

HELPFUL TIPS FOR FARMING NEIGHBORHOODS



FOLLOW THESE PROVEN STRATEGIES TO HELP YOU GROW YOUR BUSINESS

- 1 Farm where you are invested, knowledgeable and ideally have name recognition or built-in expertise.
- 2 Research the area competition so you know how to market yourself to offer what they don't.*
- 3 Know your target market's sales activity including average sales price and DOM (days on market).**
- 4 Research listings sold in your target area for turnover/absorption rate. 6-8% is recommended.***
- 5 Plan how and when you will reach your target market with postcards, in person and online.****
- 6 Attend area civic meetings to stay knowledgeable about any issues that may affect the community.
- 7 Share market conditions, sold data and be knowledgeable about the surrounding markets.
- 8 Use neighborhood hashtags and website hyperlinks when posting on social media.
- 9 Create a community facebook group for the farming area if there isn't already one.
- 10 Determine how you'll follow up, manage and track all types of leads with a solid real estate CRM.
- 11 Execute your plan; set it in motion and track your progress.
- 12 Automate your digital communication and create a record of the value you've delivered.
- 13 Partner with local businesses for special promotions/coupons and items for swag bags.
- 14 Walk the neighborhoods, introduce yourself, and share pop-by goodie and swag bags with residents.
- 15 Always ask for email addresses and phone numbers.
- 16 Ask those you meet if you can keep them updated on what's going on in the neighborhood.
- 17 Say "Would you mind if I sent you market updates, sales activities and neighborhood events?"
- 18 Send a personal email soon afterward and be sure to add them to your CRM.
- 19 Provide food, drinks, door prizes plus housing news and neighborhood sales data at local events.
- 20 Co-Sponsor HOA meetings or National Night Out, Halloween Trunk R Treats, holiday get togethers.

** Ntreis Matrix has some great MARKET REPORTS available.*

*** You can't go wrong with Ntreis Trends for fresh data!*

**** Providence Title has a great resource called TitlePro247 to assist you with turnover ratio and much more.*

***** Ask your Providence Title Rep about Breakthrough Broker.*

For additional tips and expert assistance, contact one of our great Business Development Reps across Texas. Visit our website for contact information.