

Landlister Launches Land for sale Property Platform, Hits 5M Monthly Impressions

Landlister identified untapped demand for land and achieved organic growth to 5M monthly impressions and 50% month-over-month user growth in two months.

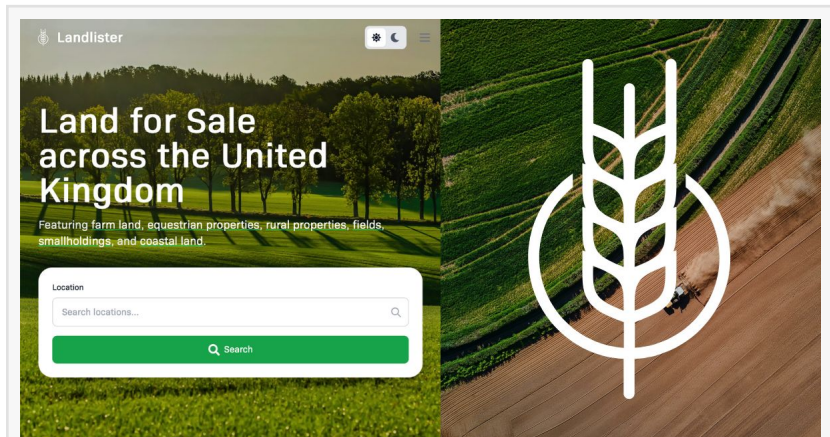
LONDON, UNITED KINGDOM, January 8, 2026 /EINPresswire.com/ --

[Landlister](#), a UK-based property platform, has officially launched after identifying a 200,000-strong online Facebook community actively seeking land with no central marketplace. Within two months, the platform has achieved 5 million monthly impressions, attracted 6,700+ monthly users, and sustained 50% month-over-month growth — entirely organic.

This rapid adoption demonstrates exceptional product-market fit and validates a critical gap in the UK property technology sector: buyers, developers, farmers, and investors have nowhere to find a transparent, centralised marketplace for [land for sale](#) with hopes for future growth.

Community-Driven Discovery

Founder David immersed himself in online forums, Facebook groups, and niche rural property communities to understand market needs. He saw tens of thousands of people posting the same questions repeatedly:



landlister launches



landlister logo

"Where can I find farmland for sale near me?"
"How do I value a plot of land?"
"How do I get a mortgage for rural property?"
"Where can I find land for sale near me?"

Rather than relying on surveys or traditional market reports, Landlister launched directly into the community asking for a solution. The result: rapid adoption without expensive marketing campaigns and tailoring for smart searches like [land with planning permission](#).

"The organic growth proved demand in a way paid marketing cannot," said David, Founder of Landlister. "We built something the market already wanted — they just didn't have a place to find it."

Key Metrics

6,700+ active users per month
5 million monthly impressions
50% month-over-month organic growth

Why This Is Important

The market for rural real estate in the UK is dispersed. Farmland, development plots and speciality rural properties are dispersed among regional estate agents, private brokers and word-of-mouth networks, in contrast to residential real estate platforms like Rightmove and Zoopla. Landlister addresses this by providing standardised listings, integrated mortgage financing tools, and a centralised platform for land for sale.

Market Timing and Tailwinds

Landlister's launch aligns with key market conditions favouring rural property consolidation:
Agricultural Property Relief (APR) Changes - April 2026: Upcoming inheritance tax rules create urgency for landowners planning succession, with 480-600 farm estates affected annually.
Rural Land Supply Shortage: Open market farmland supply has declined 28% year-over-year, with only 17,723 acres available in Q1 2025 (vs five-year average).
Farmer Financing Growth: DEFRA funding of £2.4 billion is driving farm modernisation, with banks like HSBC, Barclays, and AMC actively seeking pre-qualified borrowers.

Platform Highlights

Aggregates listings for bare land for sale, development plots, and rural properties with planning potential
Derelict and conversion properties included
Integrated mortgage finance calculators for farm financing
Partnerships with estate agents and rural brokers to expand reach without workflow disruption

Next Steps and Growth Path

With validated traction, Landlister is now focused on:

Agent Partnerships: Expanding the network of estate agents leveraging the platform for listings
Finance Integration: Scaling lender partnerships to monetise high-intent borrower traffic
Category Leadership: Becoming the definitive destination for rural property discovery in the UK
Landlister is live and free to use at landlister.co.uk. Landowners and agents can list properties; buyers, developers, and farmers can search and filter by location, property type, planning status, and financing needs.

About Landlister

Landlister is a UK-based platform that focusses on finding and buying rural real estate. Founded in late 2025, it integrates farmer financing options, standardises data, and aggregates listings to address the fragmentation of the rural real estate market. Landowners, agents, developers, farmers, and institutional real estate investors are all served by the platform.

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Landlister

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