

# FARMING FLOWCHART

## LOCATE FARM AREA

Choose a Manageable Size Area

Compile Area Sales Statistics

Select Area with High Volume of Home Sales

## WALK YOUR FARM

Meet in Person 3 Times in 6 Months

Canvas 1 Hour Each Day 30-50 Doors

Ask Three Important Questions

Carry Property Info Printout of Farm Area

Document Each Visit for Future Reference

## DISTRIBUTE TO FARM

Acknowledge Contacts with Personal Notes

Recent Homes Listed Flyers

Recent Home Sold Flyers

"Leave Behind" Collateral with Your Photo

## BECOME THE FARM EXPERT

Host Open Houses Frequently

Put Signs Out Early to Maximize Exposure

Get Your Sign Visible on the Main Streets

Know Your Territory Better Than Competitors

Develop Personal Relationship

## DIFFERENT WAYS TO ORDER FARMS

- **Owner Occupied**
- **Absentee Owner**
  1. Renter (Address Only)
  2. Out of Area Owners
- **Single Family Residence, Condos, Units & Apartment Buildings**
- **Walking Farms** (3-Line Alpha Order)
- **Number of Bedrooms & Baths**
- **Square Footage of Lot or Home**
- **Phone Numbers Only** (filtered through the "Do Not Call" list)



and tell us "Why are you USA"