

The LandReport[®]

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THE MAGAZINE OF THE AMERICAN LANDOWNER \$15



SINGLETON

The Biggest Ranch Sale in American History

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**BEST
BROKERAGES
& TOP
AUCTION HOUSES**





JAKE PAUL SCORES A RECORD TAKEDOWN

The **GEN Z ICON** flew to Georgia, took one look at a legendary quail plantation, and made it his own. — *Lisa Martin*

Can the ultimate influencer introduce Gen Z and Gen Alpha to rural landownership? As evidence, we present Jake Paul's YouTube channel devoted to Paul Reserve, the Land Report 2025 Sporting Deal of the Year.

A video of a Jake-led hunting expedition on his 6,000-acre South Georgia sporting property has attracted more than 1.4 million views since it was posted in February.

On social media, the so-called "Problem Child" also chronicles himself fishing and wakeboarding on Lake Seminole and zipping around a 2-mile red-dirt track he put in on his prized property.

"This place is just magical," says the 29-year-old boxer and entrepreneur.

With help and guidance from his father, Greg, Paul intends to continue the distinguished legacy of superior land stewardship for the property, which also includes approximately 400 acres of pine trees slated for reforestation in 2026, along with approximately 646 acres of longleaf that were planted in 2025.

When International Paper (IP) acquired Southlands in the late 1950s, it became the crown jewel of the company's 12-million-acre timber empire.



GEORGIA BOY
Depending on the tailwinds, Paul Reserve is a two-to three-hour flight from the influencer's Puerto Rico residence.

“

The world needs to disconnect more and be in places like this and not be on their phones all the time.

”

JAKE PAUL

Southlands

GEORGIA

SELLER

Southlands Plantation GA LLC

SELLER'S BROKERS

Walter Hatchett • Jon Kohler
Jon Kohler & Associates

BUYER

Paul Reserve LLC

Initially assembled by conservationist Herbert Stoddard (1889-1970), Southlands became a research and teaching forest where loblolly pine, sweet gum, and sycamore thrived alongside longleaf pine.

In 2010, financier Jim Dahl paid \$200 million for Southlands and more than 100,000 acres of timberland. Dahl and his right-hand man, Walter Hatchett — who would broker the sale of Southlands to Jake Paul 15 years later — turned the tract into a sporting paradise.


“There are no public roads, no power lines on the property, and no easements,” says Hatchett, who lives across the road from the property with his wife, Phyllis. “You just don’t find a contiguous property of this quality in a setting like this.”

Paul quickly immersed himself in the rural community after announcing the deal.

“The people here are the best, and I feel right at home,” he says. Within months of buying the ranch, he became a Steward of Lake Seminole. His \$50,000

donation will combat invasive species in the 37,500-acre man-made reservoir.

In between his on-camera antics, he’s tackling a new project: the transatlantic move of his fiancée, Jutta Leerdam. The timing follows the Dutch speed skater’s gold medal run at the Winter Olympics in February.

The couple plans to bring livestock to Paul Reserve alongside native populations of the whitetailed deer and wild turkey, plus the occasional trespassing feral hog. 

TRUSTED

with the South's Most Iconic Sporting Properties

JON
KOHLER
& ASSOCIATES



35th ANNIVERSARY



NEW

SPRING CREEK
\$44 MILLION
5,519± acres • Early County, GA

SOLD

SOUTHLANDS
SOLD for \$39 MILLION
5,747± acres • Decatur County, GA

NEW

BIG CREEK FARMS
\$39 MILLION
3,310± acres • Lanier County, GA

Advocates for **LAND.LIFESTYLE.LEGACY.** *Since 1991*

www.JonKohler.com

were able to help 370 families, individuals, and businesses with purchases and sales in our first year.

What was your take on 2025?

The Southeast experienced continued strong demand for farms, timberland, and hunting properties. Of the properties we sold last year, only 40 percent of purchasers used financing. Many buyers chose to purchase land with cash on hand or utilized like-kind exchanges to purchase replacement properties.

How is 2026 shaping up?

“All Gas, No Brakes.”

JOAN PLETCHER REAL ESTATE NETWORK

JOANPLETCHER.COM

(352) 804-8989

2025 Sales: \$100M–\$250M

Who: More than 40 years of experience in the Ocala/Marion County, Florida, real estate industry, specializing in land, estates, farms with land, and equestrian training centers.

WOW! Helped a longtime client sell her 72-acre farm for \$12 million after the passing of her husband while simultaneously finding her a new 52-acre property to build on for \$5.2 million.

What was your take on 2025? A lot of large tracts have been purchased by the owners of the World Equestrian Center (WEC) in Orlando, and they are developing these properties. People from other states are moving into our market because of the WEC and because we are in the center of the state, not on the coast.

How is 2026 shaping up?

We will continue to have a strong market because of our

location, the beautiful land, the WEC and other equestrian venues, outstanding golf courses, and renowned fishing and hunting.

JON KOHLER & ASSOCIATES

JONKOHLER.COM

(850) 508-2999

2025 Sales: \$100M–\$250M

Who: For 35 years, we have specialized in sporting properties, ranches, and high-quality recreational properties in the Southeast. **WOW!** Facilitated the sale of the 2025 Sporting Deal of the Year, the 5,746-acre Southlands estate in Decatur County, Georgia, for \$39 million to boxer Jake Paul. Now known as Paul Reserve, it ranks as the highest recreational land sale in Georgia history.

What was your take on 2025?

For generations, your land's worth was measured by the number of wild quail found on your property. We are now seeing a trend across the Southeast with white-tailed deer as the top driver of recreational land value.

How is 2026 shaping up?

Our outlook for 2026 is exceptionally strong because of market fundamentals. Many of these lands are still inherently undervalued.

LARSON & MCGOWIN FOREST MANAGERS AND CONSULTANTS

LARSONMCGOWIN.COM

(205) 977-7706

2025 Sales: \$50M–\$100M

Who: A subsidiary of Larson & McGowin LLC, a forest management firm with millions of acres and more than 60 years of experience.

What was your take on 2025?

It was steady for the most part, with some slowdown during the fourth quarter compared with past years.

How is 2026 shaping up?

It should be a busy year, though it feels as there may be some price correction as the run-up in asking prices seems to have outpaced the willingness of buyers.

LILE REAL ESTATE

LILEREALESTATE.COM

(501) 374-3411

2025 Sales: \$250M–\$500M

Who: Founded in 1993 in Little Rock, Arkansas, we specialize in agricultural, recreational, and timberland properties throughout the Mid-South. We are members of the REALTORS Land Institute (RLI) and have more Accredited Land Consultants (ALCs) than any other brokerage firm in Arkansas.

WOW! Sold the 1,942-acre Delta Wings Farm in Desha County, Arkansas. This one-of-a-kind property features impounded green timber, tillable acreage, a reservoir, and wildlife food plots in addition to significant structural improvements. We helped our client negotiate a private placement of the farm for a gross sales price that was 52 percent higher than the acquisition price.

What was your take on 2025?

There was continued strong demand for quality farmland and proven recreational properties. Inventory was similar to 2024, but demand softened from first-time buyers or investors that rely on leverage, which we believe was due solely to higher interest rates.

SOUTH

Some listings took longer to place than expected but still traded near their asking price. Large agricultural farms of quality were hard to find. Most of those properties traded off the public market.

How is 2026 shaping up?

It will be a challenging year for the agriculture sector due to low commodity prices and relatively high interest rates, which we think will lengthen the marketing period for marginal farmland. We expect continued strong demand for investment-grade farmland and proven recreational properties due to investors' desire to put money in quality hard assets.

MOSSY OAK PROPERTIES ALABAMA LAND CRAFTERS

THELANDCRAFTERS.COM

(334) 277-6501

2025 Sales: \$50M–\$100M

Who: Specializing in all types of land – recreational properties, timberland, farmland, ranchland, hunting tracts, rural residential land, commercial properties, industrial parcels, and investment opportunities – in Alabama and also in parts of Georgia.

WOW! Sold a nearly 3,000-acre property for \$2.7 million that included a 100-acre lake, a large lodge and an outstanding barn. An interesting component of the sale was that 577 acres of the property was fee simple, with the remainder in a 30-year lease.

What was your take on 2025?

It was an outstanding year.

How is 2026 shaping up?

It should be one of the best in the over 30-year history of our office.