

INTRODUCING

* A complete curriculum to help you build, manage, and capitalize on your newly created market place. **farming fridays**

Your Geographic Farming Business Plan

More important than "Stacked Stone Guard Gates" or "Pretty Flowered Subdivision Signage" is the driving economics of your farming decision. Too many agents select their farm area based on proximity, aesthetics or familiarity and ignore the practical business realities of a farm.

Dissecting Your Farming Prospects

Not every homeowner in your farm area is in the same boat. Who are the empty nesters vs. the upwardly mobile professionals. Can we identify the landlords and vacation home owners vs. the owners who are upside down or behind on their mortgage.

Systemize Your Farm

How can we create a true pride of ownership as it relates to your geographic farm area. We want to make your farm area tangible & valuable. What are the moving parts of your farm that you will cherish for years to come!

Building a Community and Culture

All socio economic groups are drawn together by sameness, a sense of belonging and similar interests. Is it possible for you to create a social microcosm that centers around common homeownership, geography and preferences. How can we use Facebook, LinkedIn and subdivision specific websites to make the most of that culture!

Prep for Holidays and School Season

Farming in residential real estate centers around several annual benchmarks. The Holiday Season, The Start of The School Year, 4th of July and September 11th all represent great opportunities to grow relationship and awareness of your service offerings.

Annual Inventory Survey

Wouldn't it be nice to discover the hidden wants & needs of your target audience. Which ones are moving this year? Which ones are renovating to stay long term? Is anyone up for a job transfer or lifestyle change.

Electronic Farming

The new world order in farming has less to do with Postcards and Direct Mail but much more to do with securing domain names, Facebook groups, LinkedIn Affiliations, YouTube Channels and Social Networking!

Managing Your Distribution Team

In order to Dominate a Geographic Farm Area on a Budget you should become creative in the deployment of farming materials. Gone are the days of U.S. Post Office as the only delivery method.

Economies of Scale

Once you master the science of spending Dime(s) to make Dollar(s), you will want to duplicate the process. You'll find that everything gets easier and less expensive when you partner your farming efforts.