

IMPACT

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Prospective rural landowners use Extension workshop to conduct land purchases

AT A GLANCE

A survey of workshop attendees found that 65% of those sampled used the information learned in the program to inform rural land purchase decisions.

The Situation

Extension began a three-week, one night per week, workshop series on rural land purchasing in 2014. The explanation of this program is outlined in the Impact Statement *So you want to buy a ranch?: rural land purchasing 101*, (2014). After three years of conducting the program we wanted to find out how successful the program had been in actually assisting prospective rural land owners with purchasing and/or selling rural land.

Our Response

In 2016 we designed and conducted a telephone survey of *Rural Land Purchasing 101* attendees from 2014 and 2015 to see how many had used the information learned in the workshop series to purchase, sell, or manage rural land. The survey was administered to a total of 10 attendees from 2014, and 10 from 2015. Survey respondents were asked if they had used the information learned in the workshop to purchase, manage, or sell rural property; whether they used the information in any other way; and in what ways they felt the knowledge was a benefit to them.

Program Outcomes

Seventy percent of respondents who attended the workshop series in 2014, and 60% who attended in 2015, reported that they used the knowledge gained to purchase, manage, or sell rural property. In addition, 60% of respondents attending in 2014 and 90% attending in 2015 reported that they used the knowledge in other ways.



Respondents reported that the knowledge gained benefited them in assisting clients (realtors), understanding easements and right-of-ways, helping family members purchase rural property, and understanding water rights.

We feel the survey results substantiated the usefulness of this program to rural land purchasers, as well as realtors and others who are engaged in rural land purchasing transactions.

FOR MORE INFORMATION

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