

## HOW TO CREATE A SUCCESSFUL FARM

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### **Consistency is Key to stay top of mind! You get “paid to socialize”!**

1. Have a recognizable “brand”. Your brand should be consistent with signage, business cards, advertisements, flyers, etc.
2. Find a community of a manageable quantity of properties – such as 50+/- to start. Pick a community that has turn over sales of 3- years. When you are ready to add another farm, pick a community nearby that would be a “move up” neighborhood with same schools or better, nicer properties.
3. Utilize Every Door Direct Mail (EDDM) from the Post Office to keep cost down for mail out of postcards.
4. Create a professional, quality postcard/ad/mail out that fits within the EDDM requirement sizing. I use Marty at Umbrella Graphics for my marketing.
5. Send mail outs 1x every month. Post on Social Media sites weekly (Facebook, Instagram, Twitter, Pinterest, Google, etc.). Create a landing page on your website to coincide with the postcard campaign so you can track numbers. Send out a message that is specific to that community. Market stats are always keepers because owners want to know what their house is worth.
6. Hold community events – Recycle Event, Jingle Bell 5k run, etc.
7. Attend the HOA meetings and provide market statistic handouts.
8. Consider a local newspaper or magazine ad and even an editorial in that paper (“Market Update by...”).
9. When you have a listing, always hold it open to public and brokers.
10. Send out Just Listed and Just Sold in addition to your EDDM mailers.
11. Consider a volunteer action(s) within the schools that serve the community. The school PTSA often needs donations, volunteers, or creative ideas to bring money towards their donation efforts. School auction, Back to School Carnival, etc.
12. Check Zillow for “Make Me Move” properties in your Farm and approach all For Sale By Owners in your Farm.
13. Create a Facebook Page for the community. Be actively posting in the FB page. Be vocal and contribute as much as possible on the community social media groups – NextDoor, BuyNothing, etc.
14. Create a Website Page for the community for no charge if you can place your ad.
15. Host a Housewarming Party for your client and get their friends’ contact info. Add them to your database and FB. Quite a few will most likely live in that same community.
16. Be visible in the neighboring shopping amenities. Wear your name tag! Talk while you are in line at the store, cleaners, and open conversation about being a realtor. Hand deliver custom calendars at holiday to the shops where your Farm will be shopping.
17. Utilize your MLS stats & office ranking stats, if killing it in the market.
18. Your title company may be able to provide a list of email addresses for residents in your farm.
19. Conduct Seller Workshops