

# Selling Dirt

## How to Broker Commercial Land



Elevate Aspirations  
Release Expectations™



"Riggo"  
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404-660-4231

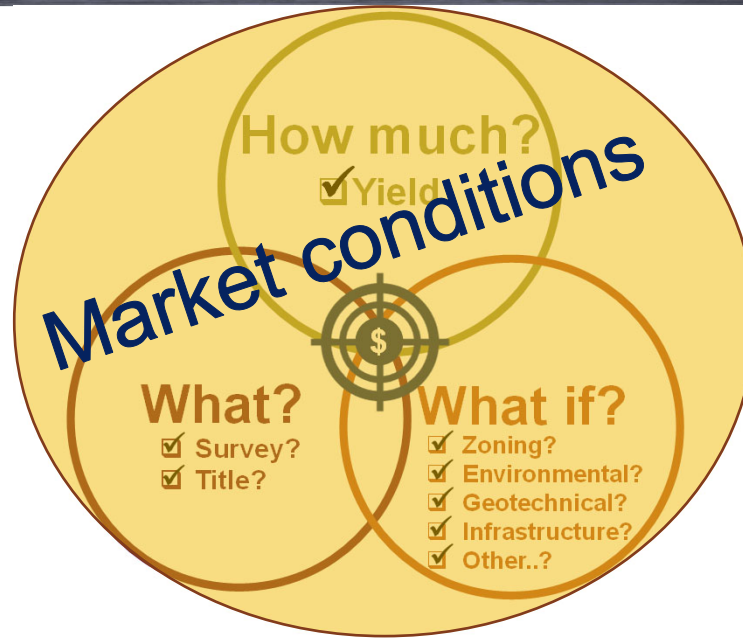
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## Dirt Broker's Checklist\*

Issue	Done	Issue	Done
Boundary survey	<input checked="" type="checkbox"/>	Zoning	<input checked="" type="checkbox"/>
Clear title	<input checked="" type="checkbox"/>	"Overlay" issues	<input checked="" type="checkbox"/>
Topo survey	<input checked="" type="checkbox"/>	Roads	<input checked="" type="checkbox"/>
Geotech study	<input checked="" type="checkbox"/>	Utilities	<input checked="" type="checkbox"/>
Environmental	<input checked="" type="checkbox"/>	• Water	
• Clean phase 1		• Sewer	
• Phase 2		• Power	
• Mitigated		• Internet	
• NFA letter		Other...	<input checked="" type="checkbox"/>
		Loan approval	<input checked="" type="checkbox"/>

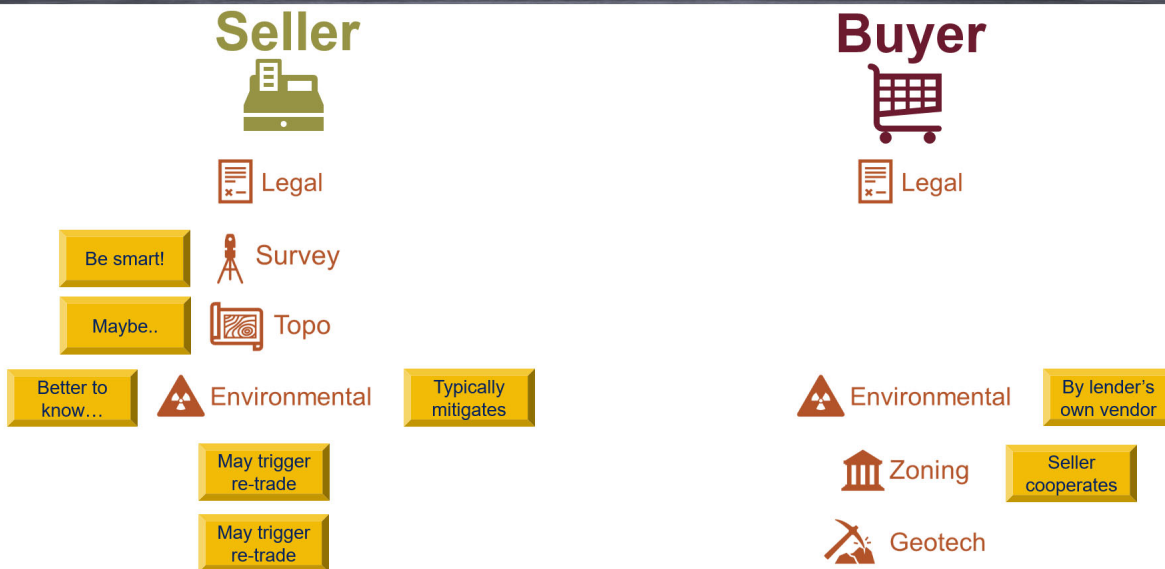
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# The 3 Categories of Issues That Drive Land Value



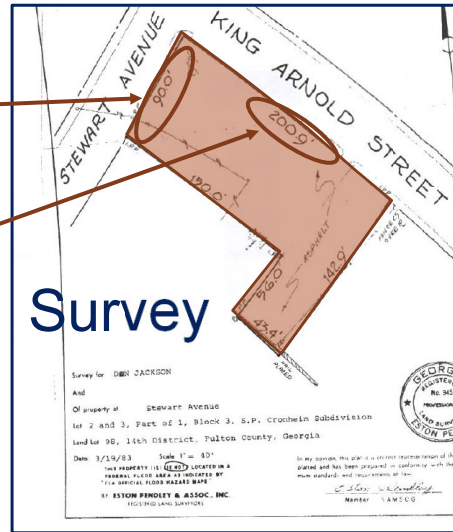
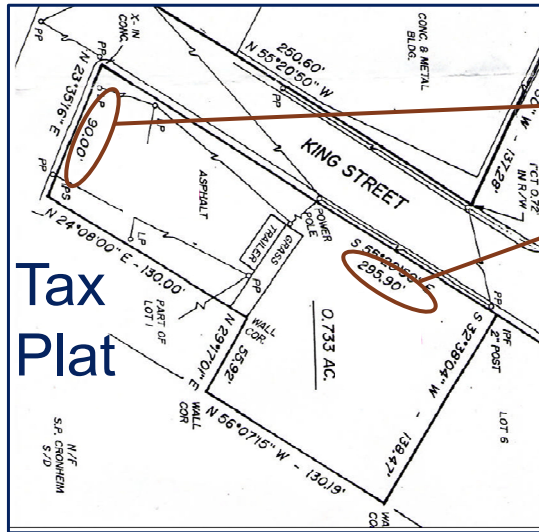
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# Who Pays for What?\*



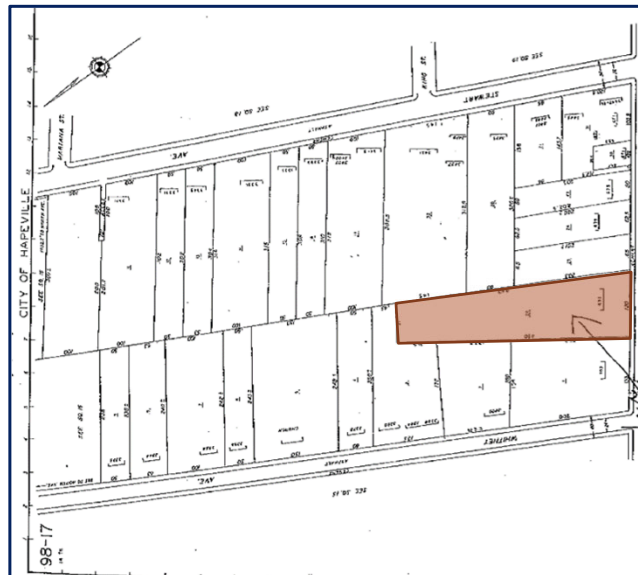
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# Why Sellers Should Invest in a Survey



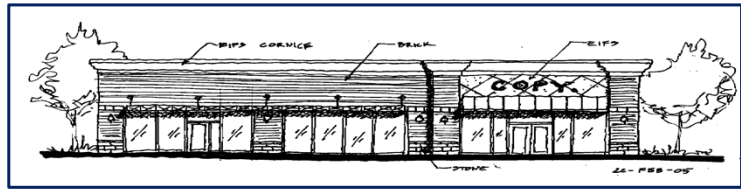
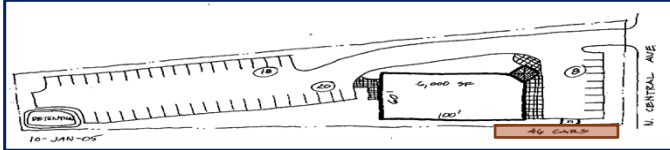
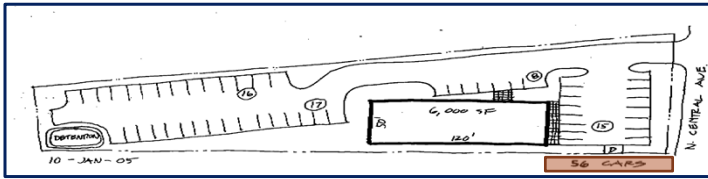
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# Example of Buyer's Concept Plans



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## Example of Buyer's Concept Plans



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## Example of Buyer's Concept Plans

The fee for Basic Services as described above shall be a lump sum as follows:

	Architcural	Interiors	Structural	MEP
Schematic Design Phase	\$2,500.00	\$1,600.00	\$500.00	\$500.00
Design Development Phase	\$6,250.00	\$1,400.00	\$1,700.00	\$1,200.00
Construction Document Phase	\$12,550.00	\$4,400.00	\$2,500.00	\$8,500.00
Bid Phase	\$700.00	\$300.00	\$300.00	\$300.00
Construction Admin Phase	\$3,000.00	\$800.00	\$1,500.00	\$1,500.00
<b>Total</b>	<b>\$25,000.00</b>	<b>\$8,500.00</b>	<b>\$6,500.00</b>	<b>\$12,000.00</b>

Ed, attached are two site plan concepts.

The building depth for the old motel scheme is only 35 feet, and I strongly recommend not having a building only 35 feet deep.

The Hapeville zoning ordinance requires 5/1000 parking for office. Normally, we provide 4 or 4.5/1000.

If the city would approve reducing the parking requirement slightly, a 12,000 sf 2-story building could fit on the site. That may be more building than [redacted] needs, but I thought it might be good to know in case they want to consider it.

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## You Know What They Say About Assuming...

Sometimes people are nice.

- Institutional owner
- 4.0 Ac.
- Pre-graded
- Fits 64K bldg.
- 50K pre-lease
- \$30K fee

Title cloud on access road

Quit claim deed no charge



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## Break Time



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## Case Study – Winning the Assignment



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## Before & After



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Ed Riggins  
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## Before & After

Before



After



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## Who is THIS Guy?

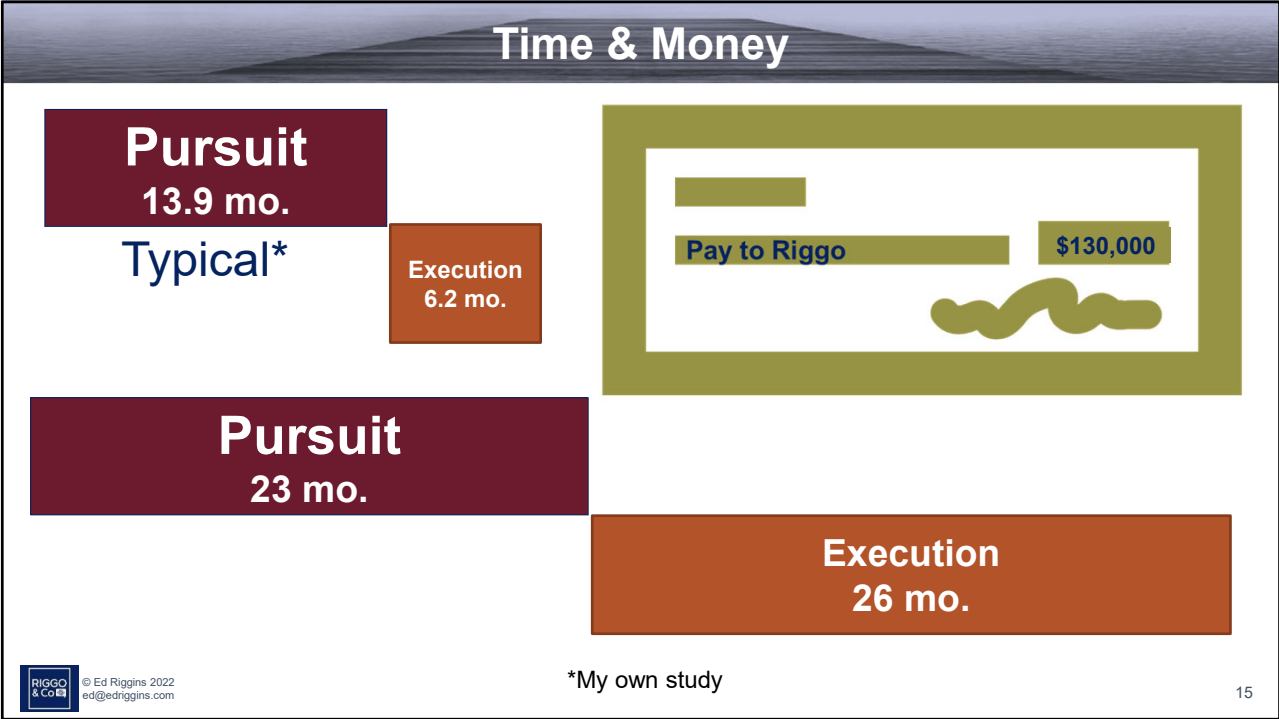


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## Pitch Package Goals





- Ace out those who'd come with offers in hand
  - Gain client's confidence
  - Create cognitive dissonance
- Show I'm the:
  - corporate real estate expert - not a "land guy"
  - one with a team of other specialists
- Pitch deck
  - 1) Orient the client
  - 2) Demonstrate knowledgeability
  - 3) Show the plan
  - 4) Ask for the order

the state of having inconsistent thoughts, beliefs, or attitudes, especially as relating to behavioral decisions and attitude change.

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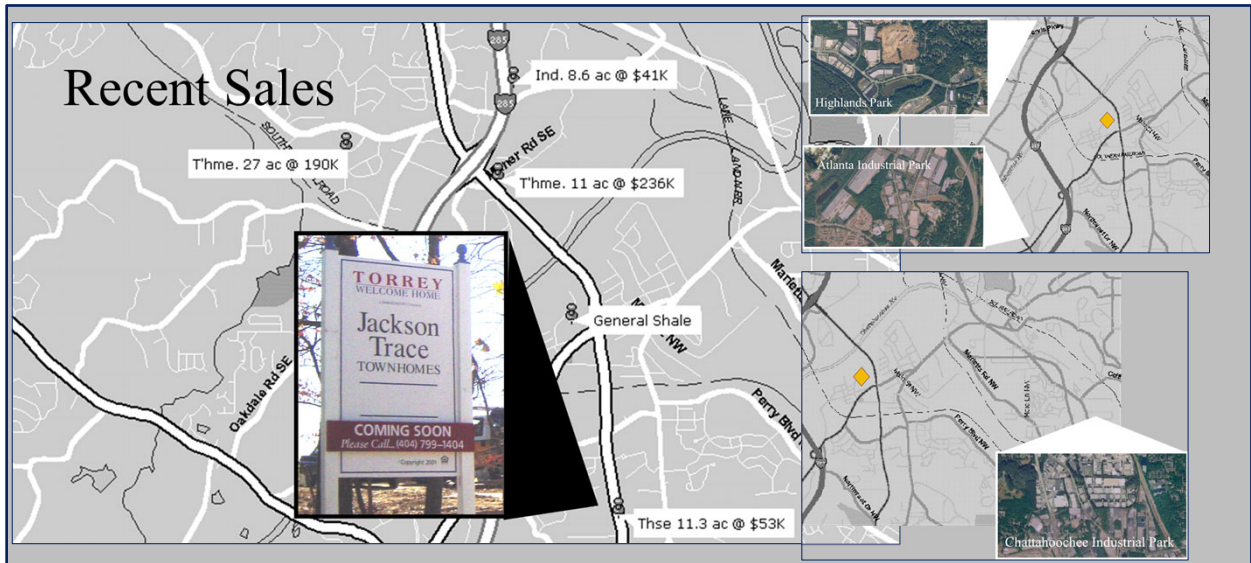


## Section 1 – Orient the Client



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## Section 2 – Demonstrate Knowledgeability



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## Section 2 – Demonstrate Knowledgeability

### Recommendations

- Highest & best use study
  - Include land planning
  - \$XX,000 to \$XX,000
  - 60-90 days
- BEWARE THOSE OFFERING TO “SPEC” STUDY
- Phase 1 environmental
  - \$X,XXX to \$X,XXX30 TO 60 Days

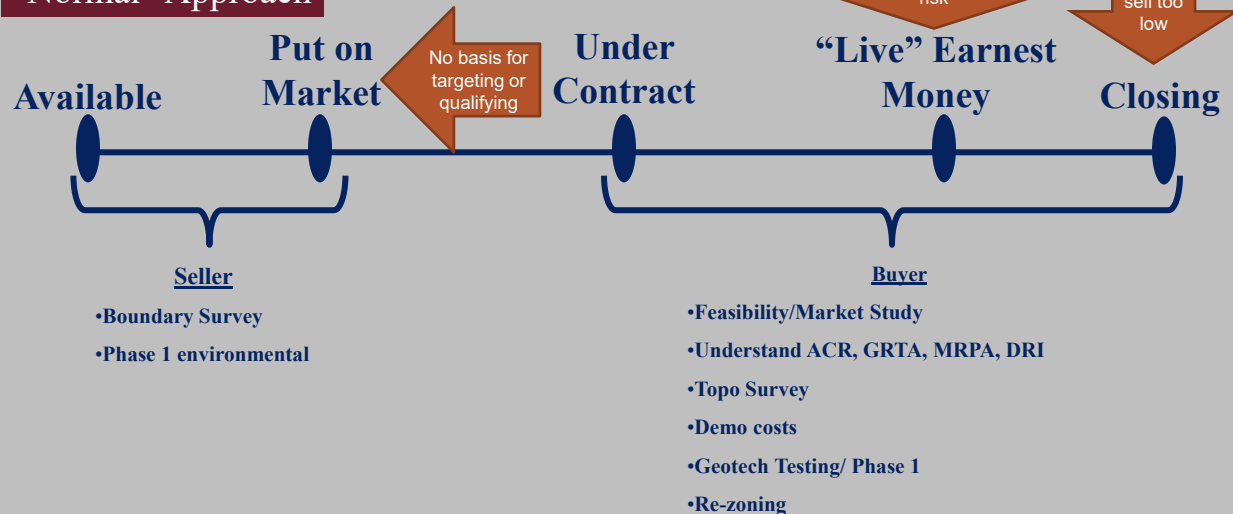
### Discussion points

- Possible uses
  - Multi-family
  - Private School
  - Industrial
- Highlands rezoned 74 acres for town homes
- Rail valuable for 10% to 15% of industrial users
- Demo costs an issue
- Environmental conditions an issue

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## Section 3- Show the Plan

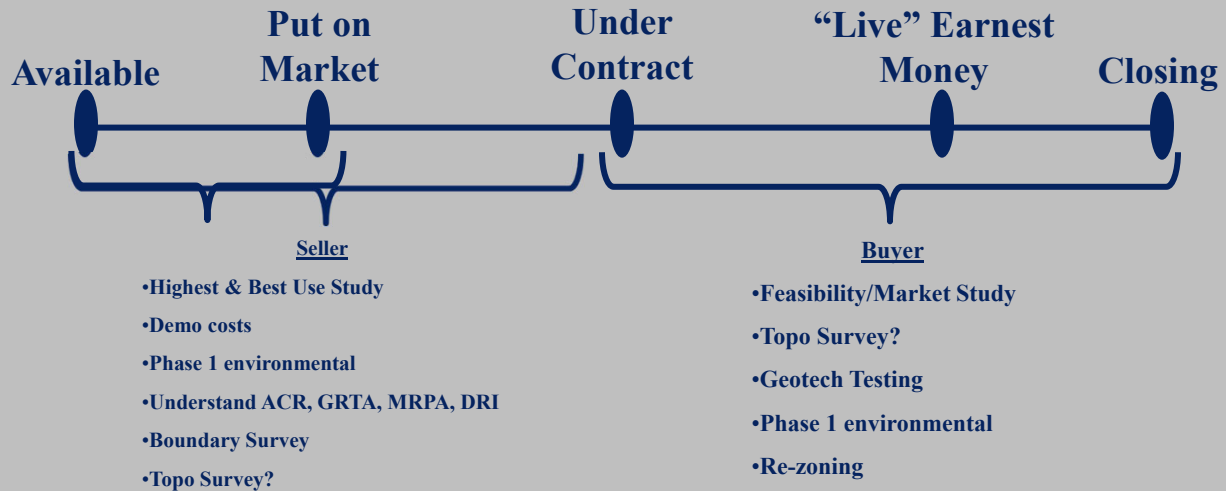
### “Normal” Approach



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## Section 3- Show the Plan

### Better Approach



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## Section 4 – Ask for the Order

November 20, 2009

CRESA Partners, LLC  
3607 Glendale Drive, Suite 410  
Atlanta, GA 30342  
PH: 404-257-5866

To Whom It May Concern:

I wish to convey my thanks for the assistance greatly assisted Aircraft Service Int'l Group I operations. The company had been given out the Alaska Hartsfield International Airport a replacement and helped facilitate the interim case new machine without disrupting our cover.

I will use Ed Riggins in our future real estate Again, thank you Ed Riggins.

Sincerely,  
Ronald F. Farris  
Vice President, Technical Services

cc: Mr. Ed Riggins

FL Lauderdale International Airport • 1812 S.W. 11th • Phone: 863-299-4249  
ig@asig.com

January 13, 2010

To whom it may concern:

This letter is to express our appreciation in regards to the rollout of our cargo process. Ed proved to us with professional effort on his behalf called upon to represent our firm.

I wholeheartedly recommend Ed's services to our next growth transaction.

Regards,  
Mark Timney  
Managing Director

"Throughout a professional service reliability."

ThyssenKrupp Elevator

Southeast Region

August 4, 2011

Mr. Loran of Commendation

To Whom It May Concern:

I would like to use this opportunity to commend Ed Riggins of CRESA Partners.

Ed was very thorough, he actually contacted me of my real estate needs.

When my search began, Ed was prepared, especially with the "App Lateral". Ed even went so far as to and the "price" of "comparable" sales. I was a and CRESA Partners to our Corporate office which I wholeheartedly recommend Mr. Ed Riggins and his team.

Sincerely,  
John E. Marshall  
President Southeast Region

ThyssenKrupp Elevator Corp.  
10000 W. 11th Street, Suite 100  
Tulsa, OK 74117  
Phone: 918-272-2200  
Fax: 918-272-2200  
www.thyssenkrupp.com

RECOMMENDATION OF

DAVID EBERLY  
OWNER/PROPERTY  
MANAGER

To Whom It May Concern:

I have known Mr. Ed Riggins for partners and me in a real estate unique companies, both engine years. I had the real estate and commercial real estate agent. I methodical selection process due we saw Ed rely on this same geographic area we had selected.

Mr. Riggins internalized our corporate deal was subordinate to advised against a transaction that although he could have closed it we initially felt for this property, and integrity in conjunction with absolutely best fit.

We have since hired Mr. Riggins we will be equally well served, real estate needs.

Sincerely,  
Daniel L. Eberly  
Managing Partner  
3680 LLC and 1852 LLC

Eberly & Associates, Inc.  
Fruitt Eberly Stone

WWW.E&A.NET  
TEL: 704-462-2800  
FAX: 704-462-2800  
1800 NORTH FLORISSANT ROAD  
MILAN, GEORGIA 30138

Geologistics Americas Inc.  
Majestic Airport Center I  
2500 A Sullivan Road  
College Park, GA 30337

T: 404-806-3613  
F: 404-809-3610  
www.gso-geologistics.com

FMC No. 890-R

August 19, 2012

Re: Letter of Commendation

To Whom It May Concern:

I would like to sincerely thank Mr. Ed Riggins for his invaluable assistance with our recent relocation. Ed's knowledge of his industry and ours allowed us to develop a successful go forward strategy with new clients merging them with our existing business products.

We gave Ed several challenges which he successfully met such as finding us a 200,000+ square foot facility within 15 minutes of Hartsfield Airport and with potentially a less than 30 day startup time. Ed found us 219,870 square feet we moved into in 7 days!

I highly recommend Ed Riggins and will use him for all future real estate needs.

Sincerely,  
Jack L. King, Jr.  
Branch Manager, Atlanta and Charlotte

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## Section 4 – Ask for the Order

- Highest & best use study w/planning
  - \$XX,000
- 18-month agreement
  - Fees
    - X% up to \$2MM
    - X% \$2MM to \$3MM
    - X% over 3MM
- 30-day exclusion of up to 2 parties
  - X% paid thereafter
- \$X,000 marketing budget
- \$X,000 break-up fee

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## Going to Market

### Package Components

- Fact sheet
- Aerial
- Survey & Topo
- Demo cost bid
- Concept plan 1
- Concept plan 2
- Concept plan 3



**5247 ACRES SITE INSIDE I-285  
ATLANTA, GEORGIA**

**Location:** Located at 1141 Jones Industrial Parkway, Atlanta, Georgia 30318

**Site:** 5247 Acres (Net including 20.7 acres along the Distribution Blvd)

**Approximate Road Frontage:** 1.100 feet Jones Industrial Parkway  
1.143 feet Parcel Frontage

**Current Zoning:** Heavy Industrial District (D)

**Future Land Use Plan:** Industrial and Single Family Residential

**2000 Average Daily Traffic Counts (ADTC) (North-South):** 25,432 Johns Road (West of Jones Industrial Parkway) - 12,121

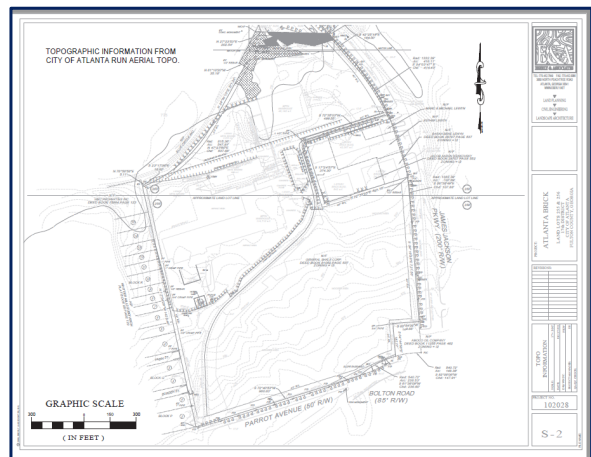
**Existing Improvements:** The property is improved with a manufacturing facility. The two 12,000 sq foot buildings of concrete block and steel are 50' and 100' wide and 10' high.

**Topography (Site Features):** Approximately 40 percent of the site is heavily wooded, while the other 60 percent is cleared and paved. The site is located on a 2.200 foot Contourline above sea level, ranging for 2.2 to 2.4 feet. The property is adjacent to the airport by a heavily wooded wooded area. The property is adjacent to the airport by a heavily wooded wooded area. The property is adjacent to the airport by a heavily wooded wooded area. The property is adjacent to the airport by a heavily wooded wooded area.

**Utilities:** Water (Under main 270" of Atlanta - 48" inch main line runs along the west side of the Jones Industrial Parkway). Sewer (Under main 270" of Atlanta - 48" inch main line runs along the west side of the Jones Industrial Parkway). Gas (Under main 270" of Atlanta - 48" inch main line runs along the west side of the Jones Industrial Parkway). Electric (Under main 270" of Atlanta - 48" inch main line runs along the west side of the Jones Industrial Parkway).

**Remarks:** This is an aerial photograph. This does not show the U.S. Census industrial plants, which breaks an average of 100 million dollars per year and has been thoroughly tested 120 million dollars per year.

**©2002 Ed Riggins**



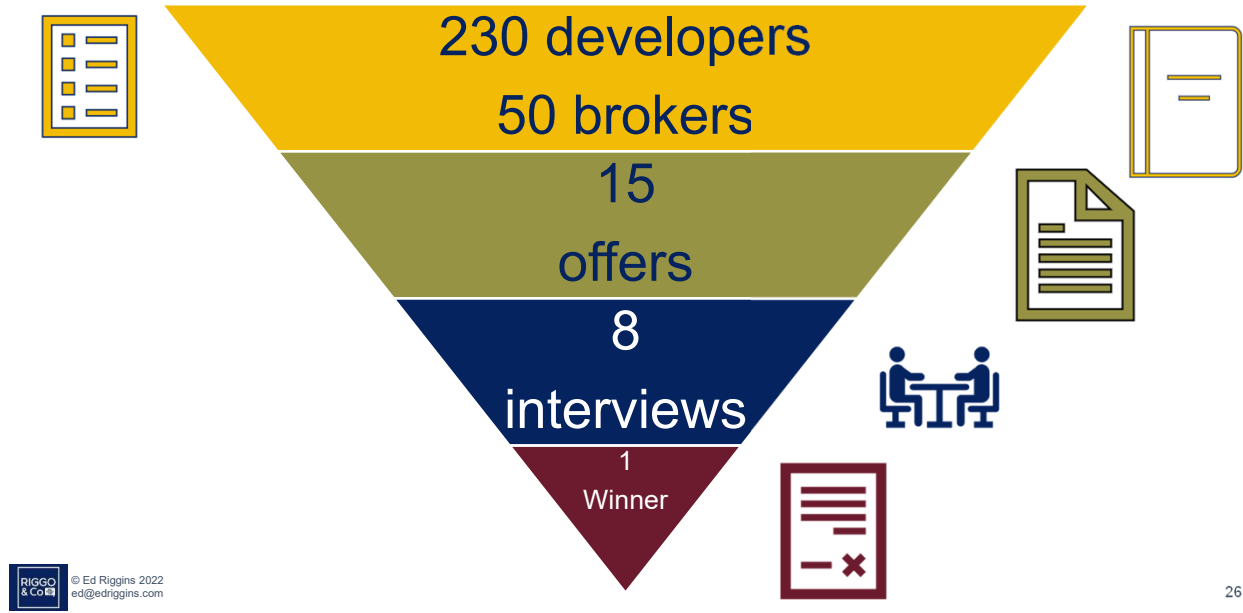
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# Going to Market



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# Going to Market



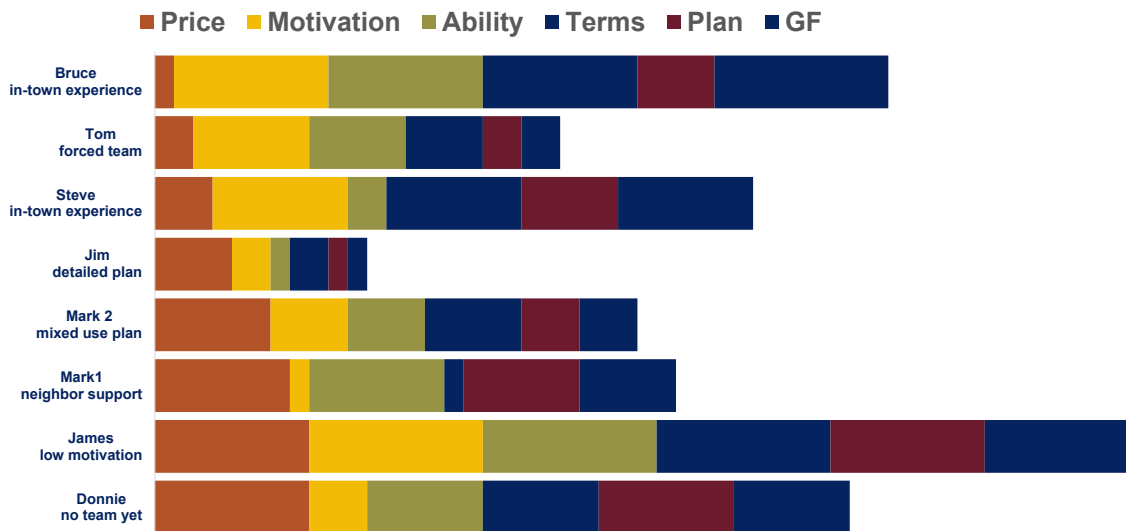
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## Break Time

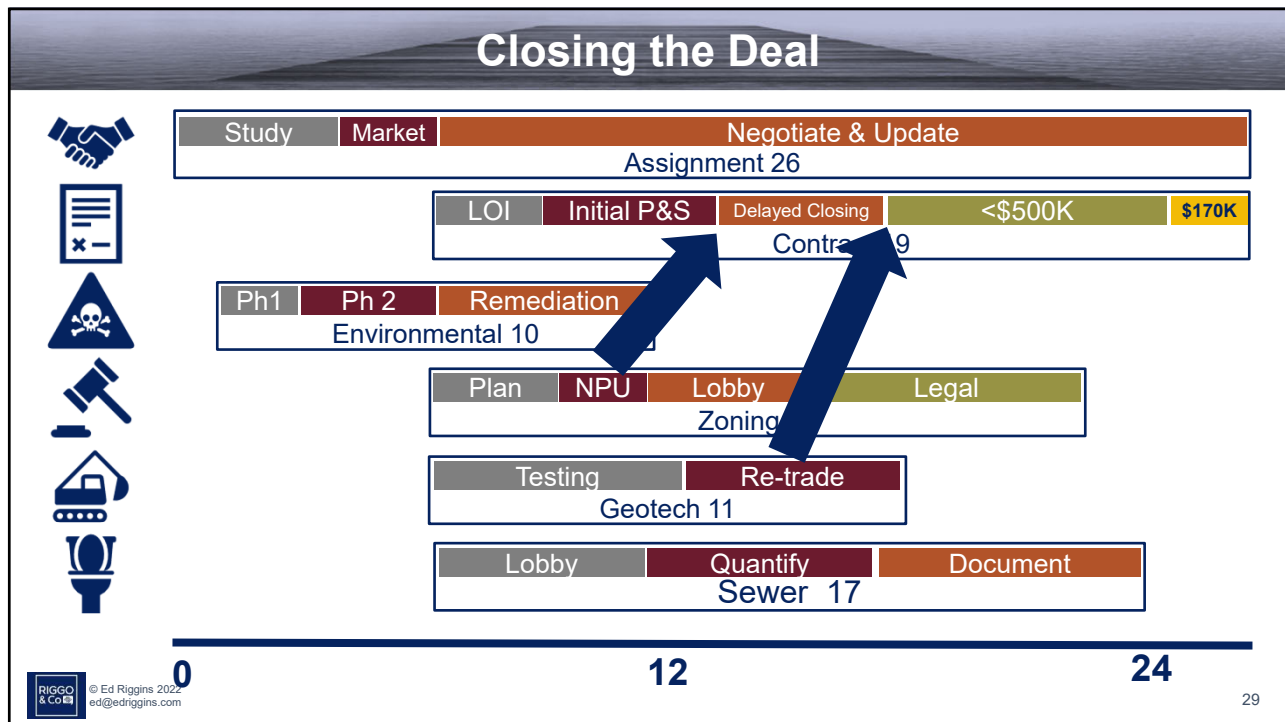


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## Ranking the Buyers – Low Score Wins



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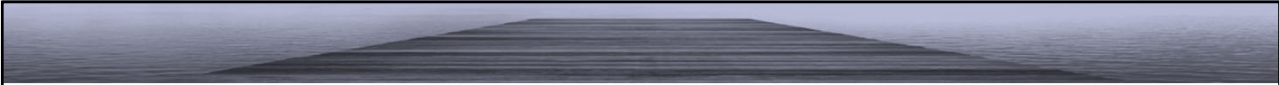
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## Lessons Learned

- Pursue Assignment? **Yes** 👍
- Pursue Transaction? **No** 🚫
- Seller's motto
  - More is better than less
  - Now is better than later
  - For sure is better than maybe

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Known simply as “Riggo” to the thousands who have laughed and learned while attending in his programs, Ed Riggins has had a career that proves you can enjoy serious success without taking it all too seriously. He learned from doing stand-up comedy that if you want to find the truth, look for the funny. He learned from improv comedy to find the natural flow and go with it.

Before becoming a national top producer, being named “Who’s Who of Commercial Real Estate” by the Atlanta Business Chronicle and recognized as a “Power Broker” by Costar, Riggo mowed lawns, customized cars, drove a forklift, and was a small engine mechanic, on his way to becoming a first-generation college graduate. Ed is among less than 1% of practitioners nationally to have earned both the SIOR and CCIM designations.

Ed Riggins, CCIM, SIOR  
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www.edriggins.com

