

REAL ESTATE
TRAINING INSTITUTE, INC.

*“Home of Live/Interactive
Training & Coaching”*

i-FASTTRAC® 101
Prioritized/Proactive
Prospecting and Lead Generation
Warm Canvassing, Open Houses And
Target Marketing/Farming

Video #1

**Daily Prospecting & Lead Generation
And Warm Canvassing**

- Daily Prospecting & Lead Generation Funnel
- Five (5) Variables Impacting Lead Generation And Production
- Why Agents Fail To Prospect Consistently
- What Is The Value Of A Business Card?
- Warm Canvassing Script Content And Sequence

Video #2

‘Integrated’ Open Houses

- ‘Integrated’ Open House Strategy. Checklist
- ‘Integrated’ Open House Script Content and Sequence
- What To Do When Given A ‘Lead’/‘Referral’

Video #3

**‘Integrated’ Target
Marketing/Farming (Part 1)**

- ‘How to’ Develop A Geographic Farm. Checklist
- Characteristics Of Effective Farming Tools
- ‘Traditional’ & ‘Non-Traditional’ Ways To Make Contact. Checklist

Video #4

**‘Integrated’ Target
Marketing/Farming (Part 2)**

- Quarterly Market Report
- Quarterly Market Report Script Content & Sequence
- Parameters & Guidelines For Selecting and Developing A Geographic Farm. Checklists

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(Video #1)

**Recommended Reading: *One Small Step Can Change Your Life...
The Kaizen Way...* Robert Maurer**

'Me Incorporated' (Exhibit)

I. Daily *Prospecting* and *Lead Generation Funnel* (Exhibit) and (Video)

II. Five (5) Variables Impacting *Lead Generation* and *Production* Revisited

- Number of contacts
- Method of contact
- Quality of prospect
- Quality of script/approach
- Immediacy and consistency of your follow-up

III. Why agents fail to prospect consistently . Which apply to you?

- Don't realize _____
- Don't _____
- Fear _____
- Paralysis of _____
- Lack _____
- Poor _____
- Too _____
- Don't like to _____
- Lack _____ and _____
- Tend to be more _____ than _____

IV. What is the Value of a *Business Card*?

(Assume your listing is \$100,000 @6%, you are on a 50%/50% split and co-broking)

10 Cards/day x 5 days/week = _____ cards/week

50 cards/week x 50 weeks/year = _____ cards/year

2,500/year ÷ 100 cards/business Transaction = _____ pieces new business

25 pieces new business x 60 % sales rate = _____ 'closed' transactions

15 'closed' transactions x _____ average net commission per transaction = _____ added income

\$22,5000 ÷ 2,500 business cards = _____ value per card*

*

V. Warm Canvassing Script Content and Sequence.

1. _____... by last name... whenever possible.
Use interrogative tonality: *"Hi, Mrs. Smith?"*
2. _____...then _____ (in that order!).
Say first name twice! *"I am with Professional Realty! My name is Kevin, Kevin Ahearn!"*
3. _____... *"Do you mind me asking... have you thought about selling now or anytime in the near future?"*
4. Give _____... use one of the following approaches:
'Specific' Property; 'Specific' Prospect (Mrs. Garcia); 'Specific' Neighbor (FSBO or Expired); 'Specific' Event (*Open House, Quarterly Market Report, Price Reduction, House Warming* etc.) (Exhibits)
5. _____... *"Have you given it, the sale of your property, any thought at all?"*
6. _____...
"Who do you know who might be thinking of selling or buying?"
7. _____... repeat your name and company name: *"Thank you for your time! Once again, my name is (first and last name) with (company name). If you, or anyone you know, needs real estate services please don't hesitate to contact me!"*

(Video #2)

'Integrated' Open Houses

Recommended Reading: *Winning With People...* John C. Maxwell

VI. 'Integrated' Open House Promotion Strategy. Checklist (Exhibit)

Monday:

- Decide if a property is going to be held 'Open', which property and when.
- If you do not have a property to hold 'Open', approach your broker/manager or an experienced agent about hosting one of theirs. Be strategic! Try to select a property in an area you might want to Farm.
- Get seller's permission/cooperation. Give seller *Checklist For Selling Your Home*. (Exhibit)
- Submit *Open House Notification* to MLS.
- Design and produce an *Open House Promotional Notice* in sufficient quantities to blanket the neighborhood, nearby Feeder Markets, your current buyer prospects, your office and nearby real estate offices. Be sure to promote the event at your office meeting!
- Link the *Open House Notice* back to Landing Pages on your website and blog regularly about the property, the *Open House* event, the neighborhood, the area etc.
- Decide how and when the *Open House Notices* are going to be distributed (in-person, direct mail, email, social media or any combination thereof.)
- Download and read the handout entitled: *Outstanding Open Houses: How to Promote, Host and Follow-up!* (Exhibit)

Tuesday-Saturday

- If notices are going to be direct mailed or emailed, mail them Tuesday and begin to follow-up by phone or in-person in 48 hours. If using direct mail... 'seed the list' with your name and address so you know when the notices are being delivered. Use the *Open House Promotion Follow-up Script* (Exhibit)
- If notices are going to be personally distributed, start Tuesday in the immediate neighborhood where the property is located by Warm Canvassing the area using the *Open House Promotion Script* (Exhibit)
- Recommendation: If the property is in your Farm Area, plan on 'personally' distributing 150-250 in the area and 50-100 in nearby Feeder Markets using the *Open House Promotion Script*. If the property is not in your Farm Area, limit your distribution to the immediate neighborhood and consider using direct mail with phone follow-up in the Feeder Markets using the U.S. Postal Service program: Every Door Direct.

VII. 'Integrated' Open House Promotion Script Content and Sequence

1. **Introduce Company...** then **yourself (in that order!)**
2. _____... and Notice:
"I'm hosting an Open House at (address) (give owner's last name) on (day) from – to (time)...!"
3. _____: *"Do you have any friends or relatives interested in moving to (name the area)?"*
4. _____: *"Do you mind me asking... have you thought about selling your property now or in the near future?"*
5. _____: *"Who do you know in the area who might be thinking of selling or buying?"*
6. **Thank owner...**repeat your name and company name: offer **'Item of Value'...** i.e. complimentary **Quarterly Market Report. (Exhibit)**

VIII. What To Do When A Property Owner Gives You A 'Referral'/'Lead'

- Get the 'Referral's' _____ and _____ as much as possible about the 'Referral' before making contact.
- Ask permission of the property owner to use _____ when making contact with the 'Referral'/'Lead'
- Immediately contact the 'Referral'/'Lead' ... preferably _____
- Reference the _____ you had with the property owner who gave you the 'Referral/Lead'
- Add both the property owner and the 'Referral'/'Lead' to your _____ and customize a _____ for each
- Send/hand-deliver/email a _____ to the property owner who gave you the 'Referral'/'Lead'
- Keep the property owner _____ even if nothing develops from the 'Referral'/'Lead'

(Video #3)

'Integrated' Target Marketing/Farming (Part 1)

Recommended Reading: *Neuromarketing... Understanding the Buyers Buttons*
Patrick Renvoise and Christopher Morin

I. What is 'Integrated' Target Marketing/Farming

- 'Integrated' denotes the integration of _____
Target Marketing/Farming Techniques with _____
_____ *Internet Marketing Strategies*.

Objective: to _____ the reach of the agent and more _____
connect the agent with people they _____, and expose the agent to
people they _____.

- 'Integrated' *Target Marketing/Farming* is a way for the agent to achieve
_____ with prospects... thereby
_____ the agent as the _____ when
prospects in the area, or group, being farmed have a need for real estate
services.

II. Target Market vs. Farm Area: The Distinction

- Target Market** typically refers to the _____
and clientele serviced by the office/company the agent represents.
- Farm Area(s)** typically refers to a _____
the Target Market that the agent has decided to focus on.
- There are multiple types of Farms: _____ farms,
_____ farms (doctors, teachers, lawyers, former co-workers);
_____ farms (first-time buyers, investors, absentee-owners)

III. 'How to' Successfully Develop A Geographic Farm. Checklist

- Accumulate superior knowledge of _____...
before investing time/money/energy
- Rapidly develop farm area _____...knowledge of the
_____ and _____
- Thoroughly analyze the _____ and _____
... don't take on Goliath!
- Analyze the _____ and _____

III. 'How to' Successfully Develop A Geographic Farm. Checklist. (cont.)

- Analyze statistics/data on potential nearby ' _____ ' (areas of slightly lesser value)
- Be _____ and _____
- Recognize it will typically take between _____ for the farm to begin to _____ yield results
- Develop and implement effective 'Integrated' _____ to which you are _____

IV. Essential Elements Of Effective 'Integrated' Farming Strategies

- _____: _____ proactive/'Integrated' _____ touches per year.
- _____ and _____ (allow prospects to complete the 'Business Maturation Cycle').
- Use of multiple farming _____ and _____
- Utilization of different _____: *in-person, phone contact, direct mail, email, text, video, social media and internet exposure.*

V. Characteristics Of Effective Farming Tools and Techniques

- _____-oriented
- Provide useful _____ information
- Provide consistent agent/company _____
- _____ the agent as the 'Agent of Choice'
- Call for _____
- Are _____ and utilize 'Integrated' 'Traditional' and 'Non-Traditional' methods of contact

VI. 'Traditional' and 'Non-Traditional' Ways To Make Contact In A Geographic Farm. Checklist (Exhibit)

- ❑ Quarterly 'Warm Canvassing'
- ❑ **Proactive promotion of events/activities** by use of: *Quarterly Market Reports, 'Market Alerts', Just Listed/Sold Notices, Open House Notices, Price Adjustments Notices* etc.
- ❑ **Scheduled periodic** phone calls, emails, text messages, social media contact, videos and web presence.
- ❑ Agent-branded monthly **Real Estate Newsletters**
- ❑ **Seasonal/Holiday** themes
- ❑ **Community** involvement/event **sponsorship**
- ❑ Promotional items... calendars/magnets etc.
- ❑ Neighborhood **Newsletter/Directory**
- ❑ **Content-rich personal website**: with *Landing Pages, videos, blogs, social media* pointing at the *Farm Area(s)*
- ❑ Quarterly Market Reports and timely **Market Alerts** (Exhibits)

(Video #4)

'Integrated' Target Marketing/Farming (Part 2)

Recommended Reading: *New Sales Speak...* Terri L. Sjodin

VII . Quarterly Market Report (Exhibit) And Required 'Disclaimer'

- *The above properties were listed and sold by various brokers, agents and homeowners. Statistics and representations are based primarily on information from the _____ (MLS) for the period from ___ to ___.*
- *The _____ (MLS) does not guarantee its accuracy. If your property is already listed, this is not a solicitation for your listing.*

VIII. Initial Quarterly Market Report Script Content/Sequence (Exhibit)

1. **Identify owner**... by last name whenever possible. Use interrogative tonality: *"Hi, Mrs. Smith?"*
2. **Introduce Company** ...then **yourself** (in that order!).
3. _____... *"I produce a Quarterly Market Report for (name area) that summarizes recent real estate activity in the area. I have a complimentary copy of it for you (hand copy).*
4. _____: *"Would you like to receive future copies of my Quarterly Market Report for (name area)?"*
5. _____: *"By the way...I also issue timely 'Market Alerts' the moment real estate activity in the area takes place! Would you also like to receive my 'Market Alerts'? To get those alerts to you in a timely manner I will need an email address or a phone number I can text."*
6. **Ask about their property**... *"Do you mind me asking... have you thought about selling your property now or in the near future?"*
7. **Ask for neighborhood seller or buyer referral**... *"Who do you know who might be thinking of selling or buying?"*
8. **Thank owner for their time**...repeat **your name** and **company name**. *"Thank you for your time. Once again, my name is (first name), (first and last name), with (company name)! If you have any real estate needs, or know of anyone that does, please don't hesitate to contact me. Have a great day!"*

Note: If the seller gives you their *contact information* be sure to immediately upload it via your mobile-device to your database which, hopefully, is designed to generate an automated email 'Thank You'.

IX. Parameters For Selecting A Geographic Farm. Checklist (Exhibit)

- Consider multiple areas/multiple price ranges
- Thoroughly research each area using MLS Data
- Tour the area(s) before finalizing selection... 'Get Street Smart'!
- Be sure to select areas with decent 'turnover rate' (5%-8% annually)
- For area(s) selected... prepare your 'Initial' Quarterly Market Report using the *MLS Data*: # Homes For Sale; # Homes Sold; Median Sale Price; Average Days-On-Market, 'List' Price-to-'Sale' Price Ratio etc.
- Target 400-1000 homes/units quarterly (**Start Small! Think Big!**)
- Comfortable, though different, price ranges
- Ability to identify/relate to type of product, area etc.
- Ideally, located between home and office... do not limit *Farm Area* search to one's own neighborhood
- Look for areas with comparable homes/values ranges... subdivisions and buildings best... inner-city and rural more challenging!
- Reasonable amount of competition... don't take on Goliath!
- Clear final selection(s) with Broker/Manager before proceeding
- Don't procrastinate! Keep energy-level high... expectations under control!

X. Guidelines For Development of A Geographic Farm. Checklist (Exhibit)

- ❑ Start by **identifying sources** for property owner information (i.e. local tax rolls, Google etc.)
- ❑ Setup a *Farm Area* **database**
- ❑ Set **realistic goals**:
 - **Initially** attempt to **'personally' contact** entire *Farm Area* database within the **first 3 months** and **quarterly** thereafter for the **first year**
 - Email/direct mail entire database **monthly** (i.e. Newsletter)
 - Update/add content to your *Farm Area* **Landing Pages** weekly
 - Try to **blog** weekly about your *Farm Area*... **link** blogs in **'outbound'** marketing
- ❑ Utilize various **methods of contact**... above all **be consistent!**
- ❑ **Track and record** results in database daily
- ❑ **Systematize** the development of your *Farm*... play to your strength... your **physical presence**
- ❑ Kick-off the development of your *Farm* by **'personal' delivery** of your **'Initial' Quarterly Market Report**
- ❑ **Saturate** the *Farm* with notices about: your listings/sales, *Open Houses*, price reductions etc.
- ❑ Incorporate **Farming Activities** in your **Weekly Planner** ... **be specific** (who, when, how, how many etc.)

i-FASTTRAC[®] 101 **Prioritized/Proactive Prospecting and Lead Generation**

Warm Canvassing, Open Houses And Target Marketing/Farming Assignments

- Consider purchasing and reading *One Small Step Can Change Your Life..* Robert Maurer; *Winning With People...* John C. Maxwell; *Neuromarketing... Understanding the Buyers Buttons* Patrick Renvoise and Christopher Morin; and *New Sales Speak...* Terri L. Sjodin
- Become familiar with the *Open House Promotion Script* (Exhibit) and begin to re-write it in your own vocabulary (and phraseology) and spend 30 – 60 minutes daily...practicing, drilling and rehearsing your re-written script.
- Plan on hosting an *Open House* this coming weekend and every other weekend over the next two to three months. If you do not have a listing to hold 'Open' ask your broker or fellow associates if they have one. Go to the short link and download, read and follow the *Outstanding Open Houses* (Exhibit) when promoting, hosting and following-up the *Open House*. Be proactive and be sure to utilize what you learned in this Session.
- Begin selecting and developing a *Farm Area(s)* following the Checklist, Parameters and Guidelines introduced in this Session (Exhibit)
- Do the necessary research on your *Farm Area(s)* and prepare your 'Initial' *Quarterly Market Report* (Exhibit)
- Become familiar with the 'Initial' *Quarterly Market Report Script* (Exhibit) and begin to re-write the script in your own vocabulary (and phraseology) and spend 30 – 60 minutes daily...practicing, drilling and rehearsing your re-written script.
- Plan to 'personally' distribute 50-100 *Quarterly Market Reports* per week on a 12-week cycle. Following the *script*, be sure to offer timely '*Market Alerts*' in exchange for the property owner's contact information...in particular their email address.

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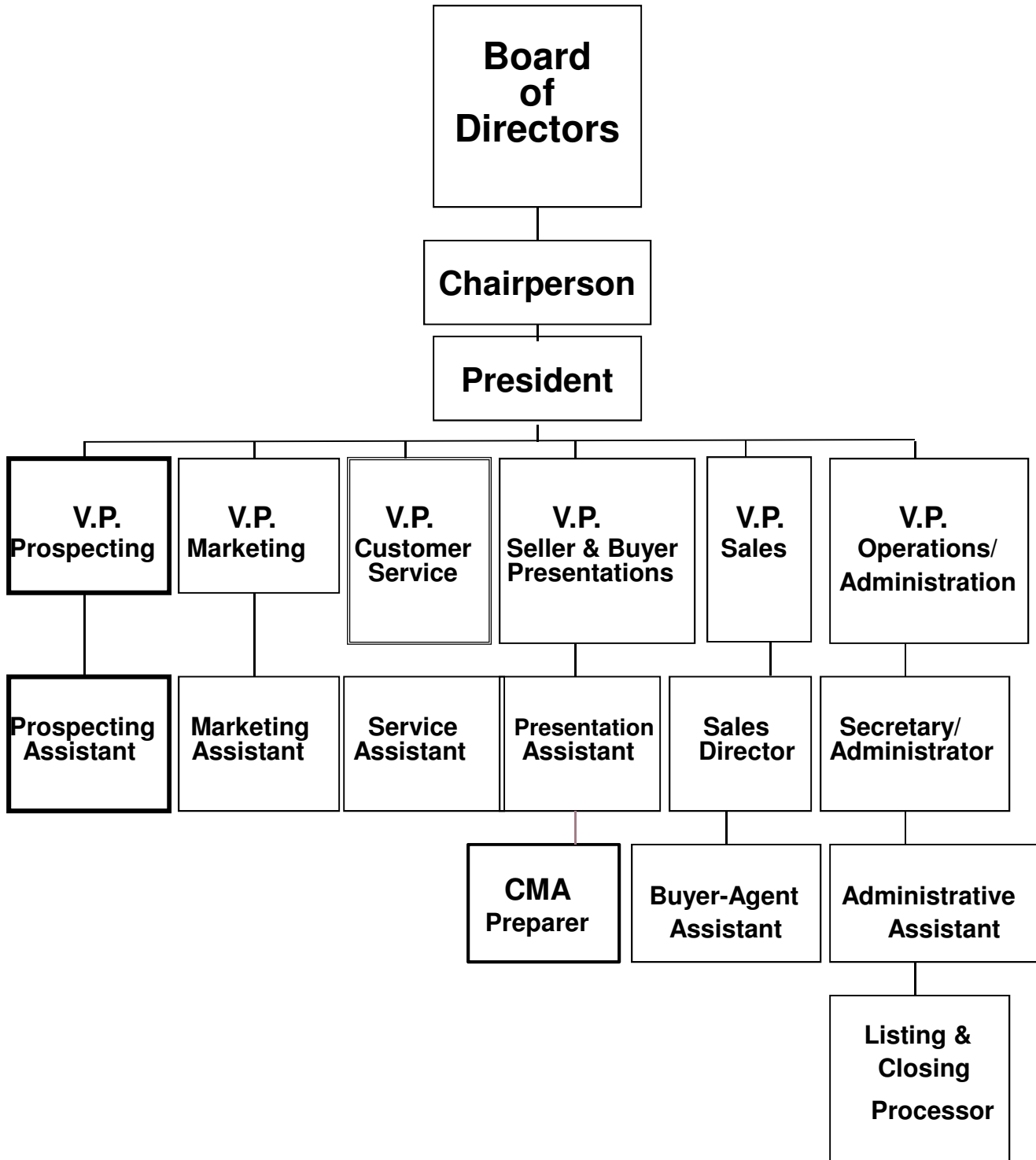
**Warm Canvassing, Open Houses And
Target Marketing/Farming**

Exhibits

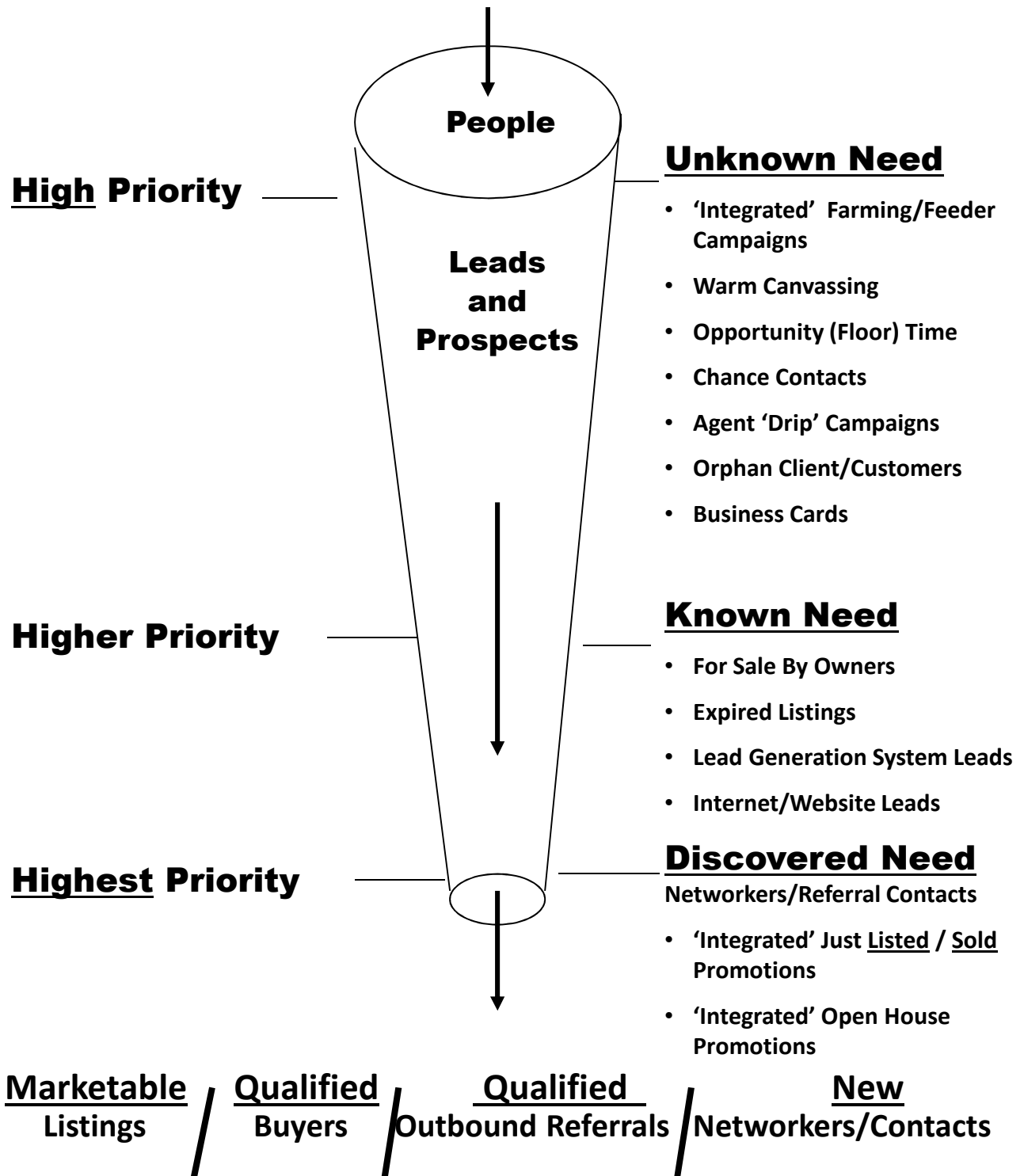
1. ‘Me Incorporated’
2. Daily Prospecting and Lead Generation Funnel
3. Warm Canvassing *Scripts*
4. ‘Integrated’ Open House Promotion Strategy. Checklist.
5. ‘How To’ Successfully Develop A Geographic Farm. Checklist
6. *Checklist for Selling Your Home*
7. *Outstanding Open Houses*
8. ‘Integrated’ Open House Notice Direct Mail/Email Follow-Up Script
9. *Quarterly Market Report*
10. Traditional and Non-Traditional Ways To Make Contact In Your Geographic Farm. Checklist
11. Farm Area Initial Quarterly Market Report Script
12. Parameters For Selecting A Geographic Farm. Checklist
13. Guidelines For Development of A Geographic Farm. Checklist

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'Me Incorporated'



Daily Prospecting and Lead Generation *Funnel*



Warm Canvassing 'Specific' Property Script

"Hi, Mr./Mrs. _____?"

I am with (company name.). My name is (first name), (full name). (Hand business card).

*Do you mind me asking...have YOU thought about selling your property now or any time in the near future? (If **NO**)*

The reason I stopped by is... we just listed/just sold a property, the (owner last name) at (property address). As a result of that listing/sale, we have a lot of buyer interest in (name area).

*Have you given it, the sale of your property, any thought at all? (If **NO**)*

Who do you know in the area who might be thinking of selling, or buying?

Thank you for your time. Oh, once again, my name is (first name), (full name) with (company name), if you, or anyone you know, has a need for a real estate service please don't hesitate to contact me."

"Hi, Mr./Mrs. _____?"

I am with (company name.). My name is (first name), (full name). (Hand business card).

*Do you mind me asking...have YOU thought about selling your property now or any time in the near future? (If **YES**)*

The reason I stopped by is... we just listed/just sold a property, the (owner last name) at (property address). As a result of that listing/sale, we have a lot of buyer interest in (name area).

(Probe Owner's Motivation For Selling)

Do you mind me asking a couple of questions?

Is your interest in moving immediate or in the future?

What has motivated you to be thinking of selling?

Where are you moving to?

What is your time-frame?

What are your plans if the property does not sell according to schedule?

(If Motivated)

When might I have the privilege of previewing the property? I could do it now, or would later on today work better? Once I preview the property, and I don't mind, I can give you a realistic indication of what the property might be worth to a buyer in today's market."

Warm Canvassing 'Specific' Prospect Script

"Hi, Mr./Mrs. _____?"

I am with (company name.). My name is (first name), (full name). (Hand business card).

*Do you mind me asking...have you thought about selling your property now or any time in the near future? (If **NO**)*

The reason I stopped by is... we are working with a nice (young/ middle age/older couple) who are moving here from (name area) . They have fallen in love with (name area)! We've seen everything currently available through our Multiple Listing Service and I promised them I would go door-knocking to see if any other properties might be coming up for sale.

*Have you given it, the sale of your property, any thought at all? (If **NO**)*

Who do you know in the area who might be thinking of selling, or buying?

Thank you for your time. Oh, once again, my name is (first name), (full name) with (company name), if you, or anyone you know, has a need for a real estate service please don't hesitate to contact me."

"Hi, Mr./Mrs. _____?"

I am with (company name.). My name is (first name), (full name). (Hand business card).

*Do you mind me asking...have you thought about selling your property now or any time in the near future? (If **YES**)*

The reason I stopped by is... we are working with a nice (young/ middle age/older couple) who are moving here from (name area) . They have fallen in love with (name area)! We've seen everything currently available through our Multiple Listing Service and I promised them I would go door-knocking to see if any other properties might be coming up for sale.

(Probe Owner's Motivation For Selling)

Do you mind me asking a couple of questions?

Is your interest in moving immediate or in the future?

What has motivated you to be thinking of selling?

Where are you moving to?

What is your time-frame?

What are your plans if the property does not sell according to schedule?

(If Motivated)

When might I have the privilege of previewing the property? I could do it now, or would later on today work better? Once I preview the property, and I don't mind, I can give you a realistic indication of what the property might be worth to a buyer in today's market."

Warm Canvassing For Sale By Owner Neighbor Script

"Hi, Mr./Mrs. _____?"

I am with (company name.). My name is (first name), (full name). (Hand business card).

The reason I stopped by is... I was visiting your neighbor whose property is up for sale. I thought while I was in the neighborhood, I would check to see if any other properties might be coming up for sale.

Do you mind me asking...have YOU thought about selling your property now or any time in the near future? (If NO)

Who do you know in the area who might be thinking of selling, or buying? (If No One)

Thank you for your time. Oh, once again, my name is (first name), (full name) with (company name), if you, or anyone you know, has a need for a real estate service please don't hesitate to contact me."

"Hi, Mr./Mrs. _____?"

I am with (company name.). My name is (first name), (full name). (Hand business card).

The reason I stopped by is... I was visiting your neighbor whose property is up for sale. I thought while I was in the neighborhood, I would check to see if any other properties might be coming up for sale.

Do you mind me asking...have YOU thought about selling your property now or any time in the near future? (If YES)

(Probe Owner's Motivation For Selling)

Do you mind me asking a couple of questions?

Is your interest in moving immediate or in the future?

What has motivated you to be thinking of selling?

Where are you moving to?

What is your time-frame?

What are your plans if the property does not sell according to schedule?

(If Motivated)

When might I have the privilege of previewing the property? I could do it now, or would later on today work better? Once I preview the property, and I don't mind, I can give you a realistic indication of what the property might be worth to a buyer in today's market."

Warm Canvassing Open House Script

“Hi, Mr./Mrs. _____?”

I am with (company name.). My name is (first name), (full name). (Hand business card).

The reason I stopped by is... we are hosting an Open House this (day), at (time) at (address) (owner’s name). (Hand Open House Flyer)

*Do you have any friends or relatives who have expressed an interest in moving to the area? (If **NO**)*

*Do you mind me asking...have YOU thought about selling your property now or any time in the near future? (If **NO**)*

*Who do you know in the area who might be thinking of selling, or buying? (If **No One**)*

Thank you for your time. Oh, once again, my name is (first name), (full name) with (company name), if you, or anyone you know, has a need for a real estate service please don’t hesitate to contact me.”

“Hi, Mr./Mrs. _____?”

I am with (company name.). My name is (first name), (full name). (Hand business card).

The reason I stopped by is... we are hosting an Open House this (day), at (time) at (address) (owner’s name). (Hand Open House Flyer)

*Do you have any friends or relatives who have expressed an interest in moving to the area? (If **YES**)*

*I would be glad to assist them! Do you have their contact information handy? (If **YES**)
Do you mind if I mention our conversation when I contact them?*

*While I am here, do you mind me asking...have YOU thought about selling your property now or any time in the near future? (If **NO**)*

*Who do you know in the area who might be thinking of selling, or buying? (If **No One**)*

Thank you for the referral! Oh, once again, my name is (first name), (full name) with (company name). After contacting Mr./Mrs. I will get back to you and give you an update if you would like.”

'Integrated' Open House Promotion Strategy. Checklist.

Monday:

- Decide if a property is going to be held 'Open', which property and when.
- If you do not have a property to hold 'open', approach your broker/manager or an experienced agent about hosting one of theirs. Be strategic! Try to select a property in an area you might want to Farm.
- Get seller's permission/cooperation. Give seller *Checklist For Selling Your Home*.
- Submit *Open House Notification* to *MLS*.
- Design and produce an *Open House Promotional Notice* in sufficient quantities to blanket the neighborhood, nearby Feeder Markets, your current buyer prospects, your office and nearby real estate offices. Be sure to promote the event at your office meeting!
- Link the *Open House Notice* back to Landing Pages on your website and blog regularly about the property, the Open House event, the neighborhood, the area etc.
- Decide how and when the *Open House Notices* are going to be distributed (in-person, direct mail, email, social media or any combination thereof.)
- Download and read the handout entitled: *Outstanding Open Houses: How to Promote, Host and Follow-up!*

Tuesday-Saturday

- If notices are going to be direct mailed or emailed, mail them Tuesday and begin to follow-up by phone or in-person in 48 hours. If using direct mail... 'seed the list' with your name and address so you know when the notices are being delivered. Use the *Open House Promotion Follow-up Script*
- If notices are going to be personally distributed, start Tuesday in the immediate neighborhood where the property is located by Warm Canvassing the area using the *Open House Promotion Script*
- Recommendation: If the property is in your Farm Area, plan on personally distributing 150-250 in the area and 50-100 in nearby Feeder Markets using the *Open House Promotion Script*. If the property is not in your Farm Area, limit your distribution to the immediate neighborhood and consider using direct mail with phone follow-up.

‘How To’ Successfully Develop A Geographic Farm. Checklist

- ❑ Accumulate superior knowledge of relevant market statistics... before investing time/money/energy
- ❑ Rapidly develop *farm area* ‘Street Smarts’...knowledge of the geographics and demographics
- ❑ Thoroughly analyze the competition and ‘turnover rates’... don’t take on Goliath!
- ❑ Analyze the price ranges and types of properties
- ❑ Analyze statistics/data on potential nearby ‘Feeder Markets’ (areas of slightly lesser value)
- ❑ Be dedicated and patient
- ❑ Recognize it will typically take between 6-18 months for the *farm* to begin to consistently yield results
- ❑ Develop and implement effective ‘Integrated’ Farming Strategies to which you are committed

Check List for Selling Your Home

You only get one chance to make a first impression, and it's the first impression that really counts! When a potential buyer surveys your home, they know within minutes whether it meets their needs or not. This usually occurs when they first step through the front door. The following pages contain proven ways that you can help your home sell quicker and, perhaps, for a better price.

Please consider the recommended changes. Your real estate agent can bring in the prospective buyers, but the “marketability” of your home is your responsibility.

EXTERIOR

- The condition of your home's exterior is most important when it comes to buyer appeal. Touch up trim paint on doors, window frames, fascia, etc.
- If your lawn shows no signs of life, a little fertilizer and some water will do wonders for its color. Mow and edge the lawn frequently until the home is sold.
- Overgrown shrubbery should be cut back to show as much of the exterior as possible.
- A low-cost investment in seasonal flowers or ground cover will add a personal touch.
- Replace missing shutters, gutters, and downspouts and remove any debris.
- Inspect the roof for necessary repairs and any visible broken shingles or tiles.
- Cracks in the driveway and sidewalks can be easily repaired with ready-mix cement. For excessive stains, there are easy-to-use cleaning agents at your home repair store.
- Stucco water stains can be repaired using a mild bleaching agent.
- Fences should be mended and painted.
- If the street sweeper does not come every week, make sure the area in front of your curb and driveway are clear of debris. Wash it down with the hose.
- Wash all windows inside and outside.
- All of these suggestions may also apply to your back yard or child's play area.

INTERIOR

Living Area

- Clean your home from top to bottom.
- Put all valuables in a safe place.
- Repair any cracks or holes in walls and touch-up paint.
- Doors should be cleaned and touched-up as well. All torn screens should be repaired or replaced.
- Avoid repainting the entire house unless current colors are very loud or offbeat. White or light pastels are the easiest for new homeowners to work with and they make your rooms look larger.
- Have carpeting and draperies cleaned.
- Carpeting should be vacuumed throughout the house the day your home is being shown.
- If you have a fireplace, make sure all tile is in good condition, the screen is in good shape, and the hearth is clean.
- Lubricate squeaking doors, windows, and cabinets.
- Put deodorizers in each room and closet.
- out-of-season clothes so closets do not look cluttered.
- Pre-pack items, which may clutter your home and make rooms appear smaller.
- A few colorful plants will help liven and add color to the interior.

Kitchen

- The kitchen is one of the most important rooms in the house. Keep the counters clean and clear of appliances. All appliances should be clean and neatly organized. An open appearance with sunlight and green plants here and there will make the room a focal point. Make it light and bright!
- Never leave dirty dishes in the sink.
- Clean and wax the kitchen floor. If the floor looks old and dull, consider replacing the flooring.
- Clean fans and vent hoods.

Bathroom

- All bathroom appliances should be thoroughly cleaned. Remove stains from sinks, toilets, and bathtubs.
- Replace old caulking around bathtub and sinks.
- Repair or replace leaky faucets.
- Unclog and sanitize drains to remove odors.
- Clean all mirrors.
- Keep all toilet seat lids closed.
- Fresh towels should be in the bathrooms at all times.

INTERIOR

Garage, Basement & Attic

- Have a garage sale to dispose of any unwanted items. Family heirlooms, which you will take with you, should be boxed and stored in the garage until you move.
- Degreasers are available at your local home repair store to remove stains from the garage floor.
- Remove any cobwebs.
- If the basement or attic is a functioning part of the house, make sure the area is clean and in good repair.

SHOWING YOUR HOME/OPEN HOUSES

- Dust and vacuum the whole house thoroughly.
- Lightly clean and straighten up living areas.
- Open all drapes and blinds to let in as much light as possible. Turn on lamps and other lights as necessary to brighten each room.
- If you're planning to move around the same time you're selling your home, try to arrange showings while the furniture is still in the house.
- Any household or children's items should be stored away. This includes toys, bikes, skateboards, etc.
- Turn television sets off. Turn on a radio with soft music at low volume.
- While your home is being held open, arrange to spend the time away from the house, especially if you have small children. If this is not possible, go for a walk, visit a neighbor, or keep children quiet when your home is being shown to prospects.
- Keep pets away from potential buyers and keep pet areas clean.
- Your agent may request to serve refreshments. If not, feel free to suggest this.
- Try baking chocolate chip cookies or brownies just before the open house. A pleasant aroma means "home" to many people.
- Once the open house begins, let your agent do the job. Do not try to assist unless asked by the agent showing your home.
- If you're trying to sell any household items, do not bring this up, unless you are asked. Remember to keep your valuables in a safe place.
- Should a buyer stop by when your not having an open house, refer all inquires to your agent. Feel free to answer questions the buyer might have, but again, refer as much as possible to your agent, as he/she will be able to answer in the most positive manner.
- Save visiting agents' business cards for your agent. Write down the date on the back of the visiting agent's business card and indicate if the agent had buyers with them.
- Notify your agent if you'll be out of town and how to contact you. Timing is EVERYTHING!

Outstanding **OPEN HOUSES**

The Agent Guide to
Planning, Hosting and Follow-up

Open House Guidelines

Purpose of Promoting, Hosting and Following-up Open Houses

The two fold purpose of promoting, hosting and following-up and Open House is to:
1. Network the neighborhood and nearby areas to generate potential buyer, seller and referral leads. 2. Get the property sold.

Best Time To Host An Open House

Any time can be a good time for an Open House. Most Open Houses are held on weekends, particularly Sunday afternoons, because by tradition buyers expect Open Houses to be held then. If you want the most “traffic”, then the weekend may be best, but successful Open Houses can be held on weekdays, too. Remember, people buy houses every day of the week. You might have less traffic on a weekday open house, but those who do come may be excellent prospects! Feel free to experiment with different times and see what works best in your area. Successful open houses have even been held at night.

Parameters For Selecting A ‘Buyer-Oriented’ Open House

High Traffic Choose your Farm Area or a neighborhood that has had a record of attracting attendees.

Easy Access A good Open House property should be easy for people to access. If it is right on a busy street, people might not want to stop, or parking might not be convenient. On the other hand people may get lost – or give up – if they have to follow a series of directional signs through a bunch of side-streets and cul-de-sacs.

Best Bet: A property located a block or two off a main street requiring two or three directional signs at most. Also, there should be ample parking near the property.

Curb Appeal Few buyers will want to stop and look inside if they aren’t impressed by what they see when they drive by. Try to select a home that has ‘curb appeal’ – an attractive exterior that grabs people’s attention and make them want to see more. The neighborhood should also be attractive.

If the surrounding properties are run-down, even the prettiest house may have difficulty attracting people.

Parameters For Selecting a ‘Seller-Oriented’ Open Houses

- Look to your Farm Area or an area where you want to get more listings.
- A well-priced home in good condition (the kind of listing you want to attract).
- A high-turnover area where homes are selling briskly.

Advanced Preparation

Obtain Seller Cooperation

Seller’s responsibilities: (Give owner: Seller’s Open House Checklist)

- Be gone during Open House.
- Where to be reached if needed.
- Clean the house (interior and exterior)
- Take pets with them or confine them.
- Place all valuables in a safe place.
- Etc., etc., etc.

Note: If you plan to serve refreshments, be sure to obtain seller’s approval.

Know the Immediate Area

- Be completely familiar with recent (last 6 months) market activity in the immediate area. What has sold? What is for sale? What has expired? What has been withdrawn. Have written information on each category.
- Personally inspect every competitive property currently for sale (including FSBOs) in the immediate area. Try and obtain a written agreement with FSBOs in the event an attendee to your Open House has an interest in previewing the FSBO’s property.

Know The Property You Are Holding Open

- Be completely familiar with the property.
- Inspect it in advance.
- Study the listing information.
- Consider the financing possibilities. Have a 'Financing Alternatives' sheet to hand out during Open House or work up some Buyer's Estimated Expense sheets based on the different types of financing. Consider asking a mortgage representative to participate in the event
- Prepare and position 5 x 7 display cards to highlight special features of the property.

Consider Placing Ads In Local Media, Your MLS And On Your Website

- Plan on running the ad Friday, Saturday and Sunday for Sunday Open Houses.
- Be sensitive to deadlines and costs. Be sure to include the date/time/address/website landing page(s)/1-800 call capture #.
- Most MLS systems allow for promoting Open Houses to the agent membership...so do it!
- Be sure to have hyperlinks in all outbound marketing (ads, flyers etc.) that link back to landing pages on your website about the Open House, the property, the immediate neighborhood and the local community.
- Use videos on your website to promote the Open House, the property and surrounding area.

Prepare Promotional Information On The Property

- Prepare promotional flyers or information sheets about the property which can be distributed to people in the immediate area, Open House attendees. Make sure all such material is 'branded' back to you and your company.
- Consider preparing a *Property Promotion Booklet* that provides detailed information on the property, immediate area, warranties, home owners association, utility costs, multiple photos etc. Consider offering such information in hard-copy, on a CD/DVD and in a blog and video on your website.
- Prepare to provide required information on *Agency Issues*.

Arrange For Signs Early

- Don't wait until the last minute to obtain at least six (6) directional signs. Place the signs strategically so it is easy for attendees to locate the property.
- Place a sign about the up Open House on the property five (5) days prior to the event.
- Consider purchasing your own directional/promotional signs.

Table and Chairs

- If you will be holding open a vacant house, consider setting-up a card table and 3 or more folding chairs.

'Tell 150'!

- Make contact the week of the Open House with at least 100 people in the immediate neighborhood and 50 people in nearby *Feeder Markets* to:
 - More effectively network the neighborhood and surrounding area.
 - Attract more attendees to the Open House.
 - Generate more buyer, seller and referral leads/prospects.
 - Showcase your proactivity, marketing programs, products and services.
 - Showcase your professionalism.

Hosting The Open House

Arrive Early

- Arrive an 45-60 minutes early to give yourself time to set up.

Set The Stage

- Strive to create an emotionally appealing atmosphere.
- You may need to tidy up the house. To avoid this... give the seller a Seller Open House Checklist well in advance of the event.
- Open drapes and closet doors and turn on lights to create an open, airy, spacious feeling.
- Freshen the air by opening windows. Ask permission before using air-fresheners.
- Walk around the inside and outside of the property looking for potential hazards to either eliminate or warn guests about.
- Soft, easy background music also helps to create a relaxed atmosphere.
- Staging the property... such as setting the dining room table... will further add to the 'homey' feeling.

Refreshments

- Get the seller's permission before serving refreshments.
- Refreshments help make the event more enjoyable for those who do attend. Attendees tend to linger and talk longer while they enjoy the refreshments. Keep the refreshments simple – coffee, lemonade, and cookies would be just fine.

'Guest Register'

- You need a 'Guest Register' with room for the names, addresses, email addresses and phone numbers of those who attend. Have two or three entries made in advance to encourage visitors to sign when they arrive. Offer an incentive for this information: i.e. drawing for 'free' meal at a local eatery. For credibility, and follow-up purposes, notify all entrants who won the contest.

Support Materials

- Conspicuously place your information sheets, Property Promotion Booklet /CD and any other promotional items, as well as a your business cards. You should have some Prospect Profile Sheets handy to record the information you obtain from legitimate leads. You should also have your Agency Disclosures available.
- Create a brief (5 questions) Questionnaire about the property. Ask attendees to complete it and share the answers, preferably in-person, with the sellers. Leverage negative evaluations to get 'price adjustments' and/or merchandising improvements

Sign Placement

- Pay close attention to the placement of directional signs. Be sure to comply with any local sign ordinances. Drive the approaches to determine where sign placement would be most effective. If you want to place a sign on somebody's private property, by all means ask their permission! Then follow up with a 'thank you' note. Consider a 'drop-by' if the owner lives in your Farm Area. Use that contact to 'warm prospect' for new leads.

Turn Off TV

- Television undermines your image as a serious professional. Turn it off!

Use Open House Time Productively

- Use the 'slow periods' to catch up on real estate paperwork, professional reading, updating your database, lead follow-up etc.

Greeting Attendees

- Get up and greet visitors with enthusiasm and a smile. They all represent potential business.
- Smile, shake hands, and introduce yourself and ask for their name.
- Give them your business card and information sheet.
- Tell attendees the sellers would like them to sign the 'Guest Register'.
- Ask them how they found out about the Open House. Ask that question as a part of your guest registration procedure and on your questionnaire.
- Follow normal procedures for showing property, including *Agency Disclosure*.
- Qualify all visitors as potential buyers, sellers or referral leads.
- Place the 'Guest Register' somewhere other than the front door. The kitchen or family room works well – a place in the house where the prospects feel comfortable. This procedure is not as threatening as placing the register at the front door.
- Incent attendees to complete the 'Guest Register' by offering a '*Free Meal For Two*' at a local restaurant to the winner of a random drawing. Consider creating a Buyer and Seller Incentive Program. Distribute copies at the event.

Capturing Lead/Prospect Data

- Incentivize attendees to share their contact information by offering an item of value such as: Free Home Market Analysis, Home Warranty/Home Protection Plan, Buyer and Seller Incentive Program etc.
- Don't be shy about asking for an appointment. "*Ask and you shall receive..!*"
- Have your mobile device/planner to schedule follow-up appointments.
- Be sure to point attendees to your website by linking all promotional items to it.

Closing the Property

Leave The Property The Way You Found It...Or Better!

- Cleanup
- Lock all doors and windows (unless otherwise instructed)
- Turn off lights (unless otherwise instructed)
- Leave a hand-written '*Thank You*' note for the sellers: "Thank you for letting me hold your home open. I'll be in touch with you later' or 'We had a very busy Open House. I'll stop-by (or call) you later and tell you about it'.
- Collect directional signs.

Open House Follow-up

Give The Seller Timely Feedback!

- How many people attended?
- What were their reactions?
- Share verbal and written comments about price, location and condition.
- Within 24 hours mail, email or text a '*Thank You*' notes to all attendees who shared their contact information. Within 3 days of that date...call, email or text all attendees to confirm they got your 'Thank You' note and offer your services.
- **IMPORTANT:** If holding another associate's property open, be sure to follow local customs regarding direct contact with the seller. When in doubt, channel all contact through the listing associate!

Open House Summary

- A successful Open House begins with selecting the right property, scheduling, then making contact, continues with evaluation of the people you contacted while promoting it and with those who attended. A successful Open House concludes with an offer on the property or a firm appointments with new buyer, seller or referral prospects.
- Remember: Hosting an Open House sometimes produces a buyer for that particular property. There is a very good chance, however, that a highly-motivated buyer might wander in, rejects the property from further consideration, but indicates strong motivation to buy something. Do everything you can to capture their contact information and put them at the top of you 'Follow-up List'. Be sure all required *Agency Disclosures* are agreed to in advance of showing property.
- It is recommended that you line-up a 'back-up' person to cover the Open House in the event you stumble on a 'Live One'! Caution: Don't just abandon the Open House to accommodate an attendee who want to look at other properties. That does not sit well with the property owner!
- Consider brining another sales associate for safety reasons.
- Use the attached Open House Checklist to help you with promoting, hosting and following-up your Open Houses.

Agent Open House Checklist

In Advance:

- Tell at least 100 neighbors and 50 *Feeder Market* prospects – personally distribute open house invitations.
- If you send Open House Notices...follow-up as many as possible by telephone.
- Inform all of your current prospects, potential cooperating brokers and other associates.
- Attach rider to yard sign about the Open House at least 5 days in advance.

The 'Day Before' The Open House

- Arrange for directional signs, sign riders, pennants and balloons.
- Assemble an 'Open House Kit': business cards; blank contracts; *Prospect Profile Sheets*, 'Guest Register', flyers/brochures. feature sheets and *Property Promotion Booklet/CD*.
- Call property owner. Remind them to follow the Seller Open House Checklist; all valuables safely away, property is neat and clean, animals in cages, lights on, clean smell, clean/tidy rooms etc. and reiterate the importance of leaving during the Open House, if possible.

Day Of The Open House

- Arrive early.
- Place signs.
- Prepare house:
 - Lights on.
 - Garbage out of sight.
 - Refreshments (with owner's approval).
 - Set up 'Open House Kit'.
 - Clean sinks.
 - Display 5 x7 cards highlighting special features of this home.
 - Soft music.
- Be sure you have the following information readily available:
 - Financing alternatives including monthly payments based on varied of down payment and mortgage rate scenarios.
 - Detailed property information
 - Questionnaire
 - Taxes, utility costs, homeowner association information
 - Be sure all promotional and property data is branded to you and points to your website.
- Clean up when through.
- Leave hand-written '*Thank You*' note.
- Call or visit owner to report on activity.
 - How many people came?
 - What were their reactions?
 - Written and verbal comments about price, location and conditions.

'Integrated' Open House Notice Direct Mail/Email Follow-Up Script

STEPS

DIALOGUE

Identify Owner

"Hello, Mr./Ms. _____?"

Introduce Company/Self

"This is _____ Realty. My name is _____."

**Give Reason
For Contact**

"A few days ago we sent you a notice about an Open House we're hosting this (day of week) from (time) to (time) at (give address) and (name owner)

Ask

"Do you recall receiving the notice?" **If 'Yes'** or **'No'**

Explain

"I mailed the notices to the neighborhood to give you and the other residents an opportunity to help 'Choose Your New Neighbor!' Do you have any friends or relatives who have expressed an interest in moving to the area?"

If 'Yes'

If 'No'

- *Ask for name & phone number
- *Ask permission to use their name as 'referral contact'
- *Thank them!
- *Call person 'referred'
- *Invite to Open House
- *Send 'Thank You' Note

**Ask Again
(different question)**

"Do you mind me asking...have YOU thought about selling your property now or any time in the near future?"

If 'Yes'

If 'No'

Probe,
Probe,
Probe

Ask: "Do you know of anyone in the neighborhood who might be thinking of moving?"

**Close For
Appointment**

If Interest in selling is

If 'Yes'

If 'No'

'Immediate'
(6 months or less)

'Not Immediate'
(6 months or longer)

"I am in your neighborhood frequently. I could stop by tomorrow, or would the following day be better? And while I am there and I don't mind, I could (offer a service) (i.e. Market Data)

"It probably is premature to be talking to you about the Marketing of your home, But it may not be premature to be talking to you about the Merchandising of it. What I mean by Merchandising is getting your property ready to be marketed...attending to the little things you might want to do to the property to enhance its perceived value in the eyes of the buyer. I have some terrific Merchandising information I'd be happy to share with you, including books, pamphlets, Checklists etc.

Ask for name and number

"Thank you for your time."

Ask for permission to mention their name

Make next call

"Thank you for your time."

Send 'Thank You' Note Immediately

Make next call

Note: **Keep Referrer Informed**

Sample: Quarterly Market Report

REAL ESTATE TRAINING INSTITUTE, INC.
"Home of Live/Interactive Training & Coaching"

Quarterly Market Report

KEVIN AHEARN'S
Quarterly
Market Report
Markham Woods

Stamp

Edward Robinson
35 Currier Way
Cheshire, Ct.01234

i-FASTTRAC

REAL ESTATE TRAINING INSTITUTE, INC.
"Home of Live/Interactive Training & Coaching"

Kevin Ahearn's

Quarterly Market Report

Markham Woods

For Sale:

- 4 Bedroom/3 Bath/Pool 3900 sf. **\$459,900**
- 3 Bedroom/2 Bath/Pool 2600 sf. **\$389,500**

<u>Recently Sold:</u>	<u>Sq.Ft.</u>	<u>List Price</u>	<u>Sale Price</u>	<u>Days on Market</u>
4 Bedroom/3 Bath/Pool	3700	\$479,900	\$455,000	62
4 Bedroom/2.5 Bath/No Pool	3200	\$429,000	\$406,000	110

For More Detailed Information
Cell (407)- 331-2547

Email: Kevin@RealEstateTraining.com
Website: www.LiveInteractiveTraining.com/MarkhamWoods

Kevin Ahearn

The above properties were listed and sold by various brokers, agents and home owners. Statistics and representations are based primarily on information from the Orlando Multiple Listing Service (MLS) for the period January 1 - March 31, 2015. The Orlando Multiple Listing Service (MLS) does not guarantee its accuracy. If your property is already listed, this is not a solicitation for your listing.

i-FASTTRAC

Traditional and Non-Traditional Ways To Make Contact In Your Geographic Farm. Checklist

- Quarterly 'Warm' Canvassing' (Door Knocking)**
- Proactive promotion of events/activities by use of: *Quarterly Market Reports, 'Market Alerts', Just Listed/Sold Notices, Open House Notices, Price Adjustments Notices* etc.**
- Scheduled periodic phone calls, emails, text messages, social media contact, videos and web presence.**
- Agent-branded monthly Real Estate Newsletters**
- Seasonal/Holiday themes**
- Community involvement/event sponsorship**
- Promotional items... calendars/magnets etc.**
- Neighborhood Newsletter/Directory**
- Content-rich personal website: with Landing Pages, videos, blogs, social media pointing at the Farm Area(s)**
- Quarterly Market Reports and timely Market Alerts (Exhibit)**

Farm Area Initial Quarterly Market Report Script

"Hi, Mr./Mrs. _____?"

I am with (company name.). My name is (first name), (full name). (Hand business card).

The reason I stopped by is... I produce a Quarterly Market Report for (name area).

I have a complimentary copy of it for you. (Hand Report)

Would you like to receive future copies of my Quarterly Market Report? (If NO)

In addition, I produce timely Market Alerts when properties in the area come up for sale or get sold. Would you like to receive the Alerts? (If NO)

While I am here, do you mind me asking...have YOU thought about selling your property now or any time in the near future? (If NO)

Who do you know in the area who might be thinking of selling, or buying? (If NO ONE)

Thank you for your time. Oh, once again, my name is (first name), (full name) with (company name), if you, or anyone you know, has a need for a real estate service please don't hesitate to contact me."

"Hi, Mr./Mrs. _____?"

I am with (company name.). My name is (first name), (full name). (Hand business card).

The reason I stopped by is... I produce a Quarterly Market Report for (name area).

I have a complimentary copy of it for you. (Hand Report)

Would you like to receive future copies of my Quarterly Market Report? (If YES)

In addition, I produce timely Market Alerts when properties in the area come up for sale or get sold. Would you like to receive those Alerts? (If YES)

To get the Alerts to you in 'real time', I will need an email address or a contact number I can text! (After getting, or not getting, contact information)

While I am here, do you mind me asking...have YOU thought about selling your property now or any time in the near future? (If NO)

Who do you know in the area who might be thinking of selling, or buying? (If NO ONE)

Thank you for your time. Oh, once again, my name is (first name), (full name) with (company name), if you, or anyone you know, has a need for a real estate service please don't hesitate to contact me."

Parameters For Selecting A Geographic Farm. Checklist

- ❑ Consider multiple **areas**/multiple **price ranges**
- ❑ Thoroughly **research** each area using **MLS Data**
- ❑ **Tour** the area(s) before **finalizing selection...** *'Get Street Smart'!*
- ❑ Be sure to select areas with decent **'turnover rate'** (5%-8% annually)
- ❑ For area(s) selected... prepare your **'Initial' Quarterly Market Report** using the *MLS Data*: # Homes For Sale; # Homes Sold; Median Sale Price; Average Days-On-Market, 'List' Price-to-'Sale' Price Ratio etc.
- ❑ Target **400-1000** homes/units **quarterly**
(Start Small! Think Big!)
- ❑ Comfortable, though different, **price ranges**
- ❑ Ability to **identify/relate** to type of product, area etc.
- ❑ Ideally, located between **home** and **office...** do **not** limit *Farm Area* search to one's **own neighborhood**
- ❑ Look for areas with **comparable** homes/values ranges... subdivisions and buildings best... inner-city and rural more challenging!
- ❑ Reasonable amount of **competition**... don't take on Goliath!
- ❑ Clear **final selections** with Broker/Manager **before** proceeding
- ❑ Don't **procrastinate!** Keep **energy-level** high... **expectations** under control!

Guidelines For Development of A Geographic Farm. Checklist

- ❑ Start by **identifying sources** for property owner information (i.e. local tax rolls, Google etc.)
- ❑ Setup a *Farm Area* **database**
- ❑ Set **realistic goals**:
 - **Initially** attempt to **personally contact** entire *Farm Area* database within the **first 3 months** and **quarterly** thereafter for the **first year**
 - email/direct mail entire database **monthly** (i.e. Newsletter)
 - Update/add content to your *Farm Area* **Landing Pages** weekly
 - try to **blog** weekly about your *Farm Area*... **link** your blogs in your '**outbound**' marketing
- ❑ Utilize various **methods of contact**... above all **be consistent!**
- ❑ **Track and record** results in database daily
- ❑ **Systematize** the development of your *Farm*... play to your strength... your **physical presence**
- ❑ Kick-off the development of your *Farm* by **personal delivery** of your '**Initial**' **Quarterly Market Report**
- ❑ **Saturate** the *Farm* with notices about: your listings/sales, *Open Houses*, price reductions etc.
- ❑ Be sure to Incorporate **Farming Activities** in your **Weekly Plan** ... **be specific** (who, when, how, how many etc.)