

Troubleshooting Land Negotiations

2019 Massachusetts Land
Conservation Conference
Session 1E

Landowner Types and Motivations



- Individuals
- Families
- Corporations
- Trusts
- Public agencies
- Organizations – church, scouts, etc.
- Developers



Different Strategies work with Different Owners

Landowner Motivations Vary

Desire to *assist organization* in accomplishing mission, land is a means toward that end

Modest conservation interest, motivated by *financial considerations and a desire to do good*



No organizational affiliation but *want to protect land* and looking for a steward in which they have confidence



No conservation agenda, transaction is strictly a *business proposition* (e.g. market value sale or development exaction)



Landowner Motivations Vary

Reduce Taxes

- Income Tax
- Property Tax (including rollback)
- Gift Tax
- Estate Tax

Generate Funds

- Education
- Retirement
- Emergency
- Other

Common Obstacles

- Basic Approach
- Listening
- Mutuality



Common Obstacles

Basics

- Are you talking to the decision-maker, or at least a family/group leader?
- Avoid 'zero sum' thinking – 'grow the pie!'
- SHARE information to GET information
- Do title early – you just never know



Common Obstacles

Listening

- Listen deeply, don't just wait to talk
 - *Respond* to what you hear
- Be alert to what dynamic might be blocking progress
- Challenging personalities



Common Obstacles

Mutuality

- The right solution is a 'win' for all.
- Parties at cross purposes.
- Trust or credibility not sufficiently established.





So, What's Your Deal?
GROUP Discussion