

How to guarantee success in a geographic “farm” by designing a profitable marketing model.

Coach Patrick Ferry

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Step 1: *Start with researching and understanding the “total addressable market” or the #s of the geographic farm territory.*

T.A.M (Total Addressable Market)?

1. Total # of housing units/doors =
2. Annual average # of sales =
 - a. Use at least the last 5 years.
3. Annual average # of commission checks or units =
 - a. Total sales X 2, meaning Buyer side & seller side
4. Annual average sold price = \$
 - a. Use a conservative # by taking the last 2 years
5. Annual average total sales volume = \$
 - a. Take the average # of sales X sold price
6. The average annual amount of commissions paid out to Realtors = \$
 - a. GCI available annually, what’s the average annual sales volume X .05 (5%)
 - b. “On average, this is how much money is paid to Realtors in the farm annually”

Step #2: Establish your goals (financial and important #s)

1. Big goal: Total # of sales/sides (TS) =
2. Big goal: Gross Commission Income (GCI) = \$
3. Big goal: % market share (sales & GCI) =
 - a. 1st year new farm goal = profitable
 - b. 3 years should be minimum 10%
 - c. Ultimately GOAL should be 20% or greater
4. Budget/expenses - GCI = profit (P&L)

5. #s Goal: Listing appointments (LA) =
6. #s Goal: Listing sold (LS) =
7. #s Goal: Buyer side (BS) =
8. #s Goal: Referrals sales from the farm owners =
9. Goal to add owners/renters/buyers into your database, from permission =
 - a. Current # of owners active in your database =
 - b. Complete contact = name, address, phone, & email
 - c. Labelling: absentee owner, investor, owner, vs renter

10. What are your previous years #s
 - a. Listing appointments (LA) = _____
 - b. Listings sold (LS) = _____
 - c. Buyer sale (BS) = _____
 - d. Total # of sales in the farm (TS) = _____
 - e. Total commission earned from farm sales (GCI) = \$ _____
 - f. How much money did you spend last year? = \$ _____

9 Core Principles for Marketing & Lead Generation:

1. GeoFarming is **NOT ONLY** direct mail.
2. GeoFarming is NOT solely about getting listings!
 - a. "If you only want LISTINGS in the farm, you leave 50% of the business \$ on the table!"
 - b. Interesting question, what's the lifetime value of a buyer you put into your farm (referrals & sell the home) vs sellers who LEAVES?
3. Figure out & be conscious of the culture/demographic of the neighbours & community.
4. Be clear about your assets, what are your:
 - a. Best skills (face-to-face, networking, kids, social, over the phone etc..)
 - b. Best tools/resources/budget?
 - c. What **are you willing to do** vs **NOT**?
5. Immediate sources of business, after the first conversation, you could list it?
 - i. Expired, cancelled, withdrawn?
 - ii. Absentee owners?
 - iii. For rent by owners (Zillow & yard signs)
 - iv. FSBO?
6. Decide on an annual budget in advance
 - a. Remember: there are different types of costs:
 - i. Sweat equity (free), your time
 - ii. Check equity low cost
 - iii. Check equity expensive
7. Create an OFFER for the homeowners:
 - a. **How** should they contact you?
 - b. **When** should they contact you?
 - c. **What** are you going to do with them?
 - i. Do you have a unique process/consultation?
8. **The secret ingredients** to the lowest cost and highest performing geo farm?

Secret ingredient #1 = *Relationship capital: Positive engagements with owners who appreciate you or thank you ... they see you as a contributor to the community ... NOT just a Realtor.*

9. **Secret ingredient #2** creates even more opportunities and income from the farm.

Secret ingredient #2 = *[Dave Robles says](#), "my mindset is to treat my farm as if they were my sphere of influence. This is the main reason why I've gotten owners in the farm that have referred me to business outside my farm and or bought and sold with me personally outside the farm."*

STEP #3: *Review all your options below and pick 2-5 items that you believe make the most sense for your skills, tools & budget and for the culture/demographic of the community.*

1. Community Events: minimum standard 4 per year ([watch this video](#))

- a. **Utility events** = that create a simple “thank you”
 - i. Community garage sale
 - ii. shredding event (weekend after tax April 15th)
 - iii. electronic waste
 - iv. junk removal
- b. Charity/fundraising
 - i. Holiday (toy drive)
 - ii. seasonal?
 - iii. schools?
 - iv. non-profits?
 - v. local services?
- c. Holiday/seasonal fun
 - i. Community events, big or small
 - ii. Small parties in the farm
- d. Homeowner seminars/education series: (zoom or small room)
 - i. Seminars with professional service partners (ADU, 1031 exchange, local investing options, tax, trust, financial planner, landscape architect, contractor, interior designer, downsizing, economist, Chamber of Commerce ... whoever makes sense)
 - ii. Quarterly/seasonal seminars
 - 1. How to get prepared to sell your home: Upgrading, relocating or downsizing ... what to do for maximizing profit, reducing stress and to designing your personal pre-on-the-market plan.

2. Online Advertising/Digital Marketing Plan

- a. Google Business Profile - Search “best real estate agent in _____”
 - i. Rank in the top 3 organically for “best real estate agent in _____”
 - ii. Optimized basics of profile?
 - iii. Reviews with Keywords? Or replied with keywords
 - iv. Q&A, Updates, Events, Offers ... once per week!
- b. Youtube SEO - How many YT videos have you done with city & neighbourhood names in the titles? ([Watch this video](#))
 - i. “living in, pros and cons of living in, moving to, buying in”
 - ii. Top 5 neighbourhoods in
 - iii. 5 things to know before moving to
 - iv. Top 5 reasons to buy in ...
 - v. All seller videos in city name
 - 1. Top Listing Agent (near me)

- c. **Youtube In-stream Video Advertising**
 - i. How to make Housing Market videos interesting ([watch this](#))
 - ii. Monthly Housing market video “instream ad”
 - iii. Instream costs ~5 cents per view!
 - iv. What Jason Pantana Talk about [Youtube Ads here](#)
 - v. Run a monthly “housing market” ad on Youtube ... learn how here https://youtu.be/dnOI2mL_j30
 - d. NextDoor
 - i. Organic participation & paid ads
 - e. Pay Per Click - Nick Kremer Drivenleads.com ([watch this](#))
 - i. Homes for sale in city name, subdivision etc ...
 - f. Email Newsletter Marketing ([Watch this](#))
 - 1. New listing, under contract, sold automated market reports
 - a. MLS or website/crm
 - 2. Weekly or monthly E-newsletter
 - g. SEO/Content Marketing on your website ([Sierra Interactive website CRM!](#))
 - i. Becoming the top-ranking page for a subdivision, building or community is NOT hard with basic SEO skills
 - ii. Blog/vlog/interviews/podcast/lifestyle show/housing market
 - h. Organic Social Media (Facebook, Instagram, LinkedIn)
 - i. Find groups, hashtags, influencers, professionals, Pages to follow etc
 - i. Educational Seminar (webinars/interviews)
 - i. Quarterly/seasonal seminars
 - ii. “how to prepare to sell your home” “Up-grade, relocate or downsize ... to maximize profit, reduce stress and to design your personal plan.”
- 3. Target the Renters in your farm also!**
- a. How to target the renters? ([watch this video](#))
 - b. Property Radar - Absentee Owners address = renter in the house
- 4. “I have a buyer” letter campaign ([watch this video](#))**
- a. Letters in mail
 - b. Letters at the doors
 - c. VM drops
- 5. Open House Plan sweat equity ([watch this video](#))**
- a. Special invite to neighbours (special time or food)
 - b. “Neighbors Welcome” sign riders for your open house signs
 - c. Invite the tenants at the “non-owners house” !!!
 - d. Invite the expired/cancelled/withdrawn families in the neighbourhood
 - e. Other Broker’s listings (especially vacant out-of-area agents/boutique brokers or property managers)
 - i. Try to get the open house!!!!
 - ii. Script: Congratulations on a great listing,

6. Networking Plan (Frequency & Budget?)

- a. BNI (Business Networking International) Athletics/Gyms etc ...
- b. Chamber of Commerce
- c. Kids sports
- d. HOA
- e. PTA/School
- f. Societies
- g. Groups/Meetups
- h. Church
- i. Charities

7. @ the Door #'s - sweat equity (Frequency & Budget?)

- a. Doorknock "Market updates script" ([Andy Tse script](#)) & Frequency
- b. Door drops - market reports/newsletters etc ...
- c. With the tenants who are renting the "non-owners house"
- d. Dave Robles - [charity/food & book drive door hanger system](#)
- e. Walking farm list? Walking farm app? Fidelity title app?
- f. What's the minimum standard for a new listing/open house/under contract/sold plan?
- g. Expired/Canceled?
- h. FSBO?

8. Over the Phone Plan & #'s sweat equity (Frequency & Budget?)

- a. Around a new listing/open house/under contract/sold plan ... ([use PropertyRadar](#))
- b. Ringless Voicemails - SlyBroadcast
- c. New/old Expired/Canceled? 5 years back! ([watch this](#))
 - i. Build your list!!!
- d. Absentee owners / non-owner occupied ([Watch this](#))
 - i. In and out of state
 - ii. Does someone own more than one?
 - iii. Use Ringless VM once per quarter?
- e. FSBO ([watch this](#))
- f. For Rent by owner - (call the owner)
 - i. Set up on Zillow a For Rent email alert in the farm
 - ii. Whatever "For Rent" website everyone uses, set yourself up on an e-alert
 - iii. Look for For Rent signs and write down address and phone number.

9. Direct Mail Plan (Frequency & Budget?)

- a. Owners occupied

- b. Non-owners/absentee owner campaign (tax address)
 - i. Use propertyradar.com (get it here) to build your list with phone #s
- c. Renters in the farm campaign
- d. High probability sellers (trade-ups, retire, seniors)
 - i. [Watch this video to learn more](#)
- e. New vs old expired/cancelled/withdrawn over the last 5 years
- f. Print Zillow Zestimate, and mail it with a sticky note, "call me to find out why this # is wrong"
- g. "I have a buyer" letter/post/card - build a template for farm
- h. Offer to follow the value of their home? Homebot or custom email?
 - i. send it at least 4 times per year
- i. Write out your selling consultation offer
 - i. send it at least 4 times per year
- j. EDDM.usps.com (mail routes to see how it works)
- k. Newsletter or postcards?
- l. Co-marketing with small businesses in the neighbourhood
- m. QR Code
 - i. Videos - interviews
 - ii. Landing pages for white paper education
 - iii. Market reports for their home
 - iv. Latest blog post on the house market
- n. Cost per piece delivered?
- o. Monthly/annual costs?
- p. Just listed/open house invite, under contract/multiple offers, just sold DM campaign/template - [watch this video](#)
 - i. Total of the campaign costs = \$
- q. Quarterly/seasonal seminars
 - i. (fall, winter, summer, spring) "Limited seating"
 - ii. "How to prepare to sell your home: Upgrade, relocate or downsize ... to maximize profit, reduce stress and to design your personal plan."
 - iii. Don't forget the renters in your farm-buyer seminar.

10. Traditional Advertising Plan (Frequency & Budget?)

- a. In-market brand ads (billboards, Grocery stores)
- b. Local Magazines/Newspapers
- c. Car wrap!

You're ready, to create your one-page geo-farm business plan!!!