BRANDI BENSON-HICKS
BREG Homes Team · Keller Williams Premier

LAND & DEVELOPMENT PROGRAM



The right land. The right builder. One introduction.

Land for Land

Every home, every subdivision, and every development starts with the same thing: land. And land is the part of the market most people are left to figure out alone. Land for Land is my land lane. I source and qualify land, I keep a bench of vetted builders and developers, and I personally match the two sides — then I stay in the loop until the deal is done. The right land, matched with the right builder — personally, by me.

The Land	The Match	The Loop
SOURCED & QUALIFIED FIRST	MADE PERSONALLY, NEVER BLASTED	SHE STAYS IN IT THROUGH THE DEAL

It costs nothing to talk. There is no fee to sit down, get a straight read on your land, or put your criteria on file. If a match turns into a transaction, any commission or referral is handled properly between the brokerages, per standard practice — with the arrangements in writing before anything moves.

Prepared for you by Brandi Benson-Hicks, Real Estate Advisor
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THE INVESTOR BEHIND THE PROGRAM

I buy with my own money

About Brandi Benson-Hicks

Since 2019, I've been in the arena — not advising from the sidelines, but buying and holding with my own capital, including acquisitions made with my own VA loan, and building millions in portfolio value doing it. Buying with my own money is what taught me what makes a piece of land — and a deal — actually work: the numbers have to be real, the homework has to be done, and the ground has to fit the plan.

A decade in marketing taught me precisely how buyers think — who they are, what moves them, what makes them act. Builders and developers are buyers, too — buyers of land — and that eye is my edge on this side of the market. When I evaluate land or a deal for you, I evaluate it the way I'd evaluate it for myself, because most days, I am. I underwrite like an owner. I negotiate like it's my money on the table — because I've sat at that table.

Today, I put all of it — the marketer's eye, the investor's discipline — to work for land owners, builders, developers, and investors across Rockdale, Henry, and the East Metro. You get an advisor who doesn't have a theory about investing. She has a track record, a portfolio, and a standard: if it isn't good enough for my money, it never reaches yours. You are not hiring an agent who read about this. You're hiring the woman who lived it.

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Stay connected with me.

This packet is the beginning, not the whole library. I host webinars and seminars all year — credit restoration, the VA loan process, buying a home — and the people connected with me hear about every one of them first, along with every new guide and resource I release.

My events on Eventbrite — follow me so you never miss a webinar or seminar: https://VeteranCreditReadiness.eventbrite.com

Instagram — follow along daily: https://www.instagram.com/realtorbrandil.benson (@realtorbrandil.benson)

Everything in one place — my Beacons page: the newest resources, guides, lists, and signups: https://beacons.ai/brandilbenson

East Metro Insider on Facebook — my community for Conyers, Covington, McDonough & beyond: https://www.facebook.com/groups/1432955898978858/

Connect on even one of these and you'll never miss a step that could change your timeline.

THE HONEST PICTURE

Land doesn't sell itself

Land looks simple — no roof to leak, no kitchen to update. But a parcel is only worth what the right buyer can do with it, and getting land in front of that buyer is where most deals quietly die. Both sides feel it.

If you own land

- It sits. Month after month, the listing does nothing while taxes, insurance, and upkeep keep arriving on schedule — land carries costs whether it sells or not.
- Nobody can tell you what builders actually need, so the land gets shown to everybody — and "everybody" is never the buyer.
- The price is a guess. Without knowing what the ground can support, owners price by hope, by rumor, or by what a cousin got two counties over.
- And when a builder does appear, they ask questions nobody has answered yet: zoning? utilities? access? The deal stalls on homework that should already be done.

If you build or develop

- Site hunting burns your scarcest resource: time. Every hour driving parcels that were never going to fit is an hour not spent building.
- Parcels arrive with no homework attached — zoning unknown, utilities unclear, access unconfirmed — so your team does the due diligence sellers should have started.
- The good ground moves quietly, through relationships, often before it ever reaches a listing portal.
- And every source you work sends you everything, hoping something sticks — because none of them know your criteria well enough to filter.

The gap Land for Land closes

Owners don't need more exposure. Builders don't need more listings. Both sides need one person who qualifies the land, knows the criteria on the other side, and makes the introduction by hand.

That's the entire program: verified land, real criteria, personal matches — and someone in the loop until the deal is done.

The buyers who actually close on land are builders and developers working from specific criteria. My job is knowing exactly what those are.

HOW IT WORKS

Three steps — qualification before introduction

Step 1 · The land gets qualified

Before any parcel is presented to anyone, it goes through verification (the full standard is on the next page): zoning confirmed with the county, utilities or septic status, flood plain, legal access, survey, title basics. What is verified is stated as verified — and what is still pending or unknown is stated just as plainly. Nobody on either side makes a decision on a guess dressed up as a fact.

Step 2 · The match, personally made

Every builder and developer on the bench has a criteria card on file with me: product type, price band, geography, capacity, and what a good parcel means to them. When qualified land surfaces, I match it against those cards — by hand — and bring it only to the ones it genuinely fits. No blast emails. No forwarding your land to a list and hoping.

Step 3 · Introduced, with me in the loop

Each side hears about the other from me first — who, why this fit, what happens next. Then one warm, three-way introduction. I check in with each side separately within days: did they reach out, how did it feel, what's the next step? And I stay in the loop through contract and closing — or to a clean, honest no, which is useful information for the next match, not a dead end.

Have criteria but no land yet? That's not too early — it's the ideal starting point. Builders, developers, and investors who put their criteria in writing with me get matched first when the right ground surfaces. The conversation takes fifteen minutes, and it costs nothing.

You make one call. The homework and the introductions are mine.

THE VERIFICATION STANDARD

Every parcel, checked before it's presented

This is the difference between a land packet and a land guess. Before I put a parcel in front of a builder, a developer, or an investor, it goes through a six-point verification — and every point carries an honest status: **verified, pending, or unknown**.

1 **Zoning — confirmed with the county**
Current zoning and permitted uses checked with the county or city directly — never taken from a listing sheet alone.

2 **Utilities & septic status**
Water and sewer availability and tap status — or, where there's no public service, well and septic feasibility and any soil or percolation information that exists.

3 **Flood plain**
Flood plain and flood zone status checked, so no one designs a project on ground that fights back.

4 **Legal access & road frontage**
Legal road frontage and access confirmed. No landlocked surprises, no handshake easements discovered at the closing table.

5 **Survey**
Whether a survey exists, how current it is, and any boundary questions flagged up front.

6 **Title basics**
Liens, easements, restrictions, HOA/POA obligations, and tax status surfaced where known — before they can ambush a deal.

What you will never hear from me

You will never hear me say a parcel can be subdivided, rezoned, entitled, or built on. Those decisions belong to the county and to your own engineers, surveyors, and attorneys. What I give you is verified current fact — and a clear path to confirm the rest. No zoning promises. No entitlement promises. Ever.

PREVIEW EDITION

This was the preview. The full playbook *goes deeper.*

You've seen how Brandi sources and qualifies land and matches it with the right builder. The complete **Land for Land packet** — every step, script, and number she runs — is free to members of the East Metro Insider.

GET THE FULL PACKET — JOIN FREE

Join at **beacons.ai/brandilbenson** — tap "Join the East Metro Insider." Stay connected: Instagram @realtorbrandil.benson · East Metro Insider on Facebook · Eventbrite

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