



abunda

# Landholder Services

*Holistic support for farm partnerships that meets you where you are.*

## Overview of Land Matching support options from idea to 5 years of successful farming.

### 1 **Prepare** - *Reality-checking and setting up for success*

#### **Context Setting & Refinement**

To fully understand and scope what is concretely needed.

STANDARD

#### **Scenario Assessment**

Farming, finance and personal outcomes made tangible.

ADDITIONAL

#### **Management Support**

Setting up systems and tools to plan and achieve goals reliably.

ADDITIONAL

### 2 **Match** - *Finding and getting to agreement with the right farming partner(s)*

#### **End-to-end Land Matching**

Full service, all the heavy lifting and resources, done-for-you.

STANDARD

#### **Modular Land Matching Support**

Select which components of the process you need, done-with-you.

ALTERNATIVE

#### **Cohort-based Land Matching**

Join a regional or enterprise-specific group process, done-with-you.

ALTERNATIVE

### 3 **Succeed** - *Supporting you to continued success*

#### **Agreement Management**

Admin tools, legal support and regular partnership check-ins.

STANDARD

#### **Mentorship**

Topic-specific mentorship as per need, from us or trusted network.

ADDITIONAL

#### **Specialised Support**

Remote operational assistance, active advisory and consulting.

ADDITIONAL

*Our services are organised in 3 land matching stages: Prepare, Match, and Succeed. This reflects how farm partnerships work in practice – and where most risk sits.*

*See more details & pricing below.*

# Services: Land Matching Modules

## Prepare *modules*

### **STANDARD** Context Setting & Refinement

- Providing template & guidance for Holistic Context w/ farm vision
- Meeting to refine and find answers to key Land Matching questions
- Scoping and prioritising the role(s) and characteristics needed

### **ADDITIONAL** Services Listed

- Scenario Assessment
  - Management Support
- Services tailored to specific needs.*

## Match *modules*

### **STANDARD** End-to-End Land Matching

- Creating the listing, marketing the listing, organising the interest
- Providing a system to easily assess and shortlist incoming interest
- Running initial screening and interviews incl. guides for farm visits
- Running Whiteboard sessions, co-creating a farm plan incl. the numbers
- Providing Abunda's templates for farm enterprise planning
- Legal and business support for agreement type and business model
- Agreeing and setting up Heads of Terms prior to a legal contract
- On-going project management & support via email, calls and meetings

**ADDITIONAL** Creating a suitable legal contract and getting it signed

### **ALTERNATIVE** Services Listed

#### **Modular Land Matching**

Select which components of the process you need, done-with-you.

#### **Cohort-based Land Matching**

Join a regional or enterprise-specific group process, done-with-you.

## Succeed *modules*

### **STANDARD** Agreement Management

- Providing simple legal and financial admin tools for the partnership
- Regular partnership check-ins with ongoing support

**ADDITIONAL** Farm Ethos: Conflict mitigation process and document

**ADDITIONAL** Team onboarding process and supporting documents

### **ADDITIONAL** Services Listed

- Mentorship
  - Specialised Support
- Services tailored to specific needs.*

## How we work

Abunda supports Landholders and Landseekers to form regenerative farm business partnerships through a structured approach that prioritises preparation, alignment, and long-term success. Our role is not to push deals through, but to create clarity and confidence at each stage.

We know every farm is different, so we offer a standard process that suits most farms, but we also offer the ability for you to do some of the work yourself and get our support in certain areas.

Our objective is always to make ourselves redundant over time, via management tools and some training.

## What we mean by ‘Land Matching’

Land matching is often misunderstood as advertising land or filling a role. At Abunda, land matching is about ensuring that people, land, and enterprise are genuinely aligned before commitments are made.

This includes clarity of intent, shared expectations, and honest conversations about risk, capability, and constraints. In this way, we mitigate the key reasons why land partnerships can struggle or fail over time.

Abunda is not a marketplace, recruitment service, or technology-led matching engine. We are an independent, people-centred alignment partner for long-term success.

## Who we are

Abunda is built by people who care deeply about making regenerative farmers succeed in every respect.

Our core team covers land management, farm strategy, land agency, legal agreements, farm finances, rural planning, diversification, business development, inter-personal psychology and coaching. Besides our core team, we have a wide-ranging network of trusted domain-experts we can bring in.

All based on Holistic Management principles and over a decade of experience, incl. hands-on farming.



**Harry Epsom**

Land Agent, Farm Strategy



**Frederik Lean Hansen**

Economist, Farm Finance



**Hedio Nazari**

Therapist, Work Relationships



**Tim Barker**

Rural Planning Consultant



**Ellie Savage**

Land Agent, Diversification



**Miriam Fuller**

Land Agent Assistant

## Pricing

- A full end-to-end land matching service (from context setting to Heads of Terms) starts at £2,000 (excl. VAT).
- It is possible to add or remove modules listed above as per need, and we'll put together a quote for you.
- Prices for taking part in cohort-based land matching processes vary and will be priced individually.
- We generally price our hours at a relatively accessible £100 per hour (excl. VAT).
- We like to provide a fixed price package with no surprises.