



STEP 1: Select Your Farm

1. Brainstorm a list of areas you could farm for leads.
2. Circle the best option for your farm. This area should be manageable, focused, and have good earning potential.

STEP 2: Research Your Farm

Research your selected target area so you understand the market and potential.

Market Data

- Turn Over Rate (# homes sold in last 12 months / total number of homes)
- Absorption Rate (How long it takes to sell current inventory of homes at the current rate of sales)

Demographics

Visit www.census.gov to learn more about your market (i.e. Gen Z vs Boomers, renters vs. homeowners, single family vs. condos, etc.)

Community Events & Sponsorship Opportunities

Brainstorm a list of ways you can be active in the community.

- Local Events (festivals, farmers' markets, parades, etc.),
- Volunteer Opportunities (non-profit boards and projects, chamber of commerce, churches, etc.)
- Sponsorships (youth sports, school programs, veterans, non-profits, events, etc.)

STEP 3: Build Your Brand

Establish yourself as the local real estate expert with consistent marketing.

1. Create a clear message to use consistently in your marketing.
 - Professional headshot
 - Memorable tagline
 - Short statement about your value
2. Establish your marketing budget.
3. Create an annual marketing plan.
 - Print marketing
 - Direct mail campaigns
 - Social media
 - Sponsorships and events