



STRATEGIC FARMING

Tips & best practices



Farming is one of the best tools that real estate agents have at their disposal when it comes to marketing. Farming strategies have changed quite a bit in the last several years, from the physical formats available, on down to the software used to generate and manage your data. Working with a title company that understands the complexities of today's farming capabilities is key. At Monarch Title, we are happy to boast some of the best experts in the business when it comes to getting the most out of your farms!

- **Set your marketing budget** and pick a manageable sized area that fits within that budget. You need to market an area for 12-18 months before you should expect to see results, so make sure you're allowing yourself to do that.
- **Be consistent.** Contact everyone in your farm area every single month.
- **Use a multi-pronged approach** to engage with the owners in your farm area. Send postcards, door-knock, send mail merge letters, run ads, attend local events. The more exposure, the better!
- **Check the turnover ratio** before landing on any specific farm. 5% or higher is ideal, but it's not the only indicator of a farm's productivity. Some areas with high turnovers are already saturated with agents, while areas with a lower turnover may be overlooked and therefore ripe for new activity by an agent that is willing to put in the work.
- **Target-market specific segments** of your farm to deliver hyper-focused information. Out of state owners may be more receptive to content that's specific to their unique challenges, while an owner that has been in their property for 20 years might be open to having a conversation about downsizing. Farming does not have to be a one-size-fits-all message.
- **Use our mobile app**, Monarch Title *Pro*, to help you create a door-knocking farm. Set properties up in your specific walking route order for ease. Get to know the people in your farm area to build more personal connections.
- **Don't forget to micro-farm around your listings** and again when they sell. Send out 250 post cards each time so that you can alert the neighbors of all the activity in their area!

Allow us to provide you the white-glove service you and your clients deserve. Whether you want to brainstorm a creative farming strategy, walk you through reading your prelim, or need us to resolve a complex title issue to get your transaction closed, we're here to help!

