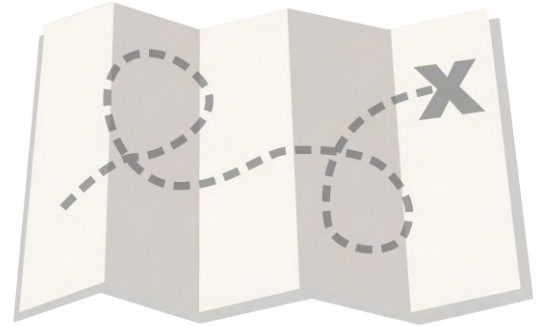


# FARMING TIPS

## CHOOSING THE RIGHT AREA.



While we can't promise you'll close 7 figure deals, in this article we'll tell you everything you need to know to choose and dominate a farm area. Think of your marketing efforts (and dollars) as seeds that you sow on your farm. Like a real farm, there are two essential elements to a bountiful harvest—you need to nurture your planted seeds by watering them, pulling weeds, and applying pesticides, and you need TIME. If you're expecting overnight success, real estate farming is not for you.



### 1. STAY CLOSE TO HOME

If you're just getting started, then working a farm area close to home is probably your best course of action. In fact, the neighborhood you live in is probably one of your best options. Since it can take a significant amount of time to see a decent return from your farm area, your choice is very important.

### 3. DEFINE YOUR BOUNDARIES

In the past few years gentrification has pushed the boundaries of certain neighborhoods just a bit and with people calling these new areas by different names it's important to be aware of what the names & boundaries are.

### 5. RUN THE NUMBERS

This step can save you both time and money. Our PCT Title Toolbox can give you all of the key stats needed to help you find the sweet spots in your farm area.

### 2. DO YOUR RESEARCH

Of course, being close to home isn't the only criteria to choosing the right farm area. Another important element to choosing a farm area are local demographics. Such as: avg. income, avg. age, # of large employers, types of homes in the area, local amenities, & transportation options.

### 4. MAKE SURE IT'S THE RIGHT SIZE

In real estate farming, size matters. You need to make sure the area is large enough to ensure a decent turnover, but small enough that you can build a name for yourself and consistently return to. Frequency is a large part of the farming equation.



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