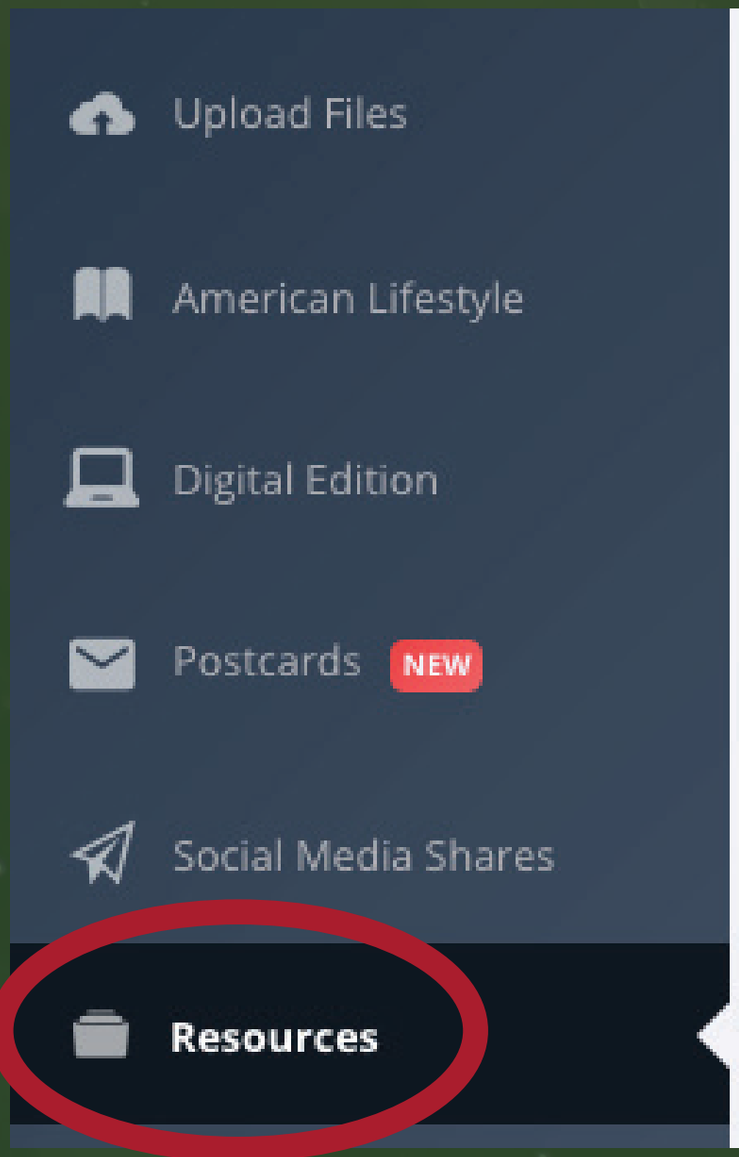
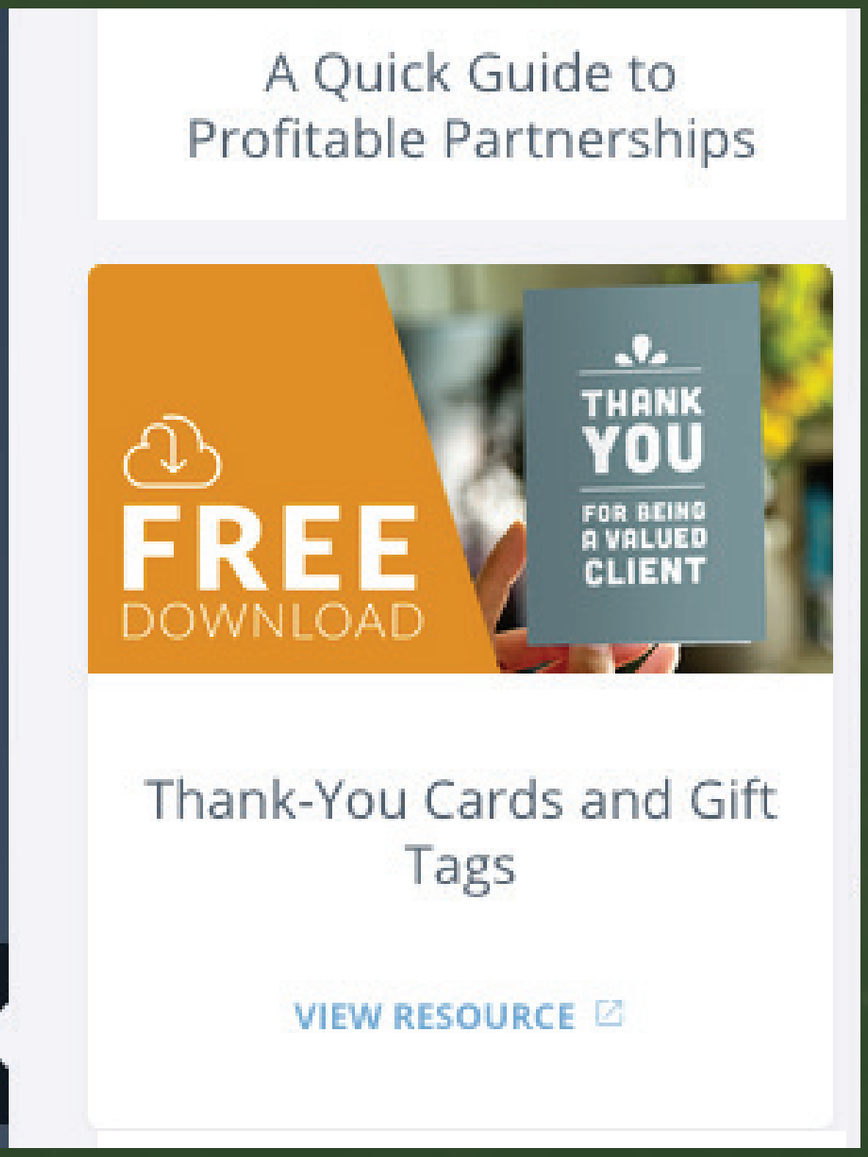




FREE RESOURCES!

AVAILABLE AT **REMINDERMEDIA.COM/RESOURCE-LIBRARY**

AND AVAILABLE **RIGHT IN YOUR ACCOUNT**

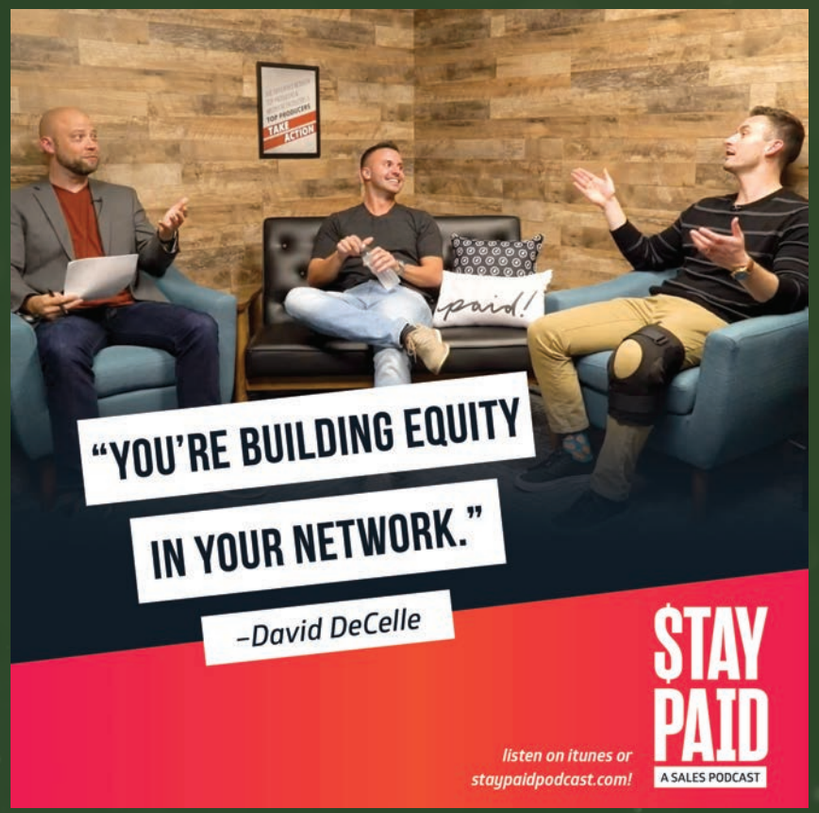
How to Use Storytelling to Be a Better Agent

Top 5 Branding Tips for Rookie Real Estate Agents

How to Create a Successful Morning Routine

WEEKLY BLOG CONTENT

REMINDERMEDIA.COM/BLOG



NEW PODCAST EPISODE EVERY MONDAY!

REMINDERMEDIA.COM/PODCAST

GEOGRAPHIC FARMING:

HOW TO GET MORE LISTINGS IN 2020

Presented by Luke Acree
President, ReminderMedia

reminder**media**

WHO IS **REMINDERMEDIA?**

- Pioneer in relationship marketing for service-based sales professionals.
- High-quality marketing tools like American Lifestyle magazine and Start Healthy magazine to help clients garner repeat and referral business.
- Helping to empower clients to close more deals and retain more business.

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:

DO YOU CURRENTLY **FARM?**

HOW TO **CHOOSE A FARM**

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

WHY DOES **FARMING WORK?**

- 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.

EFFECTIVE **FARMING STRATEGY**

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

- Consistent contact
- Relevant messaging/impact
- Follow-up

Farming techniques must also be affordable.

WHAT IS THE **BEST FARMING TECHNIQUE?**

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*

POSTCARD **12 DIRECT PLAN**

- Stay top of mind with your farm all year long.
- Each month, we send out a postcard on your behalf.
    - Consistent marketing, relevant messaging, and powerful call-to-actions.
- Convert more clients with a consistent 12-month plan.

QUESTION:

WHAT DO YOU THINK THE ROI WOULD BE?

RETURN ON INVESTMENT

250
Postcards

x

12
Months

=

$2,850*

250
Clients Targeted

x

2%**

=

5
Clients

$200,000
Avg. Sale Price

x

3%
Commission

=

$30,000
GCI

$30,000

—

$2,850

=

$27,150
Net ROI

*$0.95 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%

WHY ARE AGENTS **FAILING AT FARMING?**

- Not connecting consistently
- The content doesn’t make an impact
- Not enough time

Introducing ReminderMedia's

12 DIRECT PROGRAM

A STRATEGICALLY OPTIMIZED 12 MONTH POSTCARD CAMPAIGN IN AS LITTLE AS 5 MINUTES!

January

February

March

April

May

June

July

August

September

October

November

December

REMINDERMEDIA.COM/FARM2020

Introducing R[illegible]a's

12 DIRECT[illegible]ROGRAM

A STRATEGICALLY OPTIMIZED 12 MONT[illegible]CAMPAIGN IN AS LITTLE AS 5 MINUTES!

January

February

May

June

July

August

September

October

November

December

REMINDERMEDIA.COM/FARM2020

WHAT THIS **GIVES YOU**

- Build the perfect list
- Content-rich, high-quality designs
- Our postcard marketing experts

PRICING

250-499	**500-999**	**1,000-1,999**
$0.95	$0.75	$0.69
2,000-2,999	**3,000-4,999**	**5,000+**
$0.67	$0.63	$0.59

GET MONTHLY POSTCARDS FOR ALL OF 2020 SET UP FOR YOU IN MERE MINUTES!

Schedule your campaign setup at

REMINDERMEDIA.COM/FARM2020

*and get up to **1000 free addresses** when you mail!*

TESTIMONIALS FROM CLIENTS

Amber was absolutely awesome for creating a Just Sold postcard. The entire process was fun and exciting! This is a great way to target a farm area precisely to your buyers or sellers.

- Cindy B.

I have been a subscriber of their magazines for my clients going on a year and have had huge success with it. Now that they have introduced postcards with such great pricing, I am leaving my current postcard provider to come to them.

- Georgette J.

TESTIMONIALS FROM CLIENTS

ROADMAP TO **FARMING SUCCESS**

SEND
"12-DIRECT"
POSTCARD

GET A **LISTING**

SEND
"JUST LISTED"
OR
"OPEN HOUSE"
POSTCARDS

DOOR KNOCK

HOST **OPEN HOUSE**

SELL LISTING

SEND
"JUST SOLD"
POSTCARDS

QUESTIONS?

Luke Acree

@lukeacree | @lukeacreeRM

PRODUCT REVEAL

MONDAY, JANUARY 13TH 4PM EST

REMINDERMEDIA.COM/2020REVEAL

THANK YOU FOR LISTENING

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

@ReminderMedia | ReminderMedia | @ReminderMedia | ReminderMedia