



Landowner's JV & Wholesale Guide

A Practical Guide for California Landowners

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Owning undeveloped land can feel like a burden: ongoing taxes, maintenance, and uncertainty about how to turn it into real value. This guide equips you with two proven paths:

1. **Joint Venture (JV) with Land Equity** – Partner with an experienced developer who uses your land as equity, funds all costs, and shares profits.
2. **Wholesale Your Land** – Assign a purchase contract for a flat fee, closing in as little as 7–14 days for guaranteed cash.

Use this guide to compare both strategies, understand tax implications, learn step-by-step processes, and see real-world examples. By the end, you'll know exactly which route fits your goals—and how to get started today.

Glossary of Terms

- **Equity:** Ownership interest in a property.
- **Assignment Fee:** Payment for transferring a purchase contract.
- **Due Diligence:** Investigation of a property prior to closing.
- **1031 Exchange:** IRS tax-deferral for real estate.

Contact & Resources

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A. Joint-Venture with Land Equity

WHAT IS A LAND JV?

- A partnership where you contribute your land as equity.
- Your capital requirement: *zero*—we cover all development, entitlement, and sale costs.
- You share profits based on your equity percentage.

TYPICAL DEAL STRUCTURES

- LP/GP Model: You are Limited Partner (LP), we are General Partner (GP).
- Equity Split Examples:
 - ◆ 50/50 split: fair, equal risk & reward.
 - ◆ 40/60 split: LP retains 40% if they prefer a larger developer incentive.



KEY TAX CONSIDERATIONS

- 1031 Exchange Compatibility: How to roll proceeds into a new property.
- Capital Gains Treatment: Timing and rates on your profit share.
- Deductible Expenses: Common development costs you don't pay out-of-pocket.

STEP-BY-STEP JV PROCESS

1. Assessment & Term Sheet: Land valuation, deal summary, and split agreed.
2. Due Diligence: Title review, environmental, zoning check.
3. Partnership Agreement: Legal docs outlining roles, capital contributions, profit waterfall.
4. Entitlement & Design: Survey, permit applications, site planning.
5. Construction & Marketing: Build (if applicable) or sell raw land with marketing plan.
6. Sale & Distributions: Close sale, net proceeds distributed per the partnership agreement

B. Wholesale Your Land

HOW LAND WHOLESALING WORKS

- You secure a purchase contract with the seller at your negotiated price.
- You assign that contract to an end buyer for an assignment fee (typically 5–15% of land value).
- No ownership transfer: you remain the middleman and pocket the fee at closing.

BENEFITS & TRADE-OFFS

- Fast Cash: 7–14 day closings—no development delays.
- Minimal Risk: No investment beyond your time and earnest money deposit.
- Lower Upside: Fees are capped; you miss potential profit upside if the land value rises in development.



DUE-DILIGENCE CHECKLIST

- Title search & clearance of liens.
- Verify zoning, access, utilities.
- Confirm boundary survey and easements.
- Check property tax status and unpaid assessments.

STEP-BY-STEP PROCESS

1. Deal Sourcing: Direct mail, county lists, brokers.
2. Contract Negotiation: Secure absolute assignment rights.
3. Buyer Network: Tap investor and developer lists.
4. Assignment Agreement: Formalize fee, payment terms.
5. Closing Coordination: Liaise with title company; collect fee.

Scan to explore your option!



C. Comparing Strategies

Metric	Joint Venture	Wholesale
Capital Required	\$0 (land equity)	Earnest deposit only
Timeline	6–24+ months	7–14 days
Profit Potential	50–100%+ of value	5–15% assignment fee
Risk Level	Medium–High	Low
Tax Benefits	1031, depreciation	Short-term capital gains

Use this matrix to match your priorities—speed and certainty vs. upside and passive equity.

D. Real-World Case Studies

To make these examples clear, we'll walk through two simple stories that require no real estate experience:

Case Study 1: Partnering (JV) in Riverside County

- **What happened?** A landowner had a 2.1-acre empty lot and partnered with a developer who paid all costs.
- **How it works:** The landowner keeps the land as their “investment,” the developer handles surveys, permits, and selling.
- **Money breakdown:** The developer sold the land in 4 smaller parcels for a total of \$300,000. The landowner received \$150,000 (that's half).
- **Time it took:** About 18 months from agreement to cash in hand.
- **Why it matters:** No out-of-pocket costs for the landowner—but payment comes later.

Simply put:
You put down the land,
we handle the rest!



Case Study 2: Wholesaling in Orange County

- **What happened?** Someone found a seller to sell a 1.5-acre parcel for \$200,000 and quickly moved it to a buyer.
- **How it works:** The wholesaler signs a simple purchase contract, then transfers (assigns) that contract to another buyer.
- **Money breakdown:** The wholesaler kept a \$10,000 assignment fee (5% of the sale price).
- **Time it took:** Only 10 days from contract signing to payment.
- **Why it matters:** Fast cash in days, no long waiting—but smaller profit share.

Key Takeaway:

- **Joint Venture** = Larger profit share but a longer wait.
- **Wholesale** = Quick cash in days, with minimal hassle.

E. Getting Started Today

1. **Gather Info (optional):** Your title report, recent appraisal, and tax statements.
2. **Decide Your Goal:** Quick cash or long-term upside? Or open to discussion?
3. **Reach Out:** Email contact@emileereinvest.com or text "LAND" to (714) 594-5599.
4. **What to Have Ready:** any known liens or easements.

*Don't have any of the above? Don't worry!
Scan the QR code or click [HERE](#) to fill out a
form and we'll take it from there!*



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