A FREE GUIDE FROM ASCEND ACQUISITIONS

SELLING YOUR LAND OR HOUSE *FOR CASH*

An honest look at how a cash sale really works — what to expect, what it's worth to you, and how to make sure you get a fair deal. Including the straight truth about price.

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START HERE

Straight Talk, Not a Sales Pitch

Most “we buy property” guides are written to get you excited and rush you to a signature. This one isn’t. We’d rather you understand exactly what you’re getting into — and decide for yourself whether a cash sale is the right move.

Here’s the honest version in one sentence: **selling to a cash buyer means trading some of your sale price in exchange for speed, certainty, and zero hassle.** That trade is a great deal for some owners and the wrong choice for others. Our goal is to help you tell which one you are.

What a cash sale is good at

Selling fast, on your schedule, with no fees, no repairs, no showings, and no risk of the deal falling apart at the last minute. You get a firm number and a firm closing date.

What it is *not*

A way to get the absolute highest price. If top dollar is your only goal and you have months to wait, listing on the open market will usually net you more. We’ll show you the math so you can compare fairly.

In the next few pages we’ll walk through your two real options, exactly how a cash offer is calculated, what drives the number up or down, the step-by-step process, and how to protect yourself from buyers who don’t operate honestly.

KNOW YOUR OPTIONS

The Two Ways to Sell

Almost every sale comes down to one of two paths. Neither is “better” — they’re built for different priorities.

	List on the Open Market	Sell Direct for Cash
Sale price	Higher potential (full retail)	Lower — below retail, by design
Timeline	Often 3–9+ months	Days to a few weeks
Commissions	~5–6% to agents	None
Repairs & cleanup	Usually expected	None — sold as-is
Showings	Ongoing	None
Closing costs	Typically the seller’s	We cover the standard costs
Certainty	Deals can fall through (financing)	Cash — high certainty

The honest headline

A cash sale almost always has a **lower sticker price** than a patient open-market sale. What you’re buying with that difference is speed, certainty, and the removal of every cost and chore in the left column.

READ THIS TWICE

The Honest Truth About Price

A cash offer will almost always come in below full market value — often by a meaningful margin. That is not a trick or a lowball; it's how the model works, and any honest buyer will tell you so up front.

When we buy your property, we take on everything you'd otherwise deal with yourself:

- Repairs, cleanup, and any work the property needs
- Back taxes, liens, or title issues that have to be cleared
- Months of holding costs — property taxes, insurance, and upkeep
- Marketing and resale time, with no guarantee of the final price
- The market risk if values soften before it sells

All of that costs real money and time. The cash price reflects it — in exchange, **you carry none of it.**

Full retail sale price (someday)

– Agent commissions (~5–6%)

– Your share of closing costs

– Repairs, cleanup & staging

– Months of taxes, insurance & upkeep

– The risk it sells for less, or not at all

= Your real net — months from now

A cash offer trades that lower sticker price for **money in hand now**, with none of those deductions and none of the waiting. Sometimes the gap between the two is smaller than it first looks — but you should still expect the cash number to be lower.

A simple rule of thumb

Expect a fair cash offer to land **below retail**. If a buyer promises you "full market value, all cash, today," be careful — that's not how honest cash buying works.

BEHIND THE NUMBER

What Your Offer Depends On

Two properties that look similar can be worth very different amounts. These are the factors that move a cash offer up or down:

- **Location & demand.** How sought-after the area is, and how many buyers actually want property there.
- **Size.** Acreage for land; square footage, beds, and baths for a house.
- **Access.** Legal and physical road access. Landlocked parcels are worth less.
- **Zoning & buildability.** What can legally be done with it — and whether it will perc, has utilities, or is in a flood zone.
- **Title & taxes.** Clear title raises value; liens, disputes, or back taxes reduce the net.
- **Condition.** For houses, the cost of needed repairs comes straight off the top.
- **The current market.** Interest rates and local demand at the moment you sell.

Land vs. houses

For **land**, access, zoning, and usable acreage matter most. For **houses**, condition and needed repairs usually move the number the most. Either way, the fewer surprises we find, the stronger the offer.

None of this is a secret formula. When we send an offer, we're happy to walk you through how we got there.

DO YOUR HOMEWORK

How to Ballpark Your Value

Before you talk to any buyer, it helps to know roughly what your property is worth on the open market. You can get close on your own:

- **Find recent *sold* prices** for comparable nearby properties — not asking prices. What sellers *ask* and what buyers actually *pay* are two different numbers.
- **For land,** work out the price per acre from those sold comps, then adjust for access, zoning, and terrain.
- **For a house,** use price per square foot from similar recent sales, then subtract the cost of any repairs yours needs.
- **Check your county's GIS / assessor site** for parcel size, zoning, and tax status — it's free and public.

Keep the two numbers separate

What you just estimated is **open-market value**. A cash offer is intentionally below that — so use this figure to weigh a cash sale against listing, not as the number to expect from a cash buyer.

If the math on a patient, full-price sale looks worth the wait and the work, listing may be your move. If certainty and speed matter more, read on.

STEP BY STEP

How Selling to Us Works

1. **Tell us about the property**
   Address or parcel number, rough size, and anything you know about its condition or title. Two minutes, no cost.

2. **We research and send a written offer**
   We check recent comparable sales and the property's specifics, then send a clear cash offer — usually within 24–48 hours.

3. **You review — no obligation**
   Take your time. Ask how we reached the number. There's zero pressure and nothing owed if you say no.

4. **A licensed title company handles closing**
   An independent title/escrow company verifies ownership, clears title, and manages the paperwork so everything is documented and secure.

5. **Close and get paid**
   You pick the closing date. We cover the standard closing costs, and you receive your funds.

Handy to have ready

Your parcel number or address, a rough idea of acreage or square footage, and any details on back taxes, liens, or repairs. Missing something? No problem — we can help track it down.

PROTECT YOURSELF

How to Avoid a Bad Deal

Most cash buyers are honest. A few aren't. Use this short checklist with *any* buyer — including us:

- **Insist on a licensed title or escrow company** to close. Never sign a deed directly to a buyer with no neutral third party involved.
- **Get every term in writing.** Price, who pays what, and the closing date should all be on paper before you sign.
- **Never pay a buyer up-front fees.** A legitimate buyer pays you, not the other way around.
- **Make sure the offer is non-binding until you sign** a purchase agreement — so you can walk away freely.
- **Ask how they got to the number.** An honest buyer can explain it plainly.

So — is a cash sale right for you?

A strong fit if you...

- Need to sell quickly or on a set date
- Inherited property or own it out of state
- Have land or a house that needs work
- Are behind on taxes or tired of holding it
- Value certainty over squeezing out top dollar

You may do better listing if you...

- Have several months and no rush
- Own a move-in-ready, in-demand property
- Want to chase the highest possible price
- Don't mind repairs, showings & some risk

WHEN YOU'RE READY

Get a Free, No-Obligation Offer

If a fast, certain, hassle-free sale sounds right for your situation, we'd be glad to make you a fair cash offer — with no fees, no pressure, and no obligation to accept.

- No commissions and no listing fees
- We cover the standard closing costs
- Any property, any condition — land or houses
- Close on the date that works for you

Request your offer at ascendlandco.com

Call or text (219) 252-6307

Email aidan@ascendlandco.com

Online ascendlandco.com