



FREE RESOURCES!

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NEW VIDEOS EVERY WEEK!

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EXCLUSIVE CONTENT EACH ISSUE!

AVAILABLE RIGHT ON YOUR ACCOUNT

GEOGRAPHIC FARMING: PLANTING THE SEEDS OF CLIENT RELATIONSHIPS



Presented by Luke Acree

President, ReminderMedia



WHAT IS FARMING?



Farming is marketing outreach based on a **small geographic area** or **niche**. It results in increased **brand awareness** and **long-term growth**.



TWO TYPES OF **FARMING**

Geographic

Focused solely on a defined geographic area (*i.e., zip code*).

Demographic/Niche

Targeted by interests or other characteristics.



POLL:
HAVE YOU BEEN **FARMING?**

HOW TO CHOOSE A FARM

- How much competition is in the area?
- How many households are in your farm?
- What is the turnover rate?

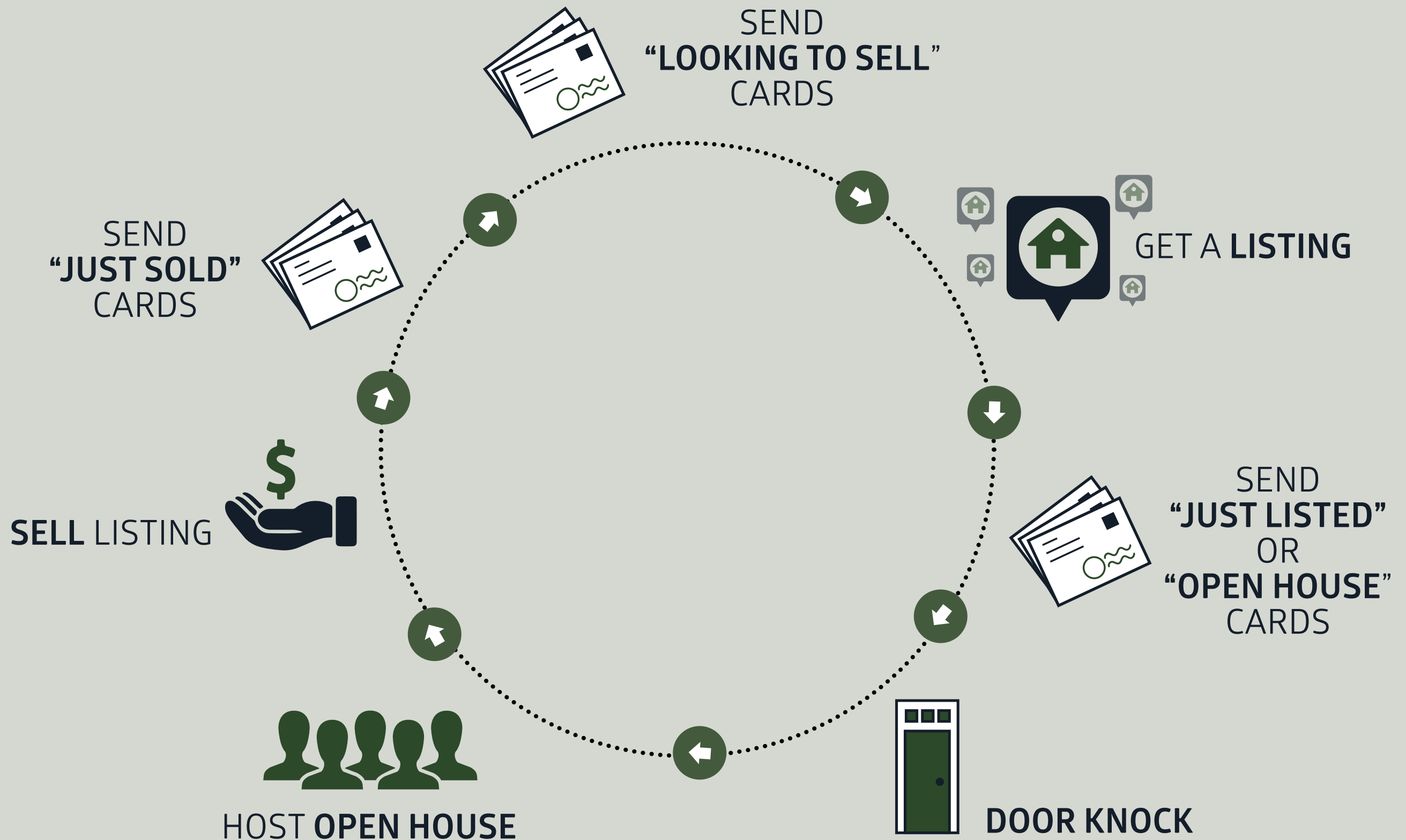
EFFECTIVE FARMING STRATEGY

In order for a farming strategy to be effective, it needs to include:


- Consistent contact
- Relevant messaging/impact
- Visible branding

Farming techniques must also be affordable.

ROADMAP TO FARMING SUCCESS



WHY DOES FARMING WORK?

- 
- A silver-colored metal keychain in the shape of a house with a chimney and a door, resting on a rustic wooden surface. The keychain is attached to a circular metal ring.
- People are likely to work with the first agent they think of.
 - Focus on offering value to your ideal clients.
 - With each exposure to your brand, people are more likely to remember you.
 - Increases brand awareness.



POLL:
WHAT IS YOUR PREFERRED
FARMING STRATEGY?

12 DIRECT STRATEGY

By sending **12 direct mail pieces** to your farm over **12 months**, you should receive **1 transaction for every 50 recipients.***

**The Millionaire Real Estate Agent*

THE POWER OF DIRECT MAIL

Response Rates

Direct mail gets a response rate **5 to 9 times higher** than email, social media, or paid search.

ANA/DMA Response Rate Report 2018

Consumer Trust

76% of consumers trust direct mail when making a purchasing decision. They also trust direct mail more than digital channels.

*MarketingSherpa, 2017

Neurological Impact

Direct mail is **21% easier** for the brain to process than digital media, and garners higher recall.

It is **20% more persuasive** than digital media.

"A Bias for Action," CanadaPost, 2015

EXAMPLE 12 DIRECT PLAN

January: Winter selling tips

February: Best home improvements

March: Home analysis

April: Home search starter kit

May: To sell or not to sell

June: Summer selling tips

July: Your ideal home style

August: Back to school selling

September: Boost your home worth

October: Choosing location

November: Questions to ask Realtor®

December: Energy saving tips

***These are just some suggestions—
the possibilities are endless!***

An aerial photograph of a residential neighborhood, likely in a tropical or coastal area. The image shows several houses with swimming pools, surrounded by lush greenery and palm trees. A canal or waterway runs through the center of the neighborhood, with several boats docked along the banks. The water is a deep blue color. The overall scene is a high-angle, top-down view of the area.

SO NOW WHAT...

- Farming is a long-term approach to brand awareness/growth.
- Choose the best farm for you.
- Use effective strategies:
 - Consistent connection, relevant messaging, and visible branding.
- Convert more clients with a consistent 12-month plan.

INTRODUCING PRINT ON DEMAND POSTCARDS

- Customizable, content-rich postcards.
- Cost-effective (*cheaper than online competitors*).
- Purchase a list (multi-use), or upload your own.
- Printed on high-quality gloss paper.
- Printed and shipped for you.

SELECT YOUR RECIPIENTS

ADD A NEW DATA LIST

Name	Recipients	Created On	Last Updated On
------	------------	------------	-----------------

Upload Your Own List Purchase

Mailing List Geography Demography

Who do you want to target?

☐ Individuals

☐ Businesses

Next steps

Select [Geography](#)

Select [Demography](#)

Start Over

[Clear all Your Selects](#) to start afresh

Records:

You Want:

Calc. Price:

Your Selects

Whole USA

Preview List

Buy List

U.S. Patent No. 10,102,557 © LeadsPlease 2019. v1.5

Mailing Lists by LeadsPlease

- Purchase a list through ReminderMedia, or upload your own.*
- Send to individuals or local businesses.
- Target by zip code.
- Specify demographics (e.g., Income, Homeowner or Renter).

*Minimum 250 recipients per mailing.

WHAT TO PUT ON YOUR POSTCARDS



- New Listings, Just Sold, Open House.
- Seasonal home improvement checklist.
- Contact information and specific CTAs.
- Direct people to your landing page or to call you.



MY LISTINGS

159 Cardinals Drive | Berwyn, PA
This home has 4 bedrooms and 3.5 baths. Featuring an open foyer, den, formal living room, and family room with a fireplace. Offered at \$385,000.

9836 N. Blue Prairie | Wagnon, PA
Home with open foyer, den, formal living room, and family room with a fireplace. Includes set in kitchen with appliances. Offered at \$449,000.

305 Dana Court | Morrisville, PA
This open floor plan home has 5 bedrooms and 3 baths. Featuring soaring ceilings and custom crown moldings. New appliances and flooring. Sold at \$433,000.

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www.remindermmedia.com

FEATURED LISTINGS

5487 Rambler Road
Wynnewood, PA
Modern luxury meets breathtaking views. Here is your opportunity to own a unique, custom home renovated to today's standards of living. Nestled in a private block, you will be astounded by the size and charm of this home.
Offered at \$639,000

89 Fischer Avenue
Wynnewood, PA
Modern luxury meets breathtaking views. Here is your opportunity to own a unique, custom home renovated to today's standards of living. Nestled in a private block, you will be astounded by the size and charm of this home.
Offered at \$639,000

58 Level Street
Wynnewood, PA
Modern luxury meets breathtaking views. Here is your opportunity to own a unique, custom home renovated to today's standards of living. Nestled in a private block, you will be astounded by the size and charm of this home.
Offered at \$639,000

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WHY YOU NEED A REAL ESTATE AGENT

NEGOTIATION SKILLS
If you don't fancy yourself an expert negotiator, that's where a real estate agent comes in. Real estate agents have mastered the art of negotiating and can ensure your home sells for a fair price.

PAPERWORK GUIDANCE
Instead of spending hours on the internet to find out what escrow means, your agent can explain everything to you in plain terms and can handle the often difficult process of navigating a real estate transaction.

TRUSTED ADVOCATE
Agents are required to have your best interest in mind, which can be a breath of fresh air during a stressful process. It's always beneficial to have an expert opinion and marketing expertise to back you up.

NEIGHBORHOOD AUTHORITY
Choose an agent with extensive knowledge of the neighborhood you're interested in. The agent will show the price of homes in the area, plus extra information you might not be able to find in an internet search.

LOOKING FOR A REAL ESTATE AGENT? GIVE ME A CALL!

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STUCK IN THE RENTING RUT?

It's normal to be afraid to take the plunge into home buying territory, but with the help of a great agent and a little research, you can determine if the time is right for you.

IF YOU HAVE A HEALTHY SAVINGS ACCOUNT:
Assuming you've saved enough for a down payment of at least 10 percent, you should feel confident in your ability to make the purchase.

IF THE PRICE IS RIGHT:
An agent can help you determine whether or not the price you are looking to pay is reasonable for your needs in a home, but, ultimately, if the market is favorable and you've found the right deal, there's no better time than the present.

IF YOU ARE SICK OF PAYING RENT TO SOMEONE ELSE:
When all is said and done, you have been spending thousands of dollars on something that doesn't even truly belong to you. Putting money toward a mortgage is an investment in your future, and you'll have a place to really call your own.

INTERESTED IN BECOMING A HOMEOWNER? GIVE ME A CALL!

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SOLD LISTINGS

8733 Stone Mill Ct
LEWISTOWN, OH
5 BEDS | 3.5 BATHS | 1,450 SQ FT
Modern luxury meets Breathtaking Views. Here is your opportunity to own a unique, custom home renovated to today's standards of living. Nestled in a private block, you will be astounded by the size and charm of this beautiful home.
Offered at \$1,050,000

9636 N. BLUE PRAIRIE
LEWISTOWN, OH
3 BEDS | 2.5 BATHS | 2,223 SQ FT
Modern luxury meets Breathtaking Views. Here is your opportunity to own a unique, custom home renovated to today's standards of living. Nestled in a private block, you will be astounded by the size and charm of this beautiful home.
Offered at \$549,000

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Featured Listing

3293 Ferry Way
Lansdale, TX
This home has professionally landscaped grounds and a wraparound porch, which allows for group entertaining. The owners have taken pride in maintaining this beautiful home.

5 BEDS | 4 BATHS | 2,512 SQ FT
4 BEDS | 4 BATHS | 546,000

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www.remindermmedia.com

Look who's MOVING!

Do a walk-through of your neighbor's home. It could soon be yours.

1100 FIRST AVE
KING OF PRUSSIA, PA
APRIL 17, 2019
11:00 A.M. - 3:00 P.M.

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3 INEXPENSIVE ECO-FRIENDLY UPGRADES

Whether you're preparing to sell your home or are just looking to lower your carbon footprint, you may be surprised to know these green updates have low up-front costs and can increase your return on investment.

LOWER THE TEMPERATURE OF YOUR WATER HEATER TO 120°F | COST: \$0
An average of 15% to 25% of a home's annual heating costs are related to heating the home's water. This adjustment will take little time, and you will hardly notice a difference when implemented, you'll save up to \$400 a year.

SEAL ANY CRACKS AROUND DOOR AND WINDOW FRAMES WITH CAULK | COST: \$5
This is a no-brainer. Eliminating cracks will take only a few hours and could pay you dividends. About 30% of a home's energy loss happens at an entryway. If you're looking to go green, this is an easy way to do so.

INSULATE YOUR HOT WATER HEATER WITH A BLANKET | COST: \$30
Especially if you have an older system, the small cost could save up to 20% to 40% on your annual heating costs. Look for water heater blankets made specifically for your electric water heater.

IF YOU HAVE ANY REAL ESTATE QUESTIONS, PLEASE DON'T HESITATE TO REACH OUT.

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SOLD LISTINGS

1543 GREEN STREET, HOPEWELL, NJ
5 Bedrooms • 4 Bathrooms • 2,547 Sq. Ft.
Modern luxury meets breathtaking views. Here is your opportunity to own a unique, custom home renovated to today's standards of living. Nestled in a private block, you will be astounded by the size and charm of this home.
Offered at \$1,061,000 • www.1543greenst.com

53 PRINCETON AVENUE, HOPEWELL, NJ
3 Bedrooms • 2 Bathrooms • 1,854 Sq. Ft.
Modern luxury meets breathtaking views. Here is your opportunity to own a unique, custom home renovated to today's standards of living. Nestled in a private block, you will be astounded by the size and charm of this home.
Offered at \$560,000 • www.53princetonave.com

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CHOOSE YOUR CUSTOM DESIGN

- Dozens of compelling designs.
- Easily customize with your photo and branding.
- Choose a new design to send each month.

POSTCARD 12 DIRECT PLAN

January: Winter selling tips

February: Projects for increasing home value

March: Find out what your home is worth

April: Why you should sell

May: Energy saving tips for the home

June: Pros and cons of renting

July: Summer selling tips

August: ABCs of Real Estate

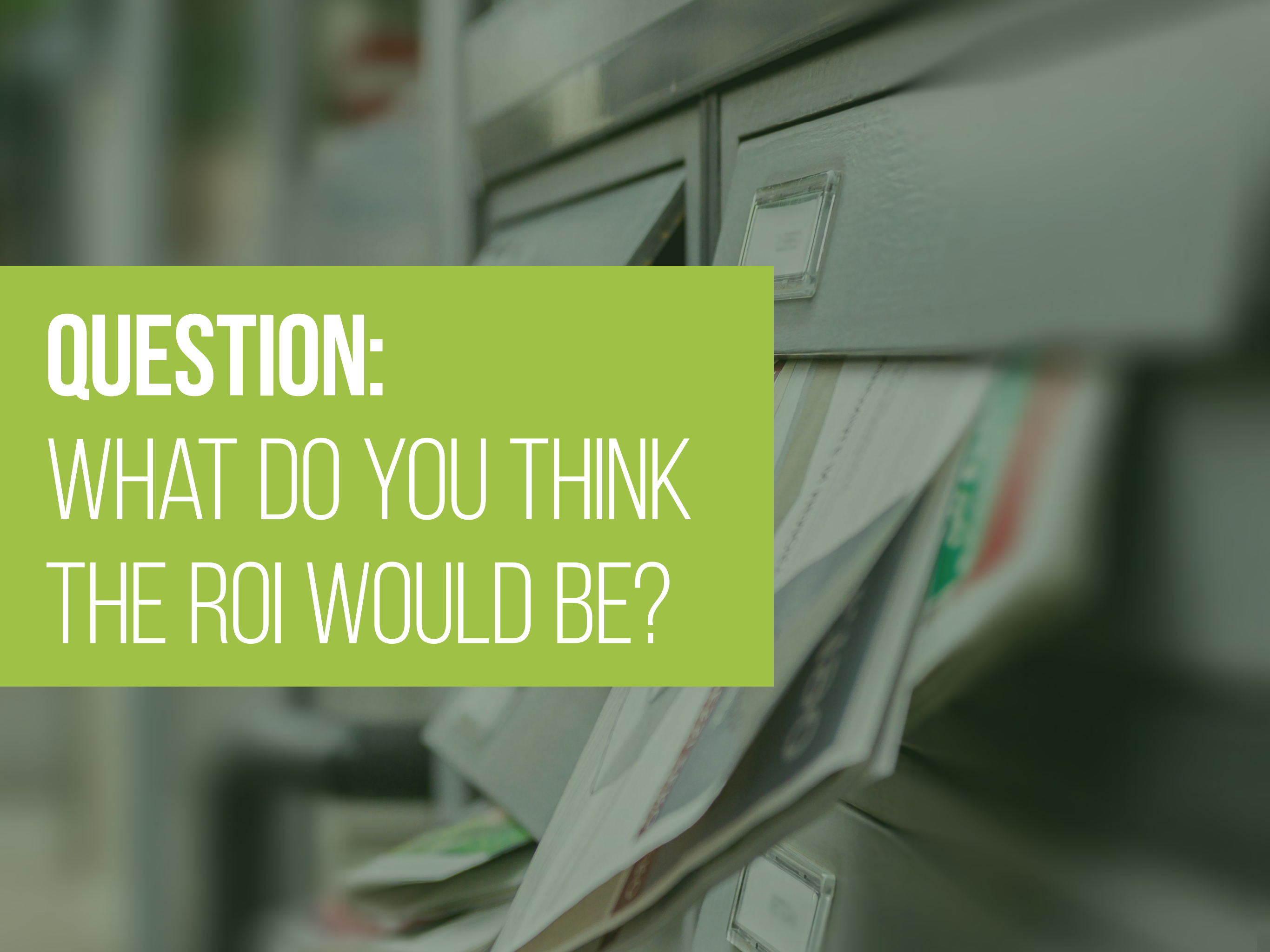
September: Fall home maintenance

October: Thanksgiving recipes

November: DIY projects

December: Thank you for a great year


***These are just some suggestions—
the possibilities are endless!***

The background of the image is a blurred photograph of a filing cabinet. Several papers and folders are visible, some with colorful tabs (green, red, blue). The overall tone is muted and professional.


QUESTION:
WHAT DO YOU THINK
THE ROI WOULD BE?



$$250 \text{ Postcards} \times 12 \text{ Months} = \$3,240^*$$



$$250 \text{ Clients Targeted} \times 2\%^{**} = 5 \text{ Clients}$$



$$\$200,000 \text{ Avg. Sale Price} \times 3\% \text{ Commission} = \$30,000 \text{ GCI}$$

$$\$30,000 - \$3,240 = \$26,760 \text{ Net ROI}$$

RETURN ON INVESTMENT

*\$1.08 per postcard sent, based on rate for minimum 250 postcards.

**Per *The Millionaire Real Estate Agent*. Convert 1/50 customers targeted, for a rate of 2%

GET STARTED WITH PRINT ON DEMAND POSTCARDS

GET 20% OFF

YOUR FIRST POSTCARD ORDER

*by using code FARMING4U until 7/7
at print.remindermedia.com*

THE FIRST 12 MONTHS



- When it comes to referrals, the first 12 months after a transaction are critical.
- **In the 12 months after closing:**
 - Your 5 farming transactions will each know 3–5 people who need your services (15–25 potential clients).
 - 70% of people forget their agent's name.
 - Top-of-mind awareness is crucial.

A SPECIAL OFFER
FOR NEW CUSTOMERS

GET 20% OFF
YOUR FIRST MAGAZINE MAILING

QUESTIONS?







Luke Acree

📷 @lukeacree | 📘 @lukeacreeRM

THANK YOU FOR LISTENING

Recorded session, slides, and resources will be emailed to you.

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