

How to Create a Farm

As a real estate professional that aspires to be successful in a more competitive market, you have to start viewing your business differently. You cannot do what everyone else does, and think that you will have a better chance of success.

Successful Farming results involve:

1. Identify a target market. In order to select a market to farm, you need to know the area. You might want to consider a Farm area that you live in.
2. In selecting a farm, you should consider three things: 1) Can you make significant inroads against the competition by other realtors? Ideally, no one real estate agent should "Own", have 60% of the sales in any one farm area. You should evaluate the competition. Are they very strong in the area, and are they very experienced? Can you hold your own or excel in a competition with the existing realtors in the area? If not, look for an area where you have a better chance of success. 2) What is the turn-over? Determine the number of sales each year in the area. Divide that by the number of homes. The higher the turnover rate, the better. A rate of 15% or higher is desirable. A rate in the area of 10% may be acceptable. 3) Is the value of the homes and the nature of the neighborhood conducive to your success? You can project your yearly income. Farm area = 1,000 homes. Turn-over rate = 10% or 100 homes. Competition is not strong. With a strong marketing effort, you could list 25% of homes = 25 homes. Average value = \$400,000. With this formula, your sales commission could be \$280,000.
3. Strategize on how you want to seed and nurture the Farm in order to gain a marketing image for yourself. The marketing image you choose and create should enhance your professional image in the intended market. The fruits of a successful strategy is when anyone in your Farm thinks "real estate" they think of you first!
4. Develop marketing materials or select a business partner such as Realty Resource to assist you. Marketing materials such as postcards that announce Just Listed, Under Contract or Just Sold mailed into the Farm show that you are the "Neighborhood Expert" and will get listings SOLD! No listings yet? Use a monthly campaign that has either information of interest (sport schedules, recipes, etc) or a direct mail piece that states why they should do business with you. A direct mail piece that they keep or place on their refrigerator is the best. The piece needs to have items such as a "call to action", your picture, contact information and a personal message that they can identify with you.

A campaign which features personalized one-on-one marketing can increase results dramatically. In addition, if you cross market and tie your direct mail with a specialized designed web site, your results can be magnified!!!!

5. Decide on the frequency of contact. This is usually determined by your established marketing budget but it is recommended that you contact your Farm at least once a month.
6. A Farm can consist of neighborhood(s) or you may want to consider apartment complexes. Realty Resource is one of the few companies that can provide apartment or renter data. Whether you choose to farm neighborhood(s) or apartment complexes, Realty Resource will help you to develop the best mailing possible.
7. Get creative in staying involved with your Farm area. As an example, if you could tap into a resource for the monthly Garage Sales or sponsor a community garage sale, add this to your direct mail piece. If there is a Community Event, attend and take pictures. Add the pictures to your mailing piece. You will find that the people in your Farm love to see unexpected pictures of themselves and especially their children (just make sure that they are not embarrassing). If your budget allows, have a party at a neutral site (clubhouse or restaurant). For renters, throw a "First-time Home Buyer's" Seminar. Add some light refreshments and some other incentives (movie pass for 2 or be creative) to attend.
8. Walk your Farm at least once a quarter. Remember that the customer buys you, then your company, then your product. Choose attire based on the need for professionalism or business casual (for instance, dress the part if in golf community). If you are not sure, dress professionally. Knock on the doors and introduce yourself. If they are not home, leave them your card and perhaps a trinket (pen, Post-It notes, calendar). When ever possible, take down their names with their addresses so they can move up your contact list. When the conversation is finished, **ASK FOR THEIR BUSINESS OR REFERRALS!**

In today's saturated real estate market, you need to be different, aggressive, and **consistent**. Those who do not consistently stay in front of their Farm, will lose the Farm!



Would you like more information? Give Realty Resource a call at 1-877-875-1792. With almost 20 years of experience, we can share with you our proven results on all direct mail media.

* Please check and make sure if your state is a No-Call state. Review the rules that apply to this law.