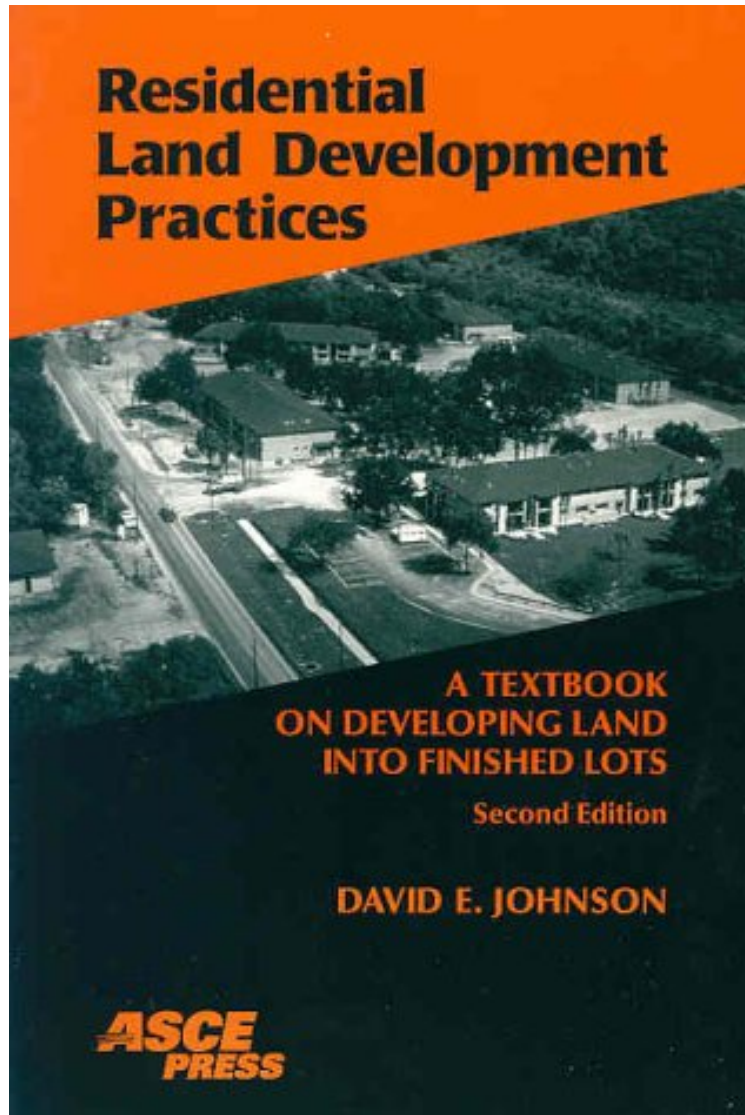


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David E. Johnson : Residential Land Development Practices: A Textbook on Developing Land into Finished Lots before purchasing it in order to gage whether or not it would be worth my time, and all praised Residential Land Development Practices: A Textbook on Developing Land into Finished Lots:

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This one-of-a-kind book provides valuable insight into developing raw land into marketable residential lots and homes. Comprehensive coverage includes the design, approval, and development process of developing land on time and within budget. This easy-to-use guide presents practical and proven management techniques and tools. The step-by-step description of land development is based on 20-plus years of professional and practical experiences of the author. These experiences translate into a business toolbox that will help sustain a successful and profitable real estate development company. Completely updated and revised, this second edition introduces several new chapters and sections, including the basics of residential marketing (the buyer and sales absorption; location and competition; pricing and lot premiums; product selection and preplanning; model homes, brochures, and signs; and site features and subdivision design appeal), land planning concepts (land planning for marketability; high density development; cluster and small single family lots; other planning approaches; and regulatory partnership), residential design standards (residential subdivision design survey; right-of-way and pavement widths; cul-de-sacs; street design; yard and swale grading; water and sewer; and storm drainage and stormwater management), 10 Rules for Success at the Planning Board Hearing, and more. Additional topics include land development basics, financing, schedules, consultants, conceptual design planning, residential subdivision design, project approval strategy, permits, land development bid process, land development project management, land development operations, and land development as a business. Extensive reports and checklists provide useful day-to-day management tools. "Residential Land Development Practices, Second Edition" is an excellent primer for use by engineering schools and their students, and will provide real estate industry professionals with the practical tools to realize quick positive project results and the ability to implement these tools immediately on the job.

About the Author David E. Johnson is an engineer and consultant with ESP Associates, LP, working on commercial, residential, and industrial land development projects. He teaches regularly for ASCE's Continuing Education program.