



Janie Coffey

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State License #BK3130739

Ideal Buyer Personas

7155 CR 13 S, Hastings, FL 32145



FAIR HOUSING COMPLIANCE — REVIEWED

Analysis is strictly focused on non-protected characteristics such as spatial land requirements, storage utility, investment strategy, and geographical location preference. No demographic, familial, or age-based profiling was performed.

Property Summary

PRICE	BEDS	BATHS	SQ FT
\$569,000	3	2	2,037
YEAR BUILT	LOT SIZE	TYPE	
1954	8.09 Acres	SingleFamily	

A 2,037 sqft single-family home built in 1954, featuring 3 bedrooms and 2 bathrooms, situated on an expansive 8.09-acre parcel in Hastings, FL. The property features a metal roof, attached garage, carport, and fireplace.

- 8.09-acre expansive lot
- Metal roof
- Attached garage and carport
- Fireplace
- Hardwood flooring
- Central air conditioning



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Area Analysis

Hastings Rural / Outlying St. Johns County, Hastings, FL, 32145 — Hastings is historically an agricultural hub in St. Johns County, offering wide open spaces, large acreage parcels, and a quiet, rural lifestyle while remaining within driving distance of coastal amenities in St. Augustine and local job centers.

Schools: St. Johns County School District. The property is served by South Woods Elementary, Gamble Rogers Middle, and Pedro Menendez High. St. Johns County is highly regarded for its educational infrastructure.

Commute: Accessible via County Road 13 S, connecting to State Road 207 and US-1, providing routes to St. Augustine, Palatka, and Palm Coast.

Safety context: Rural environment characterized by low-density development and natural boundaries, offering a quiet and self-contained setting.

Housing stock: Dominated by large acreage tracts, agricultural properties, older single-family homes with historic charm, and manufactured homes.

Market signals: Properties with significant acreage (8+ acres) are rare and highly sought after for privacy, agricultural use, or hobby farming in St. Johns County.

Local amenities: Acreage trails; Local agricultural supply stores; St. Johns River boat ramps nearby; Historical downtown St. Augustine within 20-30 minutes driving distance



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Price Analysis

Price anchor: \$569,000

Segment positioning: Mid-to-high range for Hastings, driven primarily by the premium of having over 8 acres of land in St. Johns County, whereas standard-lot homes sell in the \$300k-\$450k range.

Comparables: Nearby properties on small lots or with less acreage range from \$298k to \$455k. The premium price of \$569k reflects the unique 8.09-acre parcel size.

Differentiators

- 8.09-acre parcel size offering extensive land use flexibility
- Metal roof durability
- Classic 1954 character combined with modern central AC and fireplace
- Combination of attached garage and carport storage

Risks & objections

- Age of the structure (built in 1954) requiring maintenance evaluation
- Distance from major urban shopping centers
- Higher property tax assessment increase noted recently (\$4,266 in 2025)

Seller talking points

- Highlight the massive 8.09-acre lot as an irreplaceable asset in rapidly growing St. Johns County
- Emphasize the robust metal roof and functional floor plan
- Frame the 1954 build as a solid, character-rich canvas with concrete foundation

Ideal Buyer Profile

Primary motivations

- Desire for privacy and space
- Hobby farming, equestrian, or agricultural pursuits
- Looking for a substantial land holding in a high-growth county

Functional needs

- Acreage for equipment or vehicle storage
- Solid, low-maintenance home structure
- No HOA restrictions

Lifestyle preferences

- Rural tranquility
- Self-reliance and homesteading potential
- Proximity to outdoor recreation and water access

Financial readiness: Capable of securing financing for unique acreage/older properties, or looking to deploy equity from a higher-density suburban sale.

Likely financing paths

- Conventional mortgage with acreage allowance



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- Agricultural or land-blended loans
- Cash or high-equity buyers looking for a lifestyle pivot



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Buyer Personas

1. The Acreage Hobbyist & Homesteader

An established buyer seeking self-sufficiency and room to grow agricultural assets without HOA restrictions.

Life stage: Established buyer seeking self-sufficiency

Profession / industry: Remote Technical / Agricultural Consultant / Skilled Trade Business Owner

Financing: Conventional with significant down payment

Motivations

- Desire to cultivate land, keep small livestock or grow crops
- Seeks freedom from HOA regulations and micro-management
- Aspirations for self-reliant living with a durable home base

Key messaging angles

- Unrestricted 8.09-acre canvas for outdoor activities and homesteading
- Sturdy metal roof and classic 1954 structure
- No HOA dues or restrictive covenants

Recommended content angles

- Drone footage showing the expansive boundary lines and clear spaces
- Infographics illustrating the layout of the 8.09 acres for potential outbuildings or garden zones
- Highlighting the freedom of rural St. Johns County living

Likely objections & responses

- The 1954 construction date may raise maintenance concerns — Emphasize the durability of the metal roof, concrete foundation, and the opportunity to customize an established, solid structure.



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2. The Fleet & Toy Collector

An active outdoor enthusiast and vehicle hobbyist who requires significant square footage for storage and workshop space.

Life stage: Active outdoor enthusiast and vehicle hobbyist

Profession / industry: Logistics / Construction / Specialized Services

Financing: Cash buyer or high-equity conventional

Motivations

- Needs secure, expansive storage for boats, trailers, RVs, or specialized equipment
- Appreciates the existing attached garage, carport, and massive acreage for parking
- Desires proximity to St. Johns River and coastal waterways for recreation

Key messaging angles

- Abundant space to store boats, RVs, and trailers without storage fees
- Attached garage plus carport for multi-vehicle protection
- Easy access to regional waterways and major transit routes

Recommended content angles

- Video showing vehicle access from County Road 13 and turning radius on property
- Social posts focusing on local boat ramps and water access within minutes
- Visual guide to garage and carport utility

Likely objections & responses

- Hastings feels too far from premium dining and retail centers — Frame Hastings as a peaceful retreat that is only 25 minutes from historic St. Augustine and coastal beaches, giving the best of both worlds.



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3. The Multi-Use Land Investor

A long-term wealth builder focused on acquiring physical land assets in high-growth school districts/counties while utilizing existing dwellings for rental income.

Life stage: Long-term wealth builder / Land-banking practitioner

Profession / industry: Real Estate Investment / Business Owner

Financing: 1031 Exchange or Portfolio/Commercial Loan

Motivations

- Recognizes the long-term value of holding over 8 acres in St. Johns County
- Wants an income-producing asset (potential rental value of \$2,620/mo) while land appreciates
- Seeks physical, tangible assets with low downside and strong county growth signals

Key messaging angles

- 8.09 acres of valuable land in St. Johns County, one of Florida's fastest-growing regions
- Stable rental potential with a \$2,620/mo rent estimate
- Tangible land-banking play with functional, turn-key dwelling

Recommended content angles

- Investment brief showing historical land value trends in St. Johns County
- Pro-forma highlights showcasing rental demand and low vacancy features of acreage properties
- Targeted business-network outreach emphasizing land value preservation

Likely objections & responses

- Recent 2025 tax assessment increase affecting carrying costs — Demonstrate that the solid rental demand and rapid long-term land appreciation in St. Johns County heavily outweigh the incremental tax adjustment.