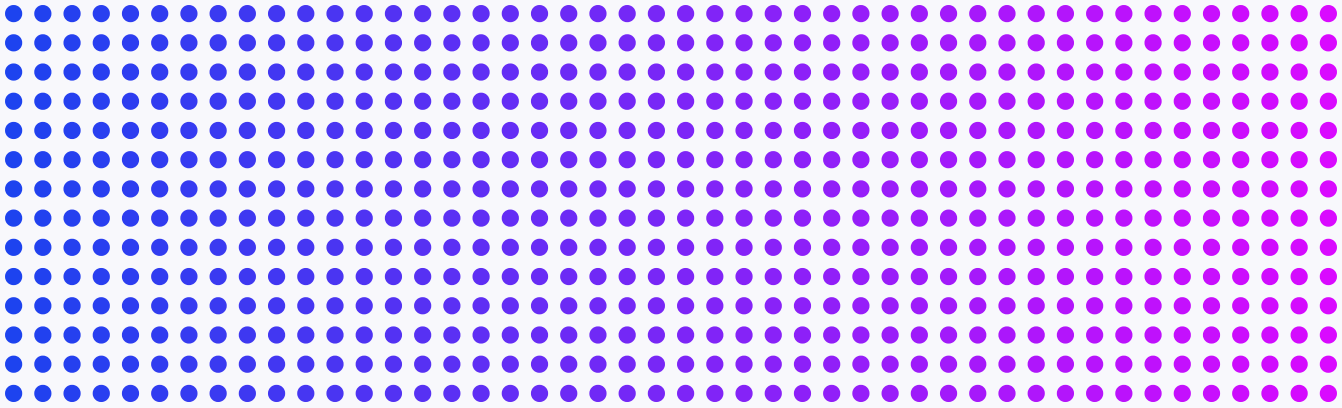
A PROPHETIC® REPORT

Whole-Market Acquisition

What happens when land teams can see every parcel, all the time.



Prophetic

propheticsoftware.ai

EXECUTIVE SUMMARY

The limit on land acquisition has changed.

Land teams are some of the sharpest people in real estate, but they've been fighting with a hand tied behind their back. Right now, with rates where they are and land positions committed years ahead, every land decision carries more weight. A bad deal costs more. So does a missed one.

The limit was never talent, and it was never information. Most of what a land team needs is public record. The limit was how much of the market a team could actually work: 23,000+ municipalities, each with its own zoning code, hundreds of questions for every parcel, and prospecting fit in around active projects. So teams worked the market one parcel at a time, in the order it reached them, and got very good at those deals.

That limit is gone. Homebuilders, multifamily developers and brokers can now see their whole market and run the whole process on every parcel that matters to them. This report covers why land took longer than other industries, how whole-market acquisition works, what teams are finding, and what it takes to put it in place.

AT A GLANCE

~~150~~ **364**

lots available in a community a builder had worked for 15+ years

~~1%~~ **18%**

landowner outreach response rate at The Gove Group, up from 1%

~~10~~ **40**

active deals at City Ventures, with the same four people

CONTENTS

Inside this report

01 **The limit** — Why land teams have worked one parcel at a time. 4

02 **The shift** — Why land took longer than other industries, and why it changed. 8

03 **Whole-market acquisition** — What it is, and how it works day to day. 10

04 **In the field** — What homebuilders, developers and brokers are finding. 12

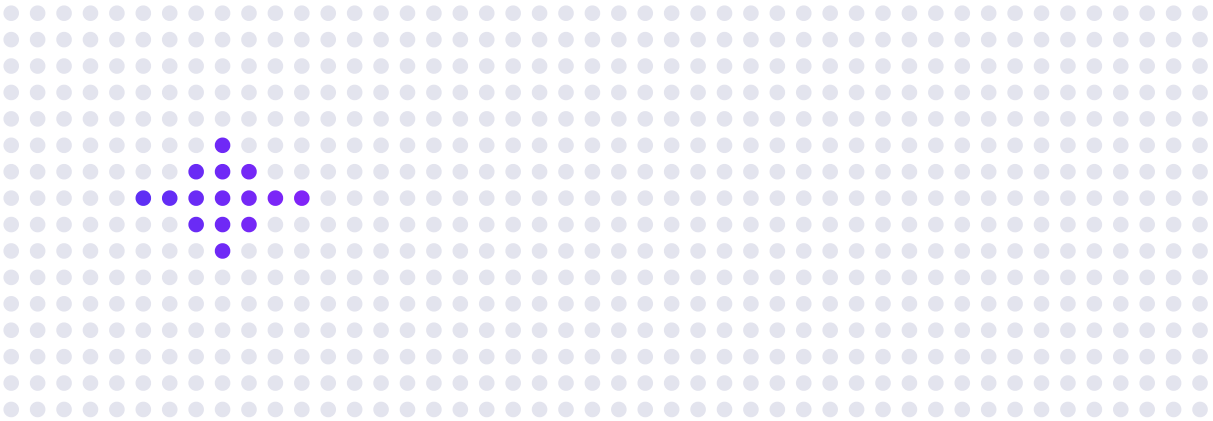
05 **The operating system** — How the whole process works together, stage by stage. 15

06 **Getting started** — Rollout, support and next steps. 20

01 · THE LIMIT

Every land business has had a limit.

It was never effort or skill. It was how much of the market a team could work.



The slice a team could get to, and everything else in its market.

Most of what a land team needs is out there, and most of it is public record. Every parcel carries a trail: ownership, boundaries, zoning, who sold what to whom. The constraint was coverage. However good a team was, it could only work the slice of its market that brokers brought in, listings surfaced or the team already knew.

Why? Simple math.

23,000+
U.S. municipalities, each with its own zoning code

500 to 1,000
pages in a typical code, before a single question is answered

9,000+
ways to describe a single-family home in U.S. zoning code

And zoning is just the start.

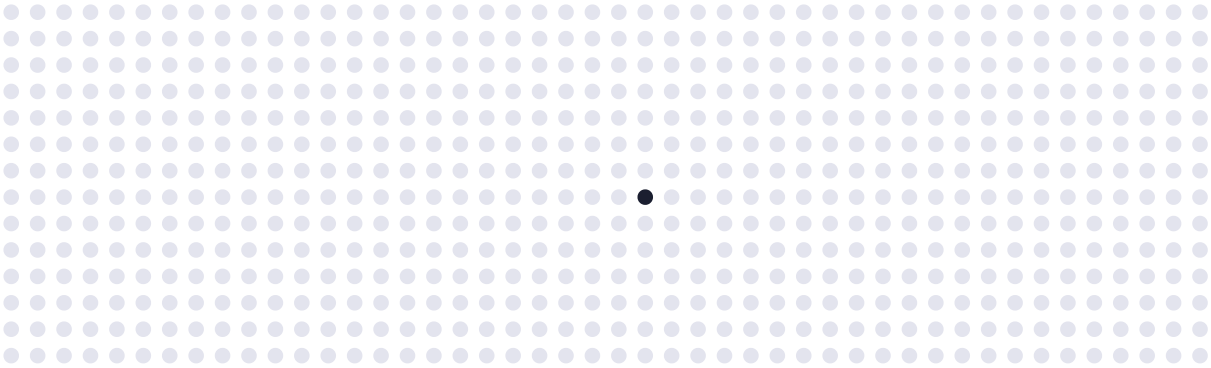
Every parcel raises hundreds of other questions. Each one is easy to answer on its own. Across every parcel in a market, they add up to more work than any team can do.

School districts · Utility service areas · Water and sewer capacity · Owner contact information · Deed records · Future land use · Flood plains · Wetlands · Endangered species · Easements · Road access · Topography · Soil conditions · Overlay districts · Impact fees · Entitlement history · Parking requirements · Historic designations · Stormwater · Setbacks · Density bonuses

And the list goes on, for every single parcel.

So teams work the market one parcel at a time, in the order it arrives.

It's the only rational strategy with the tools land teams have had, and they've gotten very good at it.



One parcel in view. The rest of the market, waiting its turn.

Every answer pieced together from nine or more tools

County GIS · Zoning PDFs · FEMA and environmental maps · Market data · Skip tracing · Engineering firms · Broker calls · Email · Spreadsheets

A bad deal costs more right now. So does a missed one.

When capital is tight, everyone focuses on not overpaying. That's the right instinct. But the parcel two roads over that someone else picked up, the site that never reached the desk and the assemblage nobody connected carry a cost too. It just never shows up on a report.

What working one parcel at a time costs

01

Opportunities out of view

Sourcing follows brokers and listings, so off-market land and whole corners of the market go unseen.

02

Days or weeks per site

$3,000 to $10,000 engineering reports, and deals that close before the answer arrives.

03

History that's hard to build on

Every evaluation lives in a different spreadsheet or inbox, so the next decision starts from scratch.

None of this is a talent problem. **The constraint is structural, and it has been there as long as land acquisition has existed.**

02 · THE SHIFT

That limit is now gone.

Other industries made this shift years ago. Land was harder: more volume, less structure and more room for interpretation.

Land data is spread across 23,000+ municipalities in all 50 states, buried in PDFs and maps that were never built to work together. Until recently, software couldn't handle that. Now AI-native software reads zoning code, parcel records and ownership data across all 50 states and turns them into answers in minutes. It can even answer questions that weren't practical to ask before, like which sites qualify for a zoning exception tied to affordable housing.

BEFORE	NOW
A 600-page PDF and a call to the planner →	**National zoning comprehension**
Searching listings, hoping something fits →	**Search based on what you build**
A $3,000 yield report and a two-week wait →	**Yield estimates in minutes**
An LLC with a P.O. box and a mass mailer →	**Owners became reachable**
Finding out when it hits sales data →	**The market became legible earlier**
Deal history in spreadsheets and inboxes →	**Team knowledge compounds in one system**

And much more, all worked in one place.

02 · THE SHIFT

This has happened before.

In other industries, work that ran on relationships, paper and gut feel became workable all at once.



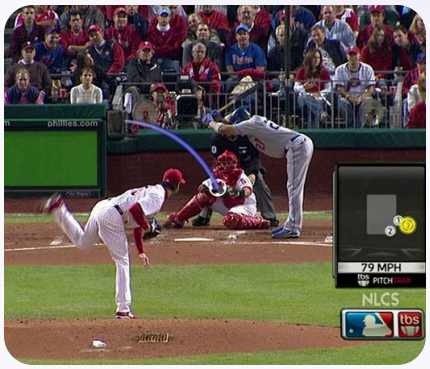
BOND TRADING

Priced off relationships and phone calls, until terminals put a live market on every desk.



FREIGHT

Ran on paper logs, until telematics put a signal on every truck.



BASEBALL

Scouted by eye, until tracking measured every pitch and every swing.

In each case, the information was already there, and it was dynamic. A bond price moves. A truck moves. The picture went stale the moment you took it. **Land is the same.** Zoning changes, families change, and new projects get entitled two roads over.

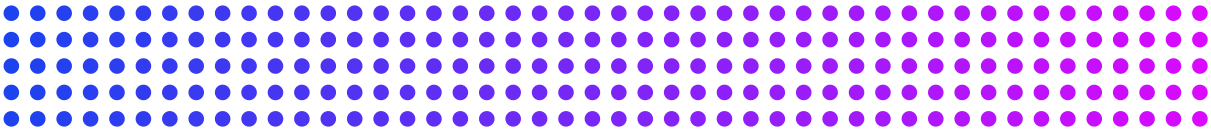
NOW IT'S LAND'S TURN

The field of play became workable. All of it, all the time.

The parcels, codes and owners were always there. For the first time, a land team can work all of them, all the time. Here's what that makes possible.

What land teams can do now

You see the whole market, and you run the whole process on every parcel that matters to you, in one place, for as long as it matters.



Right now, this is about discipline, not expansion. It isn't about buying more land. It's about choosing better. When a team can see its whole market, it can be selective, compare more options and put capital into the deals that work. It doesn't replace judgment. It gives experienced land people more of their market to apply it to.

Growth

More parcels evaluated, more deals won, without a bigger team.

Better decisions

Sites that won't work fall away in minutes, so time goes to the ones worth winning.

Control

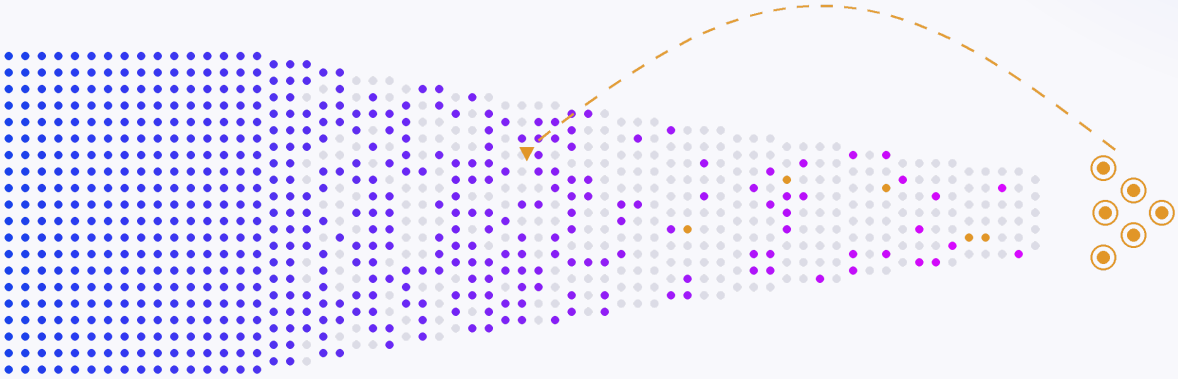
You start the landowner conversation instead of waiting for the call.

Confidence

Every number carries a source, so it holds up with a committee and a seller.

How whole-market acquisition works

Start with every parcel. End with the right ones.



01

Start with everything

The top of the funnel is every parcel in your market that fits what you build.

02

Keep more in play

Validating and revalidating is fast, so your pipeline can hold every promising parcel.

03

The best of a good lot

More information and faster answers narrow the field to the right parcels to pursue.

04

Nothing starts over

When a parcel ages or comes back, the project carries its history, so you pick up where you left off.

What land teams are finding

CITY HOMES

214 lots that were already there

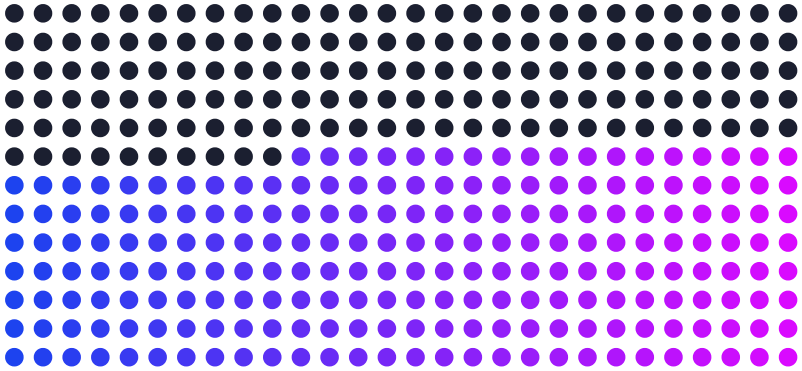
A builder had worked one 6,000-unit community for more than fifteen years. Working from the best information it had, the team estimated 150 lots were still available. There were 364, in a community the team already knew, with no new headcount and no new geography.

150

the team's best estimate

364

what was there



THE GOVE GROUP

The site they drove past for years became a deal

A team member with more than a decade in the area found a viable parcel on a site the team had driven past for years. The same team took its landowner outreach response rate from 1% to 18%.

> *When you know your market well, you can still miss things.*
>
> **Alexx Monastiero · The Gove Group**

Finding more, and knowing more before the offer

M/I HOMES · TAMPA

The fifteen acres next door

A long-worked assemblage fell through. A search surfaced two parcels held under different LLCs that nobody knew were connected. One call to the owner, and the family was starting to think about selling. A dead deal was replaced in days, not quarters.



> *It felt like it came out of thin air.*
>
> **M/I Homes · Tampa land team**

PAHLISCH HOMES

20 acres on paper. 13 developable.

Analysis showed that only 13 of the 20 acres could be built on. The team caught 7 acres of unbuildable land before the offer, not after the close.



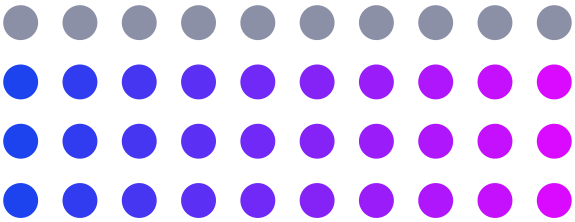
> *We needed to know that reality upfront to evaluate the deal properly.*
>
> **Keith Caylor · Pahlisch Homes**

More deals from the same team, and relationships that build

CITY VENTURES

Same four people. 4X the pipeline.

City Ventures grew from 10 to 40 active deals under contract or in entitlement with the same four-person team, and new hires now produce letters of intent in their first week.



> *In two minutes I can find everything I used to spend days figuring out.*
>
> **Mark Buckland · City Ventures**

SHEA HOMES

A landowner who passed two years ago calls back.

You answer already holding your number, your notes and why they passed, and you pick up right where the last conversation left off.

> *Every deal, note, and stage lives in one pipeline, so when I'm on a call I always have the full history in front of me.*
>
> **Ger'rell King · Director of Land Acquisition, Shea Homes**

05 · THE OPERATING SYSTEM

Working the whole market takes the whole process in one place. That's what an operating system does.

Prophetic is the Operating System for Land Acquisition™. It's one system that runs every stage of whole-market acquisition, on one shared view of every parcel.

01 **Start with everything**
Search the whole market by what you build.

02 **Keep more in play**
Zoning, constraints and diligence already answered on every parcel.

03 **The best of a good lot**
Yield, competing supply and ownership narrow the field, then outreach begins.

04 **Nothing starts over**
Every parcel, owner, note and decision in one pipeline.

ONE FOUNDATION

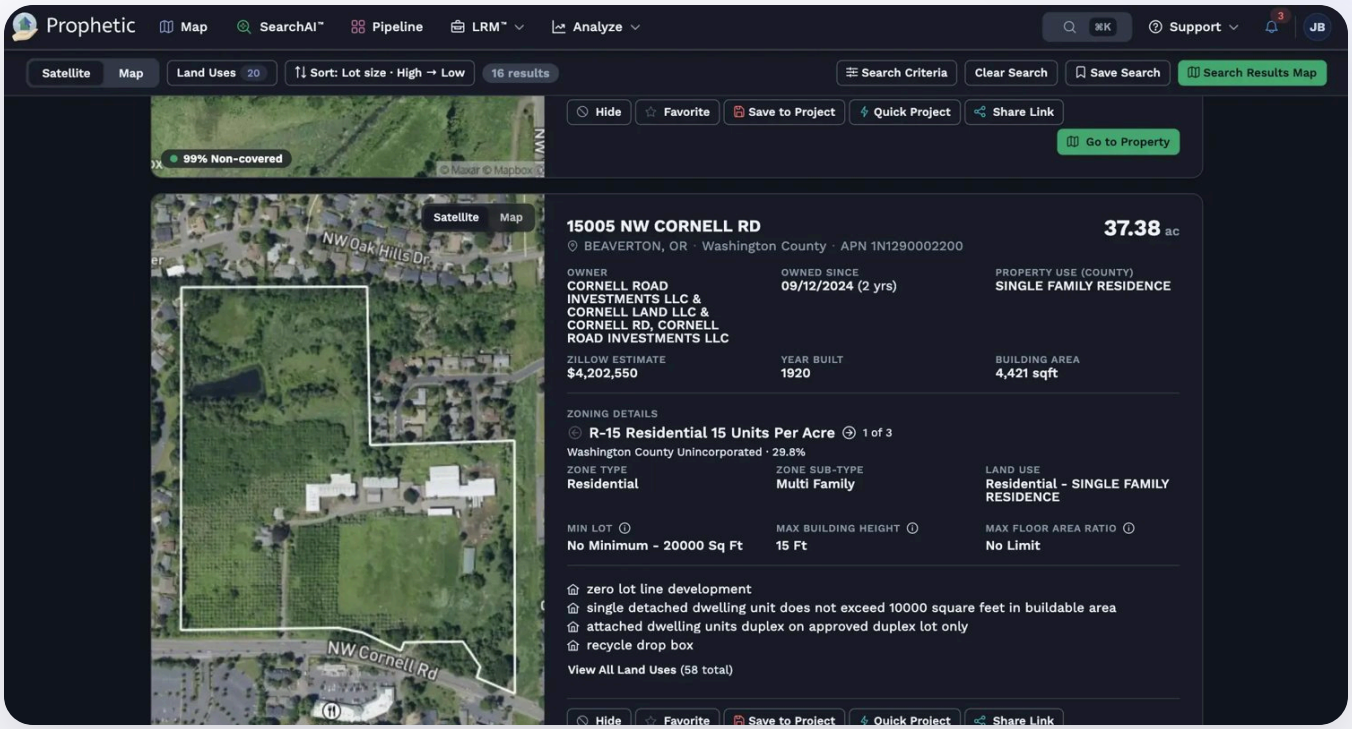
Dual-source national parcel data covering 99%+ of the population, zoning interpreted across 23,000+ municipalities in all 50 states, environmental and infrastructure layers, ownership and market activity, shared by every stage.

THE RESULT

Every search, analysis and conversation makes the next decision faster and better. That is the edge that compounds.

Start with everything

Describe what you build, or what your buyer wants to build, and see every parcel across your market that fits, listed or not.



Search results across a whole market, each parcel with its zoning, ownership and permitted uses.

- Search by buy box across all 50 states: lot size, density, zoning and use
- 120+ development types, from single-family to multifamily, industrial and mixed-use
- Off-market land, infill and assemblages that never appear in a listing
- Saved searches alert you when new parcels match

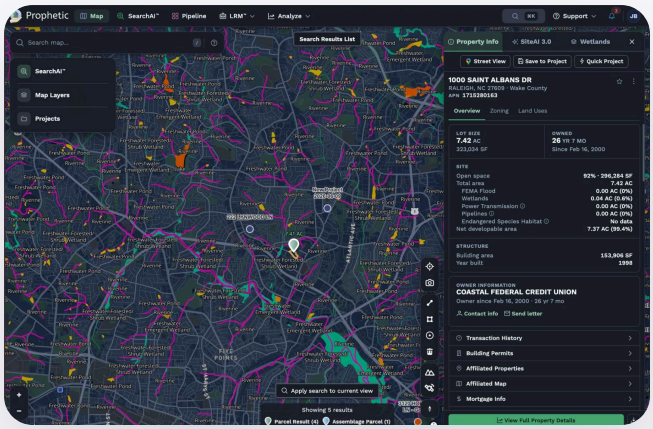
99%+
population coverage, dual-source national parcel data

5,000+
parcels per month per individual user

50 to 1,000+
parcels per month, same team

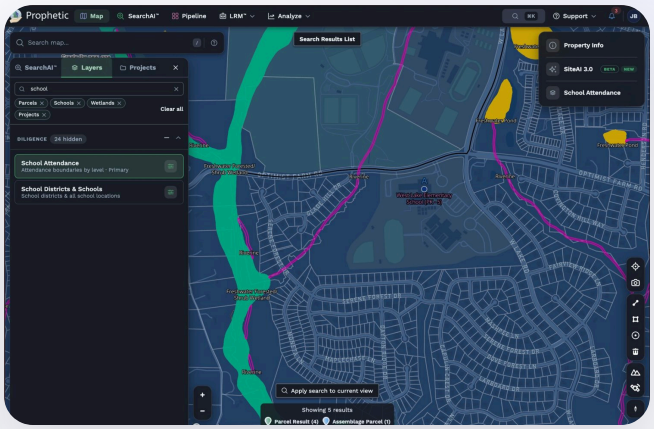
Keep more in play

Every parcel in the pipeline already knows what can be built on it and what stands in the way. Checking one more site costs minutes, not a week.



Zoning, answered and cited

The ordinance read and explained in plain English, with citations to the actual code, across 23,000+ municipalities.



Diligence in one view

FEMA flood zones, wetlands, easements, slopes, utilities and schools on the parcel. 120+ map layers and 450+ data sources, with sources attached for the committee.

Because every answer is already in the system, a parcel that didn't fit last quarter can be rechecked in minutes when a code, a price or a plan changes.

LEGACY HOME BUILDERS

39,000+

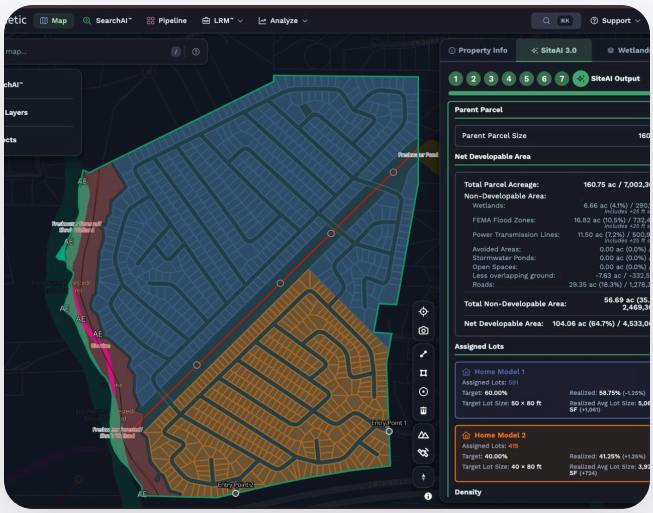
parcels screened in the first quarter

Prophetic is a force multiplier. What used to take five minutes takes twenty seconds.

Andrew Byrd · Legacy Home Builders

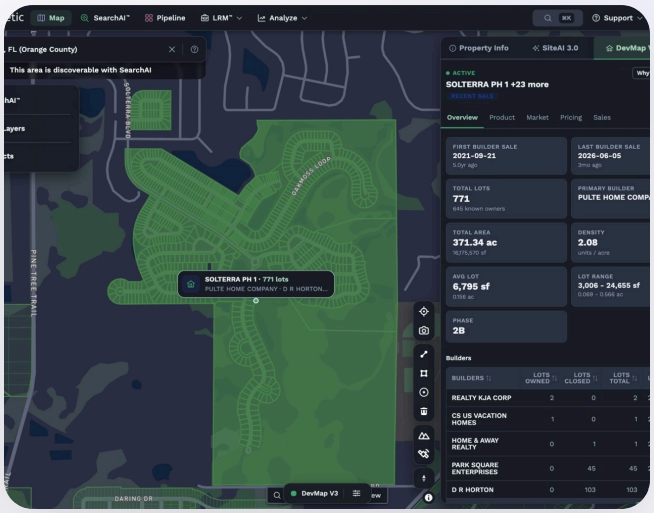
The best of a good lot

With the whole market in view, the work becomes choosing. Yield, competing supply and ownership narrow the field to the right parcels.



Yield before the offer

Site plans with lot and unit yield that account for setbacks, wetlands, flood zones and stormwater. Feasibility in seconds, not weeks, replacing $3,000 to $10,000 engineering reports.



What's happening around it

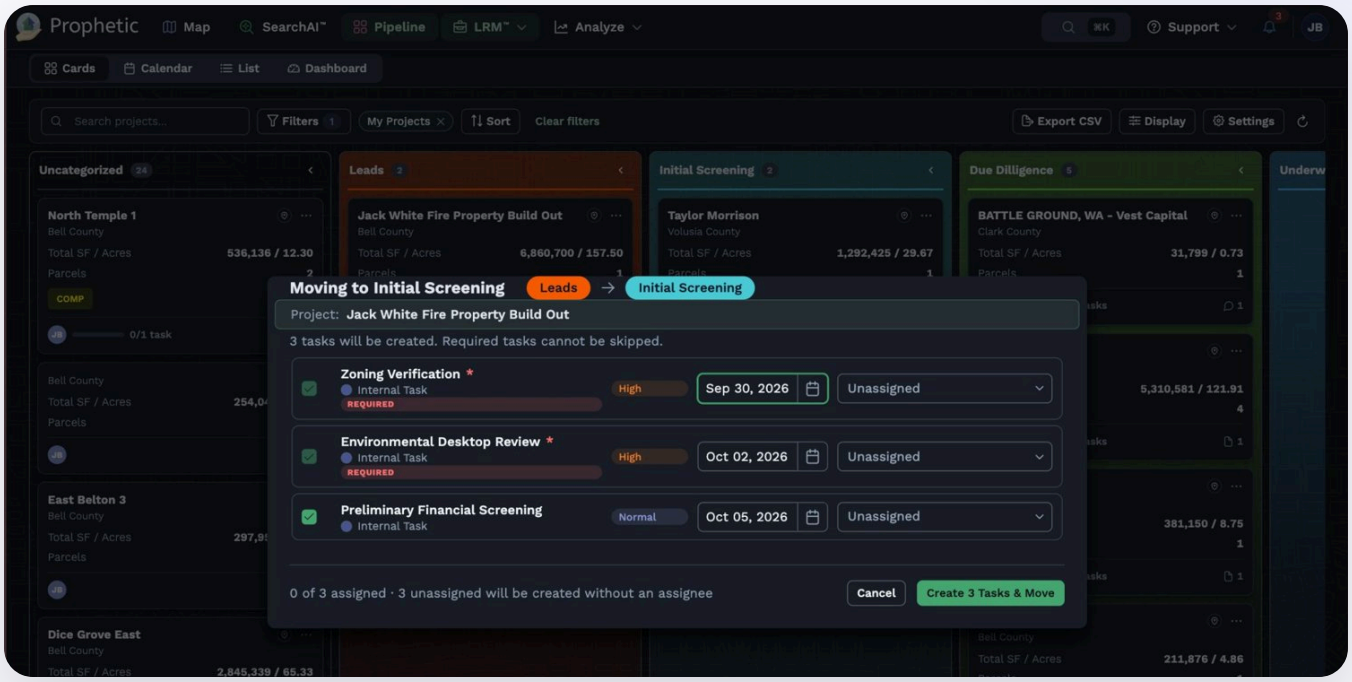
30,000+ active residential subdivisions tracked in the last 12 months across all 50 states, so you see competing supply before you commit.

Then start the conversation

Get past the LLC to the people who own the land. Skip tracing, assemblage views that connect parcels held under different entities, and targeted letters, so your team starts the landowner conversation instead of waiting for the call.

Nothing starts over

Every parcel evaluated, every market analyzed and every decision made stays in one system, so the team builds on what it already knows.



A shared pipeline with tasks, owners and key dates, from first search to LOI and PSA.

- Every deal, note, owner contact and stage in one pipeline
- Multi-division visibility for leadership
- Native iOS and Android apps keep it current from the field
- When a landowner calls back, the full history is in front of you

95.3%

daily active use across enterprise customers over a 12-month period

~~100 to 200~~ **3,000**

parcels worked a year at The Gove Group, in year one

~~10~~ **40**

active deals at City Ventures, same four-person team

Weeks to roll out, not a year. Even at enterprise scale.

M/I HOMES

17 divisions. Under 30 days.

Each division had its own methods and reporting. M/I deployed Prophetic to all of them in less than 30 days, and one division keyed in every active deal it had overnight.

> *Don't be afraid of it. Even if you had 50 or 100 divisions, there are ways to do this. It's simpler than everyone thinks.*
>
> **Valerie Mangum · Director of ERP, M/I Homes**

Support built into every partnership

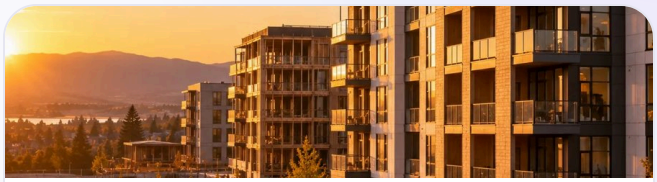
- **Implementation** for SSO, APIs and multi-division rollouts
- **A dedicated customer success manager** who knows your markets
- **Priority support** when your teams need it
- **Ongoing training** as new features and workflows ship

Built for every team in the deal



Homebuilders

From regional builders to top-100 national production builders. Evaluate more parcels with the same team and make yield-backed offers on every deal.



Multifamily developers

Find infill and multifamily sites that fit your product, check density, parking and unit yield in minutes, and track competing projects.



Brokers

Source across every buyer's criteria at once, reach owners directly and bring decision-ready answers to the first conversation.



Investors and capital allocators

Verify yield and zoning assumptions independently, and see infill and assemblage potential across a portfolio.

TRUSTED BY REAL ESTATE DEVELOPMENT LEADERS

Pulte Homes · M/I Homes · Shea Homes · HDI · MTT Homes · Brohn · pahlisch Real Estate · City Ventures

RECOGNIZED BY

NAHB IBS · John Burns Research & Consulting · HW · BUILDER · The Builder's Daily · Forbes · CNBC

Best of IBS 2026 Finalist · 50 Must-See at IBS 2026 (from 1,700+ exhibitors) · John Burns Research and Consulting key innovation, IBS 2025

It went quietly. It went recently.

The shift is already underway. When conditions improve, the teams that kept working their whole market through this cycle will be the ones ready to move first.

> *Prophetic is the single best investment you can make as a land developer.*
>
> **Alexx Monastiero · Principal and Director of Land Acquisition, The Gove Group**

YOUR NEXT STEP

See it on your market.

Pick a market you know well, and we'll run it end to end. You'll leave with answers to four questions:

01 How many parcels across your market fit your buy box today, listed or not?

02 Which assemblages and owners are worth calling first?

03 What can you build on them, and what will they yield?

04 What is being built around them right now?

Schedule your demo **propheticsoftware.ai**

Rather start smaller? Bring one parcel you know well, and see everything Prophetic knows about it.