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## LAND IMPROVEMENTS THAT RETURN DOUBLE THE VALUE (OR MORE)

### How to maximize impact on legacy lands or improve your parcel to sell faster and for more

Whether you're preparing to sell, improving a family parcel, or just investing in the long-term value of your land, certain upgrades do more than just make your property look good — they deliver a serious return. The right improvements can deliver more than 2X on your investment or smooth the way for a quick sale at your desired price.

Below are five of the most impactful land improvements we use at Poplar Land Company to attract buyers, enhance the beauty of your land, increase usability, and boost value. **We go back to these strategies again and again on almost every tract we touch, because they work** — whether you're selling tomorrow or stewarding land for the next generation.



#### 1 CONVERTING LOW-VALUE TIMBER INTO TILLABLE ACREAGE

### Sometimes it pays to remove less marketable tree species in favor of open land.

High-quality **timber can be a value add, but open land is generally more valuable than timberland.** That's why we like to remove trees that don't appreciate at the same rate as good timber and turn these areas into land you can actively manage. In the Southeast, this usually means **taking out Virginia pine, which is lower quality and less marketable than other species**, like loblolly or longleaf pine.

In some cases, we also remove overstocked timber that would otherwise be seen as favorable. **The wood might bring a good value, but too many trees per acre — particularly if they're all young — just won't appreciate like tillable acreage.** Starting over in these areas is an investment, but it brings great returns over time.

#### ✓ WHERE POPLAR LAND COMPANY CAN HELP

We have established connections with loggers who are willing to take down low-value timber, which you sometimes can't even give away. A landowner may struggle to find a contractor on their own, since many refuse this type of project, just given the cost of running their equipment vs the price they can get on the wood.



#### 2 NON-FORESTED OPEN LAND RESTORATION

### Forgotten fields go from a drain on land value to an asset.

On many tracts, there are areas that have long been neglected, draining value instead of enhancing it. We regularly **take fallow fields that were formerly used for pasture or row crops and reclaim these areas through restoration.** Many times, untended areas are on the verge of becoming young forests filled with undesirable tree species, like Virginia pine and locust, and blackberries or invasive plants. Taking down these young stands quickly allows us to **reclaim open land and put it into native grasses, conservation plantings, agriculture, or pasture for grazing** — all of which build value.

#### ✓ THIS STRATEGY IN ACTION

For the state of North Carolina, we assisted in the Steven's Creek Elk Project to restore non-forested open land for elk forage. We removed encroaching trees that were limiting sunlight and absorbing nutrients from the herbaceous plants that elk need to survive. With the help of NCWRC biologists and Roundstone Seed, we crafted the first-ever Western North Carolina elk forage blend. We planted this native plant mix on a portion of this property to reinforce the forage capacity and support this reintroduced elk herd.

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## 3 BUILDING OR IMPROVING TRAILS

**Create a tangible benefit for buyers and boost value right away.**

Every property with trails is instantly more valuable — period. Exclamation point! Landowners can immediately see a tangible benefit and buyers can picture how they will enjoy these areas, whether it be on ATVs, horses, dirtbikes and motorcycles, or on foot. Trails can be used to more easily manage property with tractors and other equipment. **They are also effective as fire breaks and can be planted to stabilize the ground against erosion** while enhancing forage for wildlife.



### THIS STRATEGY IN ACTION

For one client, we've created about eight times more trail mileage than their land had originally. This has allowed the family to enjoy so much more of their land on a daily basis. It has added recreational value — the family enjoys dirtbiking and viewing wildlife — and monetary value.



## 4 CONSTRUCTING HIGH-QUALITY GRAVEL ROADS

**Poorly installed gravel roads can cost you more over the lifetime of the property.**

There is a big difference between making a path and dumping gravel on it and building enduring, high-quality roads. This means **siting properly, ditching appropriately, and correctly placing and reinforcing culverts or tiles and water turnouts to reduce erosion**. Doing it right, of course, costs more upfront, but the result will be viable longer and should be much lower maintenance. Poorly installed gravel roads can cost you more over the lifetime of the property than the initial investment in a high-quality road or driveway.



### WHERE POPLAR LAND COMPANY CAN HELP

We know topography, surface water runoff, aesthetics, and what it takes to build a good road. We understand where a sustainable driveway can go — and where one can't — so it will stand the test of time.

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## 5 IMPROVING SOIL HEALTH

**Reduce the cost of herbicide and fertilizer while building a healthier system.**

What's under our feet is often overlooked, but at Poplar Land Company, we're passionate about enhancing soil composition and quality as a way of building value on your land. We use no-till management and cover cropping to improve soil over time. No-till is a practice that avoids turning over the soil, preserving its structure, moisture, and microbial life. **We plant non-cash cover crops to reduce erosion, add organic matter, and naturally suppress weeds.** All of this together reduces the cost of herbicide and fertilizer, while building a healthier system that successfully supports more kinds of plants. Depending on your goals, **we might do this to attract wildlife, support livestock, conserve dwindling grassland habitat, store more carbon, or make open land attractive and turnkey for many different kinds of buyers.**



### THIS STRATEGY IN ACTION

For one client, we successfully restored 45 acres of non-forested open area and continue to manage it for soil health. In just 18 months of implementing an intentional soil health program, we were able to eliminate the fall fertilizer and herbicide treatments on this acreage, saving the client nearly \$18,000. Not only did this save money, but we are moving closer to eliminating the need for synthetic soil amendments.

**Now you have our playbook of tried-and-true methods to grow the value of your land, enhance aesthetic beauty and usability, and make your parcel more attractive to buyers.**

If you'd like us to create a tailored Transform or Manage plan for your property, or if you're looking to buy raw land to build your legacy retreat, visit [poplarland.com](https://poplarland.com) to request a **free consultation**.

You can also find out more about our unique Acquire, Transform, and Manage process at [poplarland.com/ATM](https://poplarland.com/ATM).

### ABOUT POPLAR LAND COMPANY



We exist to help our clients uncover the perfect land and shape it into something they can enjoy for generations to come. We search for the hidden gems in the market and tap into their unseen natural potential. Our decades of experience working the landscape allows us to nurture the land and maximize its value for our clients. Rooted in the South, we seek to build meaningful relationships as your true partners in the pursuit of the perfect property and its ongoing maintenance.

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### ABOUT FORREST BREEDLOVE



As founder and owner of Poplar Land Company, Forrest is the Broker in Charge, project manager, and single point of contact for clients. He takes a hands-on approach to evaluating legacy properties and maximizing your return on investment, while bringing his knowledge of what's possible for the land to your property search or sale.

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