, incomplete. TALB/LandPro™ would be a first mover in comprehensive land market intelligence captures long-term category leadership... licenseable to other markets.

Implementation timeline:

Year 1: Data infrastructure built, analytics systems deployed, TALB member reports piloted

Year 2: Regional reports launched (5-10 paying subscribers), custom research capability established

Year 3: National reports launched (15-25 subscribers), API access for institutional clients, research team expanded

Year 4+: Full research operation scaled, annual research revenue \$1.5M-\$2M, TALB recognized as land market intelligence authority

This component transforms LandPro™ from a transaction platform into holistic market infrastructure – essential utility for understanding Texas land markets. The business model ensures TALB members benefit (free intelligence) while corporate clients pay (premium insights). Revenue from research subscriptions provides platform sustainability beyond transaction fees alone.



C. How the LandPro™ Platform Fuels TALB Education Programs

The referral architecture creates virtuous cycle between consumer-facing platform and TALB's existing education infrastructure:

Step 1: Platform Generates Demand for Specialization

Landowner inquiry: "I have 500 acres with water rights and severed minerals. Who can help?"

Platform response: "You need broker with TALB Water Rights Certification and Mineral Rights expertise. Here are 3 certified specialists in your area."

Step 2: Members See Business Value in Certification

TALB members observe that certified specialists receive higher-value referrals from platform. Enrollment in TALB education programs increases because members recognize direct ROI: certification investment returns through qualified leads.

Step 3: TALB Programs Gain Visibility and Revenue

As platform promotes certifications to consumers, TALB's education programs gain broader awareness. Non-member brokers join TALB to access certification pathways and platform referrals. TALB education revenue grows while consumer protection strengthens.

Step 4: Quality Standards Reinforce Trustmark

Platform requires TALB certification for complex transaction referrals. This elevates TALB standards as necessary for business. As more members complete certifications, overall industry professionalism increases – reinforcing consumer trustmark value.

Current TALB programs already positioned for platform integration:

- Land Broker specialization
- Water Rights certification
- Mineral Rights expertise
- 1031 Exchange specialization
- Ranch & Recreational Property certification
- Commercial Land certification

Platform makes these programs visible to consumers and valuable to members simultaneously, creating self-reinforcing growth cycle.



3. HOW TALB BENEFITS: STRATEGIC POSITIONING WITHOUT CAPITAL OUTLAY

Critical clarity: This is NOT a funding request from TALB.

The platform is designed to be self-sustaining through referral economics (broker fees, corporate subscriptions, advisory services). TALB's role is strategic partnership, not financial sponsor.

What TALB Provides:

Brand Legitimacy

TALB's 30-year reputation and established standards give platform instant credibility with consumers. "Powered by TALB" signals professional accountability and ethical standards – differentiating from unregulated wholesalers.

Program Access

Platform promotes TALB education, certifications, and member directory. This drives consumer awareness of TALB value proposition and generates enrollment in existing programs (revenue to TALB, no new infrastructure required).

Member Network

TALB facilitates member recruitment for platform participation. Members who join referral network provide feedback on lead quality and transaction outcomes, enabling continuous improvement.

Operational Control (Post-Launch)

Once platform proves market fit, TALB assumes operational oversight. This ensures long-term alignment with member interests and positions TALB as consumer-facing land authority (not external entity controlling landowner relationships).

What TALB Gets in Return:

Consumer Brand Transformation

TALB evolves from invisible trade association to recognized consumer trademark. Within 3-5 years, Texas landowners know: "TALB member = professional, ethical, accountable." This brand equity compounds over decades (see BBB, AAA examples).

Membership Growth

As platform builds consumer awareness, non-member brokers join TALB to access referrals



and benefit from trademark association. Membership revenue increases without TALB directly funding consumer marketing.

Legislative Protection

Consumer-facing advocacy role gives TALB stronger position in regulatory discussions. If Texas tightens wholesaling regulations, TALB demonstrates self-regulation effectiveness and positions members as solution (not part of problem).

Industry Leadership

First land broker association to build consumer trademark establishes model for other states. TALB becomes national thought leader, potentially licensing platform to state associations elsewhere (additional revenue stream).

Member Value Proposition

Platform generates tangible business value (leads, referrals, corporate buyer relationships) beyond current TALB offerings (education, networking, lobbying). This strengthens member retention and justifies dues increases over time.

TALB's Risk Mitigation:

No Capital Investment Required

Platform funded through private investment and early adopter members (revenue-sharing model). TALB provides brand/access, not cash.

Operational Control Timing

TALB doesn't assume management until platform proves market fit (Year 2-3). Early execution risk borne by external operator; TALB inherits validated model.

Member Opt-In Structure

Participation voluntary for members. Those who join referral network benefit from leads; those who don't continue current business model. No forced change.

Brand Protection Provisions

Partnership agreement includes quality standards, member conduct requirements, and TALB right to terminate relationship if platform damages association reputation.

Exit Options

If platform underperforms, TALB withdraws brand license without sunk costs. If platform succeeds, TALB assumes control and enjoys ongoing consumer brand value.



Comparable Association Success Models:

National Association of Realtors (NAR)

Consumer brand "Realtor®" (vs. "real estate agent") creates premium positioning. NAR doesn't fund individual broker marketing but benefits from collective consumer awareness building.

Credit Union National Association (CUNA)

Trade association transformed consumer perception: "Credit unions = member-owned, community-focused." Individual credit unions fund local marketing; CUNA provides national brand architecture.

Certified Financial Planner Board (CFP Board)

"CFP®" designation recognized by consumers as credibility signal. Board doesn't pay for advisor marketing but benefits from cumulative awareness as CFPs promote credential.

LandPro™ platform applies proven model to land brokerage: TALB provides brand architecture and standards; individual members and platform economics fund consumer awareness building; TALB benefits from cumulative trustmark value.



4. IMPLEMENTATION PATHWAY

Phase 1: Proof of Concept (Q1 2026)

Objective: Validate landowner demand and lead quality through Austin market test

Activities:

- Billboard campaign: 4-6 locations, 8-12 weeks
- Educational website with market valuation tools
- 8-12 TALB member participants (revenue-sharing model)
- Track: Lead volume, lead quality, member satisfaction, conversion rates

Success metrics:

- 40-100 qualified landowner leads generated
- 5-10 listing agreements signed by TALB members
- 75%+ member satisfaction with lead quality
- Proof that billboard → website → TALB referral model works

TALB role: Endorse test, facilitate member recruitment, provide brand co-branding

Phase 2: Multi-Market Expansion (Q2-Q3 2026)

Objective: Scale to 3-5 Texas markets, validate corporate buyer demand

Activities:

- Dallas, Houston, San Antonio billboard campaigns
- Corporate buyer pilot: 5-10 institutional subscribers
- Platform MVP: Basic matching, CRM, lead distribution
- Begin promoting TALB certifications within platform

Success metrics:

- 200-500 landowner leads across markets
- 15-30 TALB members participating
- 5-10 corporate buyers paying \$25K-\$50K annually
- Early evidence of certification program enrollment increase

TALB role: Statewide member recruitment, corporate buyer introductions, feedback on certification integration



Phase 3: Full Platform Launch (Q4 2026 - Q1 2027)

Objective: Complete platform build, establish consumer trustmark awareness

Activities:

- Statewide billboard presence (10+ markets)
- AI matching engine for corporate buyers
- Full certification referral system
- Consumer PR campaign: "TALB protects Texas landowners"

Success metrics:

- 1,000-2,000 landowner leads annually
- 30-50 TALB members in referral network
- 20-30 corporate buyer subscribers
- Measurable increase in TALB certification enrollment

TALB role: Operational transition planning, quality standard enforcement, consumer advocacy spokesperson role

Phase 4: TALB Operational Control (2027)

Objective: Transfer platform operations to TALB, ensure long-term sustainability

Activities:

- TALB assumes platform management
- Founder transitions to advisory role
- Platform integrated into TALB membership value proposition
- Expansion discussions: licensing to other state associations

TALB outcome:

- Consumer trustmark established (landowners recognize TALB)
- Self-sustaining revenue model (referral fees, corporate subscriptions)
- Differentiated membership value (leads + brand association)
- National leadership positioning



5. FUNDING STRATEGY – NO TALB funding needed

Path 1: Member Co-Op Model

Early adopter TALB members invest \$2,500-\$4,000 each for exclusive market access during proof-of-concept. This crowdfunds initial billboard campaigns while giving participating members first-mover advantage.

Example: 10 Austin members \times \$3,000 = \$30,000 proof-of-concept funding

Path 2: Strategic Investor

High-net-worth individual with land transaction expertise invests \$100,000-\$200,000 for 15-25% equity. Platform becomes acquirable asset (CBRE, CoStar, NAR potential buyers in 3-5 years).

Rationale: Investor funds scale-up in exchange for exit opportunity once landowner database proves valuable.

Path 3: TREC Partnership (Public Interest)

If platform demonstrates consumer protection effectiveness, TREC may provide grant funding or co-branding to expand statewide. This positions TREC as proactive regulator addressing wholesaler exploitation.

Precedent: State real estate commissions have funded consumer education initiatives when industry demonstrates self-regulation commitment.

Path 4: Corporate Buyer Pre-Subscription

Institutional investors fund Year 1 access to platform, provide working capital for build-out.

Example: 5 corporate buyers \times \$50,000 = \$250,000 pre-funding

Revenue Sustainability (Post-Launch):

Once operational, platform self-funds through:

- Broker referral fees: 25% of commission on closed deals
- Corporate subscriptions: \$25,000-\$75,000 annually per buyer
- Advisory fees: Consulting on complex transactions
- TALB operational subsidy (optional): Platform profits fund TALB programs

Key point: TALB provides brand value, not cash. Platform economics sustain operations.



6. NEXT STEPS & DECISION POINTS

For TALB Board:

Decision 1: Concept Endorsement

Does TALB board see strategic value in consumer trustmark positioning? If yes, authorize stakeholder research phase.

Decision 2: Proof-of-Concept Participation

Would TALB co-brand Austin test (billboard campaigns, website) and facilitate member recruitment? If yes, set parameters for brand usage and member communication.

Decision 3: Long-Term Vision Alignment

Does TALB aspire to eventual operational control of consumer-facing platform? If yes, define transition milestones and governance structure.



Stakeholder Research Phase (Next 60-90 Days):

Sample methods and questions:

TALB Member Survey

- Would you pay \$2,500-\$4,000 to participate in Austin proof-of-concept?
- What lead volume/quality would justify participation?
- What concerns do you have about platform model?
- Which TALB certifications would most benefit from consumer awareness?

Landowner Focus Groups

- Do Texas landowners know TALB exists?
- What would make them trust land broker recommendation?
- Have they received unsolicited cash offers? If so, did they know how to validate fairness?
- What information would they want before selling land?

Corporate Buyer Interviews

- What's your current cost per closed land acquisition?
- What information gaps slow your due diligence?
- Would you pay \$25,000-\$75,000 annually for pre-qualified deal flow?
- What advisory services would add value beyond lead generation?

TREC Input

- Does TREC see consumer education platform as potential regulatory solution?
- Would TREC consider co-branding or grant funding for consumer protection initiative?
- What concerns would TREC have about TALB-branded platform?

Research deliverables

- Comprehensive report/s adapted to suitable formats and other tools that help stakeholders understand the research findings and what they mean in practice
- Live and live virtual “town halls” to review and discuss findings, explore next steps
- Moderate “next step” meetings and discussions mapping out areas requiring further clarification
- Video/documentary series planning, as this will be the first platform educational content



Next steps:

1. Present simple summary of concept to TALB board, with detail as preview.
2. Stakeholder research program to validate assumptions and surface concerns before commitment.

Example: For each stakeholder (brokers, lawyers, TREC, landowners by use category, land buyers by use category, regulatory experts, financial experts, etc.) we would ask about things like... current SWOT in relevant topics, trustmark brand concept reaction and advice, platform content elements and function reactions and advice and other topics TALB experts deem necessary. Research questions will follow guidance and content from constituency representatives themselves.

I was inspired to create this project upon learning about how some types of landowners – retirees, financial distresses, inheritance sellers, and others – were being exploited by wildcatter retail wholesalers and their gullible small private investors.

Having been introduced to TALB by Sonny Allen last year, I was incredibly impressed by the members I met, and by the rich programs, benefits, and connectivity that TALB provides its membership and through them, their clients. TALB is also highly respected by legislative leaders and the communities in which their members operate. Thus, TALB is the perfect organization to unleash its vast expertise and resources to serve the public through LandPro™.

Every landowner and land buyer should have a single place to find information and support, and to easily find who best to call for white label representation by land experts.

Looking forward to further discussions with you and others interested in this project.

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Lauren Romero has long operated at the nexus of global manufacturing and retail. Her research and practical go-to-market integration expertise has influenced market-moving decisions in the \$Bns for Fortune 500 consumer product and retail companies.

Over a 30-year career, Lauren has advised countless brand clients, their marketing and sales leadership, stewarding foundational research consulting programs to advise new business strategies, brand launches, market entries, real estate expansions, product developments, retail portfolio optimization, and so much more. Unlike most consultants, her work spanned not just research-backed recommendations but full integration toward action.

Lauren's approach is grounded in close understanding of business context and collaborating functions. She clears out data "noise" to distill useful meaning from vast streams of information and analysis, applying well-informed instincts only practical experience can build -- leading to clear, stakeholder-aligned paths to successful implementations.

Along the way, her lifelong first-mover enthusiasm with emerging technologies has informed design and use of custom tools that supercharged the speed and quality of service for her clients. The emergence of AI further inspired her to explore ambitious use cases and AI ethics.

All of these experiences shaped a holistic, systems-aware mindset she applies to developing innovative ideas and enterprises. Her passion is envisioning, advocating for, and building healthy systems that serve humans and the world they inhabit.