



# A QUICK FARMING PRIMER.

LET US HELP YOU TARGET.



## A. Your information can be sorted by:

- ▶ City
- ▶ Zip Codes
- ▶ Thomas Guide Pages – Old or new Thomas Bros. Grid
- ▶ Owner's Name
- ▶ Parcel Number – Provide us with assessor book number
- ▶ Odd/Even – Odd or even side of the street
- ▶ Tract Number
- ▶ Census Tract – These are permanent areas intended for statistical purposes. They are bounded by visible, physical features, natural or man-made.

## B. Additional Sort by Property Characteristics

- ▶ Assessed value, number of bedrooms and baths
- ▶ Lot size – Square footage or acreage
- ▶ Percentage improvements – Ratio of improvement value as it relates to land value
- ▶ Improvements – Pool, spa
- ▶ Square Feet
- ▶ Number of Units
- ▶ Use Code
- ▶ Year Built
- ▶ Zoning

## C. Additional Sort by Sales Price:

- ▶ Full Value – Full transfer, quitclaim, partial transfer or trustees deed
- ▶ Owner Occupied or Absentee Owner
- ▶ Sales Date
- ▶ Sales Price

## Label Options

- ▶ All Caps
- ▶ Addressee “or current resident” – This setting adds the owner's name and/or with current resident.
- ▶ We use the 5160 & 5162 Standard mailing Labels

## 1. Street Address Sequence

Tax rolls listed alphabetically by street name, followed by numbered streets. Each street listed alphabetically and numerically is sub-listed by address number, from lowest to highest. This is often called a “walking farm.”

## 2. Vacant Land by Value Sequence

Tax Rolls listed numerically by Assessor's Parcel Number, but limited to parcels with a valid land value and no improvement value. Consider searching by use code when looking for vacant land.

## 3. Absentee Owner

Tax Rolls listed numerically by Assessor's Parcel Number, consisting of residential properties with owners that have different mailing addresses than the residential addresses.

## 4. Apartments by Assessor Parcel Number

Tax rolls listed numerically by Assessor's Parcel Number exclusively for apartments... beginning with use code 1112 & 1104, or five or more units. This does not include duplexes, triplexes, or courts. Multi-family dwellings are sorted individually by their appropriate use codes.

## 5. Conventional/Industrial by Alphabetical Sequence

Tax rolls listed alphabetically by owner's last name and consisting of all properties that are considered income properties. (Excluding residential [SFR] and vacant land). This farm is not sorted by use code.

## 6. Commercial/Industrial by Number Sequence

Tax rolls listed sequentially by its use code. This farm EXCLUDES single-family residences and mobile home parks.

## 7. Commercial/Industrial Use by Value Sequence

Tax rolls listed sequentially by use code, and numerically by value, from high to low within each use code. This consists of all properties EXCLUDING single-family residences and apartments.

## 8. “Empty Nester Farm”

Order an area with the criteria... only properties that were purchased 25 years ago or longer



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