

# Ultimate Guide to Understand Farming

## What's Expected in A Great Farming Package

The farm area that you're targeting should consist of approximately 300-500 homes. It's crucial that you scout and make known of all of the surrounding areas like churches, school, markets, shopping centers, etc.

## Create A Database for the Farm Area(s)

Make and set up a profile for each home in the farm package. Include relevant information pertaining to each home of the farm package: birthdays, names, pets, number of children; also record the dates that you've visited, any topics discussed and different things that help you familiarize and distinguish that particular home.

## Scouting the Competition

Ideally, you want to see what the other competitors are doing within the area you are trying to farm. Having a plan and timing it right is the key to make sure you stand out from the competitors.

## Stand Out!

Putting your personal style out there in your marketing products is number one in distinguishing yourself from the others and putting your name out there. Adapt different ideas for different areas.

## Surveillance and Understanding Farming Area

Find the best times to call the people within the desired farming area. Timing is crucial again as you want to call in situations where people are not so distracted and can absorb the conversation you want to have with them.

## Can You Handle the "No?"

More times than not, a lot of No's will happen until a successful Yes comes around. Be persistent, yet understand the situation.

## Labeling Your Farm

Implement different types of farms to "target" specific groups of people within the farm area. Take a look at the following categories to help make your marketing efforts successful!

### Absentee Owner (AO)

Stay in contact to find out if unit becomes vacant.

All renters are potential buyers!!!

What to make/do: Newsletters, brochures, etc.

### Equity Owner (EO)

If they've lived in their home for a minimum of 2 years, either they feel the need to make changes, or feel content. If they are content, suggest them to take advantage of their equity by refinancing and purchasing other properties.

### New Owner (NO)

Important to include and welcome to their neighborhood.

What to make/do: Set up a "Welcome Wagon."

Provide information on schools, buses, shopping centers, chamber of commerce, community activities, relevant information, etc.

### Homeowner's Exemption (HX)

Attach your business card to marketing items that pertain to opportunity for the availability of the homeowner's exemption.

### Real Estate Agent (RE)

Identify all real estate agents within your farm. Your local Board of Realtors can help with this.

*Call your Provident Title Company Sales Representative and let them help you get farm data and provide the data via email, printed farm books and plain mailing labels!*