

# FARMING IDEAS

## TIPS TO KICK THINGS INTO GEAR.



### 1. Neighborhood Market Updates

Sending a monthly or quarterly comparative market analysis (CMA) of the community to its members not only shows that you stay aware of the neighborhood's sales activity, it provides residents with something of value that they will look forward to receiving regularly.

### 2. Just Listed & Just Sold Material

Remember that frequency of contacts is the key to farming success, so additional flyers for Coming Soon, Price Reduced, Back on Market and Open Houses just give you more ways to stay first of mind with the neighbors.

### 3. Telephone Calls to Neighbors

The majority of phone numbers of residents for specific areas, even cell phone numbers, can be obtained by subscribing to companies like Cole Realty Resource.

### 4. Door Knocking

Although this traditional activity can be laborious and difficult depending on your area's change in the seasons, there is no better way to obtain the "mind-share" of residents than by meeting them face-to-face.

### 5. FSBOs & Expired Listings

Staying in contact with For Sale By Owner (FSBO) sellers and owners of expired listings is the most lucrative real estate farming idea since these residents typically have their hand up wanting to sell their home right now.

### 6. Open Houses

Real estate farmers know that open houses not just to attract buyers, but more importantly to meet neighbors.

### 7. Email Campaigns

Whether you meet neighborhood residents over the phone, at open houses or at their front door, it is crucial to always ask for their email address to be able to "provide them with regular updates about what other homes are selling for so that you know how your home is changing or increasing in value."

### 8. Social Media & Facebook

Post things of value on the page like CMAs, just listed & just sold links, open house invitations and other community events and information.

### 9. Pct TitleToolbox

Targeting is the number one thing that you can do to maximize all of your efforts. Our PCT title toolbox is the ultimate tool that helps agents create, evaluate and manage their farm area.