

6 Powerful Ingredients for Successful Real Estate **FARMING**

The Farming Field Guide for Today's Real Estate Agents

By Darryl Davis, CSP



1 BUILD A FOUNDATION

Here's the thing a lot of agents forget, or don't realize, or never put into play – you are a BUSINESS. As such, you've got to **treat your business like a business**. Which means you've got to take on the good stuff like listings and closings and connecting with people – and the boring stuff. Like budgeting, and details, business and marketing plans.

I'm a fan of marketing and promotion – but not BEFORE you have the budget to do it consistently with at least a six-month plan in place. Why? Because that's how a lot of agents go OUT of business – sometimes before they've even had a chance to build any momentum.

Let's take a look at a simple business plan that can help you map out your investment in your career and future.



Personal Survival
Money Needed

Business Survival
Money Needed

Income Tax

Misc.*

**TOTAL MONEY
COMMITMENT**

PERSONAL BUSINESS PLAN

Desired Income (A)

Average Commission
Per Side (B)

Number of Sides needed
to reach income ($A \div B = C$)

75% Comes from Listings
Sold Sides ($C \times 0.75 = D$)

25% Comes from
BuyerSides ($C \times 0.25 = E$)

What % of Listings
end up selling? (F)

How many listings do you
need to get per year?
($D \div F = G$)

How many listings is that
per month? ($G \div 12 = H$)

How many listing
appointments needed
to get 1 listing? (I)

Number of listings a
month? ($H = J$)

Number of appointments
needed per month?
($I \times J = K$)

How many appointments
a week? ($K \div 4 = L$)

How many calls do you
need to make to schedule
1 appt.? (M)

Monthly # of appointments
scheduled? ($K = N$)

Number of calls needed
to be made each month?
($M \times N = O$)

How many calls a
week? ($O \div 4 = P$)

NAME:

TO BE COMPLETED BY:



BE
CONSISTENT

2 CONSISTENCY is **EVERYTHING**

According to the *Direct Marketing Association*, a consumer has to see your message **AT LEAST 4-6 times before taking action**. I can't tell you how many times I've had an agent say they sent a mailing (meaning one) out to 100 people and they've not heard anything back. There is no one-and-done magic when it comes to marketing. It takes consistent touchpoints, preferably using different marketing mediums, to create the kind of top-of-mind awareness necessary to cultivate results.

Your goal is to become a local celebrity. That means people know your name, your face, and what you do for a living. That doesn't happen overnight. In fact, most agents find that it takes a solid year of farming a particular area to really reap the rewards of their efforts.

Real estate farming is just like it's agricultural counterpart – it's the practice of "planting seeds" – in this case marketing touchpoints, nurturing them (follow up), watching them grow (building relationships), and reaping the rewards (referrals and business).

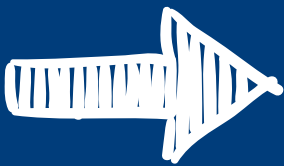
WHAT TO SEND?

There are many ways to reach out to your farm area. Mailings usually include post-cards, flyers and letters.

I'm a fan of sending letters that are **real estate specific** to the folks in the neighborhood that you would like to gain market share.

The first is a **Just Listed letter**, second is a **Just Sold letter**, the third is a **The Following Homes Have Sold letter**, and last is an **Update on the Neighborhood Letter** which shares what real estate transactions have taken place in the last thirty days. **Even if the listings and sales weren't yours**, it is important information for neighbors to know, and creates the **perception that you are the local real estate resource** for that information.

Rotate these letters once per month for four months, then start from the beginning again. Get creative, and add your personality to each.



Power Agents®, head to the [Farming and Self Promotion tab](#) in your Classroom to get a copy of these letters and more!



Date

Mr. and Mrs. Hunna Hunna
101 Umpty Umpty Lane
Power City, NY 12345

Re: Just Listed by Darryl Davis

Dear Neighbor,

I am delighted to announce that I have just listed the home located at:
5 UMPTY UMPT LANE, POWER CITY.

Homes are selling quickly in our market, and we still have many qualified buyers looking to own a home in your neighborhood. If you are contemplating a move, or know of someone who is, please contact us. If you would like to find out if you qualify for a FREE Market Analysis on your home, simply call me at (516) 887-4404.

Sincerely,

Darryl Davis

If your home is currently listed for sale with another broker, this is not intended as a solicitation of that listing.

Your Name | Company Name | Phone Number | Email | Website



Date

Mr. and Mrs. Hunna Hunna
101 Umpty Umpty Lane
Power City, NY 12345

Re: Another home sold by Darryl Davis

Dear Neighbor,

I am delighted to announce that I have sold the home located at:
5 UMPTY UMPT LANE, POWER CITY.

We still have many qualified buyers looking to own a home in your neighborhood. If you are contemplating a move, or know of someone who is, please contact us. If you would like to find out if you qualify for a FREE Market Analysis on your home, simply call me at (516) 887-4404.

Sincerely,

Darryl Davis

If your home is currently listed for sale with another broker, this is not intended as a solicitation of that listing.

Four Tested & Trusted Farming Letters for Success

Date

Mr. and Mrs. Hunna Hunna
101 Umpty Umpty Lane
Power City, NY 12345

Dear Mr. and Mrs. Hunna Hunna,

I thought you might like to know the following homes have sold in your subdivision.

- 123 HUNNA HUNNA STREET
- 789 POWER COURT
- 654 UMPTY UMPT LANE

If you would ever like your home SOLD instead of JUST LISTED, please give me a call. I have a marketing program that works very well in getting homes sold in your neighborhood.

If you would like to find out if you qualify for a FREE Market Analysis on your home, simply call me at (516) 887-4404.

Sincerely,

Darryl Davis

If your home is currently listed for sale with another broker, this is not intended as a solicitation of that listing.

Your Name | Company Name | Phone Number | Email | Website



Date

Mr. and Mrs. Hunna Hunna
101 Umpty Umpty Lane
Power City, NY 12345

Dear Mr. and Mrs. Hunna Hunna,

I just wanted to keep you up to date as to what has been happening in your neighborhood.

Properties Sold from June 1-June 30

- 123 HUNNA HUNNA STREET
- 789 POWER COURT
- 654 UMPTY UMPT LANE
- New Houses for Sale of January 1, 1994
- 123 HUNNA HUNNA STREET
- 789 POWER COURT
- 654 UMPTY UMPT LANE

If you would ever like your home SOLD instead of JUST LISTED, please give me a call. I have a marketing program that works very well in getting homes sold in your neighborhood.

If you would like to find out if you qualify for a FREE Market Analysis on your home, simply call me at (516) 887-4404.

Sincerely,

Darryl Davis

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Your Name | Company Name | Phone Number | Email | Website



3

BE VISIBLE IN YOUR COMMUNITY

Help **people in your area put your face with your name**. That means getting out from behind the desk and **getting out in front of people in your area**.

- Host a local **Buyer or Selling Workshop** at your local library or school.
- Set up in the **local coffee shops with and an “Ask me about real estate” sticker** on your laptop.
- Sponsor local **community food drives or charity work**.
- Regularly **engage with business owners** in the area.
- Become a **business partner at area schools**.
- Sponsor a **bounce house or booth at the community block parties, festivals, or gatherings**.
- Sponsor a **children’s sports team** in the area.
- **Regularly canvas your neighborhood farm** with items of value such as a Neighborhood Market Report certificate, Staging Tips, How to Use Pro Photography to Sell a Home, Home Repairs to Make Before Selling, How to Make Moving Easier on Kids, Invites to Neighborhood Open Houses or Invites to your Buyer/Seller Workshops, etc.



Branding your Business

4 BRANDING AND CALLS TO ACTION

First, let's talk about your **professional headshots**. Make sure the photo looks like you **NOW**. Not ten years ago. *Not your prom picture*. Or that Glamour Shot you had taken in the 80s. What you look like **now**. Remember, your job is to become a local celebrity which means they know **your name, FACE, and what you do**.

Secondly, ensure that **every piece you send out has your brand**, meaning your company logo, your tagline if you have one, and your contact information.

Third, and probably most important, **ALWAYS have a Call To Action**. You can't measure the value of a marketing piece if there is no reason for people to contact you from it.

A Call to Action can be an **offer of a free CMA** or what Power Agents® call a **Neighborhood Market Report**, or any number of items of value for canvassing.



5

KNOW YOURSELF AND YOUR COMPETITION

Know your COMPETITION. In any market area, you will have other agents vying for market share.

What are their **strengths and weaknesses**?

When you are armed with that kind of information, you can make their weaknesses your strengths. The other side of that coin is that you will be **better prepared to answer questions on listing appointments** about what differentiates you from those competitors.

Next, know YOUR OWN strengths and weaknesses, so you can fine-tune what differentiates you.

- What's your niche?
- Do you have a marketing plan that blows others out of the water?
- What makes you passionate about what you do?
- What makes you the best resource to help home buyers and sellers in your market?
- What designations, special training, and skill sets differentiate you?
- What are your mission, vision, and value propositions?



DIFFERENTIATE



6

GET CREATIVE

There are so many fun ways to market yourself in today's world, both online and in person. Here are just a few great ideas to get you started:

Work the Facebook Community Group for your neighborhood farm. This is the perfect place to provide service, valuable resources, and speak “one-to-many” in an interactive way. It’s a way to “digitally farm” – and when done well – it drives great results. Learn more at <https://darrylspeaks.com/community-pages/>.

Create business cards to help market your listings. On the front of the card have your standard photo, logo, tagline and contact information. On the reverse, have a picture of the house and some key information and perhaps a link to an online tour. Give these to your sellers and ask them to share with friends and colleagues.

Sponsor the homework folders at your local elementary school. These folders are literally touched by hundreds of parents every day as they help kids with their homework and correspond with teachers. Call the PTA president at your local schools and ask about business partnership opportunities. They’ll often have many different levels of sponsorship available that can help you stay top of mind with an entire community of parents, faculty, and teachers.

Co-Sponsor a Neighborhood Yard of the Month. Team up with your local Lowe’s or Home Depot and the HOA for your farm area and sponsor the signage and prize each month for the best kept yard in the neighborhood.

TRY US OUT!

Consistent farming and prospecting go hand-in-hand towards building a successful, long-term real estate business. They are both about getting a little out of your comfort zone, and keeping your **focus on SERVING, not SELLING.** On **COACHING, not CLOSING.** When an agent's focus is solely on the money, people can sense that. When you come from a place of service and resource, people can sense that as well, and actually want to work with you to help you realize your goals. Commissions are the natural progression for a service-minded salesperson.

In our Power Agent Program[®], we deliver the resources, tools, coaching, and training agents need to master the art of prospecting and farming – without trying to reinvent the wheel.

Each week we host a coaching call where agents can get their questions answered, solve a problem, and learn new ideas and strategies in a fun, engaging, and informative session.

Each week we host an hour-long, action-packed training webinar on the topics that most impact agents in the market such as the ***6 Best Strategies for Building Listing Inventory in the Next 30 Days!***

We offer a robust classroom with 24 separate components with everything agents need to succeed with more ease. Prospecting, Farming, Coaching, Listing Appointments, Webinars on Demand, Objection Handling, Negotiating, Tech Tools and Training, Social Media Tools, Technology, Recommended Vendors – and more.

What do YOU want to learn first? We've got you covered. Try us for 30 days for just \$5! [Learn more at www.DarrylSpeaks.com/Trial](http://www.DarrylSpeaks.com/Trial)

