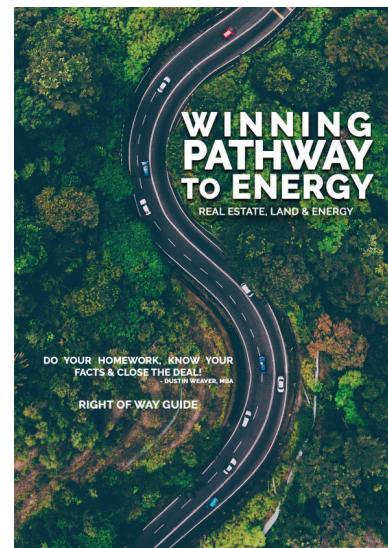


E-BOOK LAUNCH

Winning Pathway to Energy



BY DUSTIN WEAVER

You may be wondering why I decided to write “Winning Pathway to Energy: Real Estate, Land & Energy.” I set out a few very specific yet audacious goals for a land professional-gear e-book. First, this book aims to generally explain the project life cycle and the stages that an energy infrastructure project contains. Second, the book aims to serve as a step-by-step guidance document for new and seasoned land professionals to build consistent practices when buying right of way, supporting land’s internal and external stakeholders. Great land professionals understand the importance of having passion for the information gathering function of their work. This e-book will guide land professionals to become an investigator, diplomat and leader. Lastly, I provide a 10,000-foot view of the regulatory requirements when working with governmental entities, using eminent domain and supporting other permit requirements. I am not an attorney, but I have personal knowledge of each of the aforementioned topics, which will greatly add value to your skill set. Below, I’ve provided a brief preview of some of the topics discussed in the e-book.

Project Life Cycle

A key component of the e-book is the overview of the project life cycle. To fully understand the job and task of a land professional in any infrastructure project, you must be acutely aware of how a project flows from one functional group to another. Planning, surveying, routing, engineering design and construction standards all affect the land professional’s ability to execute their job appropriately.

Project execution is the act of executing the promises and scope developed in the planning stages; budgets are set, timing is absolute, permits are identified, easement negotiations are in full swing and all additional challenges are identified. As the book emphasizes, communication is key!

Tips for the Professional

Every land professional needs to be a professional first when working on projects. There are four things that every land agent can do—that requires little talent or closing ability—to ensure this. First, dress the part. First impressions are very visual, so combed hair, clean pressed clothes and good hygiene go a really long way. Secondly, study your project and how it may affect the landowner’s property, operations or life. Knowing the facts and studying the details can be invaluable when trying to build trust. Third, recognize that you will not have all of the answers. Embrace this fact, but do not use it as an excuse to not investigate the area, people and any local challenges. Finally and most importantly, be punctual when scheduling meetings and phone calls. Ensure that

you create several communication channels and then follow-through with all promises that you make. If you can’t follow-through, then don’t make the promise!

In Summary

“Winning Pathway to Energy” is a guidance document to refresh and revive the skills that a land professional carries in their tool kit while executing projects on time and within budget. In essence, the land professional must adhere to the highest standards when working with landowners, reporting real solutions and challenges to project management and providing a full customer experience. A large segment of the land professional industry is based on contract workers who owe their client all of the fiduciary duties of a client/agent relationship. Do your homework, know your facts and bring success to all of your projects! 🚀

To read this e-book, please visit refinedland.com and click "NEWS."



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