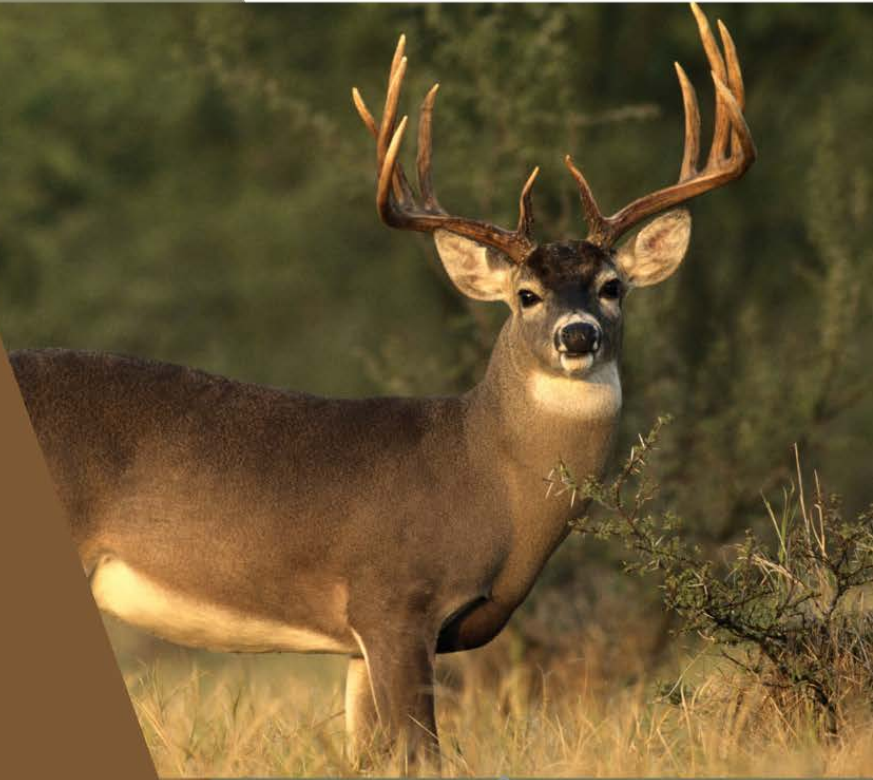




MARKET STUDY OF LAND PRICES

BROWN & SURROUNDING COUNTIES
FOR THE 12 MONTHS ENDING
NOVEMBER 30, 2024



Your Trusted Partner in
Rural Real Estate



COLDWELL BANKER

**MARK CAMPBELL &
ASSOCIATES**

100+ Acres

Counties	# Sales	% Change # Sales	Average Price Per Acre	% Change Average Price Per Acre	Median Price Per Acre
Brown, Comanche, Mills, Eastland, McCulloch, San Saba, Coleman, & Callahan	92	+17%	\$5,763	+19.4%	\$5,003
Erath, Comanche, Hamilton, Bosque, Somervell, Eastland, Palo Pinto, Hood	62	+3.3%	\$6,875	-10%	\$7,324
Shackelford, Haskell, Throckmorton, Stephens, Eastland, Callahan, Taylor	62	+21%	\$4,490	+7.8%	\$4,176
Jack, Wise, Parker, Palo Pinto, Young, Archer, Clay, Montague	43	-12%	\$10,861	+52%	\$8,988
Averages	65	+7.3%	\$6,997	+17.3%	\$6,372

Time frame is the 12 months ending 11-30-2024, % Change is from the same period the previous 12 months
Source is North Texas Real Estate Information System

Take Away:

Brown & Surrounding Counties had significantly more land sales than the other three areas, and the number of sales and the percent change in sales price per acre both increased significantly. If you are looking for a ranch, there is no better area to consider buying than in Brown or one of the surrounding counties.



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(Brown & Surrounding Counties) & Erath County/100+ Acres

Counties	# Sales	% Change # Sales	Average Price Per Acre	% Change Average Price Per Acre	Median Price Per Acre
Coleman	15	-16.6%	\$3,432	-19%	\$3,020
Callahan	14	-0-	\$4,482	+14%	\$4,176
Brown	9	+55%	\$5,039	-1.8%	\$4,991
Comanche	18	+63%	\$5,600	-5.0%	\$5,251
McCulloch	5	+25%	\$5,290	+8.9%	\$5,309
Eastland	17	+55%	\$6,010	+20%	\$5,181
Mills	12	+140%	\$6,949	+40%	\$6,349
Average	13	+45%	\$5,352	+9.8%	\$4,899
Erath	11	-21%	\$8,032	-5.7%	\$8,731
San Saba/Not Enough Data in NTREIS to be reliable					
Time frame is the 12 months ending 11-30-2024, % Change is from the same period the previous 12 months Source is North Texas Real Estate Information System					

Take Away: BUY DIRT

The average sales price per acre of land in Brown and Surrounding Counties is 33% less than land in Erath County. The number of sales and sales price per acre for land of more than 100 acres were very active in 2024. Coleman, Callahan, and Brown Counties continue to lead in the lowest prices per acre.

Investors in all counties have continued to purchase large tracts of land and divide into smaller tracts (which continues to contribute to the average tract size declining). Higher interest rates caused the market to be dominated by cash buyers.



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10 to 99 Acres (Brown & Surrounding Counties) & Erath County

Counties	# Sales	% Change # Sales	Average Price Per Acre	% Change Average Price Per Acre	Median Price Per Acre
Coleman	13	-27%	\$3,740	-8.5%	\$3,039
Eastland	17	+54%	\$6,010	+18%	\$5,181
Callahan	26	+4%	\$6,876	+4.1%	\$6,830
McCulloch	7	+75%	\$8,442	-31%	\$8,644
Brown	32	-3%	\$8,633	-1.2%	\$7,500
Mills	20	-0-	\$8,900	+3.8%	\$8,752
Comanche	45	-13.4%	\$8,942	+.30%	\$8,450
Average	23	+13%	\$7,363	-2.00%	\$6,913
Erath	69	+6.1%	\$15,181	+3.2%	\$13,668

San Saba/Not Enough Data in NTREIS to be reliable

Time frame is the 12 months ending 11-30-2024, % Change is from the same period the previous 12 months
Source is North Texas Real Estate Information System

Take Away: BUY DIRT

There were significantly more sales of smaller tracts of land than those over 100 acres. Although the number of sales and sales price per acre for tracts under 100 acres were inconsistent, the rural land market in Brown and Surrounding Counties continued to be robust. Comanche County indicated the highest price per acre followed by Mills County. Coleman County was the lowest with an average sales price of \$3,740 per acre.



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Brown County					
Size/Acres	# Sales	% Change # Sales	Avg. Price Per Acre	% Change Avg. Price	Median Price Per Acre
5-25	19	-29%	\$10,802	+4%	\$9,818
26-74	11	-8.3%	\$6,343	-10.2%	\$5,181
75-149	16	+166%	\$6,109	+5.8%	\$6,000
150-399	10	+155%	\$6,131	+26%	\$5,537
400+	1	-83.3%	\$3,535	-36%	\$3,535
Time frame is the 12 months ending 11-30-2024, % Change is from the 12 months ending 11-30-23; Source is North Texas Real Estate Information					

Take Away:

The actual number of rural land sales in Brown County increased by 7.2% from the same period the previous year, The average overall sales price per acre declined by approximately 3.1%, and smaller tracts of land continue to go up in price.



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SOURCE: LAND.COM/AVERAGE ASKING PRICES FOR FARM & RANCH LAND OVER 100 ACRES

No.	County	Avg. Asking Price Per Acre Nov. 2023	Avg. Asking Price Per Acre Nov. 2024	% Change
1	Coleman	\$3,794	\$4,305	+13.56%
2	Callahan	\$4,316	\$4,488	+3.9%
3	McCulloch	\$5,647	\$6,260	+10.8%
4	Eastland	\$5,757	\$6,361	+10.5%
5	Brown	\$6,090	\$6,507	+6.8%
6	Mills	\$6,846	\$7,313	+6.82%
7	Comanche	\$8,227	\$7,660	-6.8%
8	San Saba	\$9,015	\$7,844	-12.9%
	Averages	\$6,211	\$6,342	+2.1%
1	Hamilton	\$7,746	\$7,583	-2.1%
2	Bosque	\$9,269	\$9,826	+6.0%
3	Mason	\$9,788	\$9,633	-1.5%
4	Lampasas	\$9,896	\$10,866	+9.8%
5	Palo Pinto	\$10,749	\$10,048	-6.5%
6	Erath	\$10,779	\$12,672	+17.5%
7	Llano	\$19,109	\$22,609	+18.3%
8	Gillespie	\$23,601	\$23,479	-.5%
	Averages	\$12,617	\$13,339	+5.7%

Take Away: BUY DIRT

There is exceptionally good land value in Brown and surrounding counties with an average asking price per acre of \$6,342. This is 52.5% lower than the average price per acre of the other eight counties.





Buy Dirt

The population of Texas has increased during every decade since Texas became a state, with recent population growth exceeding that of all other states in the nation. Texas's population in 2024 is estimated to be around 30,976,800, with a growth rate of 1.80%. This growth rate ranks Texas third nationally for population increase. That is approximately 550,000 new Texans per year or 1,525 new Texans per day. In 2023 Texas experienced the largest numeric change in the nation.

Brokers Price Opinion (BPO)

We are available to generate a BPO for your property.

There is no charge for this service other than a request to consider working with Coldwell Banker if you decide to sell your property. BPO Services include:

- A visit to your property
- A Market Analysis
- Review of Comparable Sales
- Review of Property Improvements
- Resulting opinion of proposed sales price range





Local Knowledge and Tailored Insight

Our land specialists are deeply familiar with Brown and surrounding counties. We provide valuable insights into local land values and connect you with the best and most experienced services and professionals, including:

- **Financing:** We will help you access trusted lenders who understand rural property.
- **Legal & Tax Consulting:** We will help you find the right attorney to aid with the closing and with any legal matters.
- **Wealth Management:** We work with CPA's to make the most of your investment.
- **Construction Services:** We will connect you with reliable and trustworthy builders and contractors for homes, barn-dos, remodels, pens, fencing and more.
- **Surveying & Appraisals:** We have dependable professionals to assess and evaluate your land.
- **Water Resources:** Expert water well drilling, inspections, windmills, pumps, and irrigation solutions.
- **Land Rights Expertise:** Guidance on riparian rights, wind rights, and mineral rights.
- **Specialized Support:** Tree care, crop management, game planning, and conservation management.

List with Coldwell Banker, Land & Ranch

When you work with Coldwell Banker, Land & Ranch, you gain access to a national network of motivated land sellers and buyers and the expertise of hundreds of dedicated Land Specialists. Our online and global reach ensures your property receives the visibility it deserves, connecting with the right buyers quickly and effectively.

Our local land experts represent trust, expertise, and a deep connection to the land. With award-winning marketing, an extensive social media presence, and a passionate community of outdoor enthusiasts and rural landowners, we've cultivated a platform that maximizes your property's exposure and a buyer's best interest.

For the past 28 years, Coldwell Banker, Land & Ranch has had a strong presence in the Central Texas land market. Completing over 700 land transactions. Whether you're selling or buying hunting land, ranches, farms, recreational properties, or a place to live we provide the tools, expertise, and unmatched reach to turn your goals into reality. If you're interested in a ranch or a new home in the new year, contact us today.

