

Five Tips to Gain Listings by Focusing on Your Farm

Farming is a system of building relationships and gaining your community's trust over time by consistently reinforcing your presence as the go-to real estate agent in an area or neighborhood. Agents can mistake farming for simply sending out a few postcards once in a while to a neighborhood. Successful farming is much more complex and deserves a system all its own. Below are five tips, plus a bonus tip, on how to work your farm for listings.



Repetition. Our studies at RE/MAX show that **it takes 12-14 touches for someone to enter into a working relationship with you.** If you send monthly mailing pieces to your farm, that means it will take up to a year for a response. Be patient, but also remember to be consistent in your mailings to your farm. To speed the process along, supplement your mailings with emails and community-based impressions (*see More than mail below*).



Demonstrate your value. Potential clients receive multiple touches per month from agents looking to sell their home. What is the unique value proposition you bring that no other agent brings to the neighborhood? Are you an expert in staging? Do you have exceptional knowledge of the neighborhood market? Do you have a unique way you determine list price? Don't let sellers negotiate you down on your commissions; **cost is only an issue in the absence of value.**



Numbers don't lie. Toot your own horn in your mailings. Don't just send postcards with pictures of houses. **Instead, list your sales statistics from transactions in the area.** The success will sway potential clients that you have had in their neighborhood. Design your mailings to clearly show all your statistics about your sales, which leads understand that you are overwhelmingly the go-to real estate agent in the community.



Testimonials. **25% of the US consumer population has read a review in the last 24 hours.** Clients are more likely to work with you if you have positive reviews. Include testimonials and reviews on all your mailings so that potential clients can see how other people similar to them have had success working with you.



More than mail. **You don't have to be selling all the time.** Developing a farm is more than mailing postcards. It would be best if you created the aura that you are an omnipresent member of your community, working for the community's good at all times. Volunteer for park clean-up events. Sponsor s little league teams. Be seen around town wearing your branded apparel.



Bonus Tip: Use Facebook for Birthdays. You want to send birthday cards to your mailing list, but your data is not complete. **Have you tried Facebook as a source for data?** If you are connected to a client or lead on Facebook, they will often have their birthday on their profile.



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