



# GET MORE LISTINGS IN 2024:

A Roadmap to Geographic Farming Success Using Postcards



**Luke Acree**



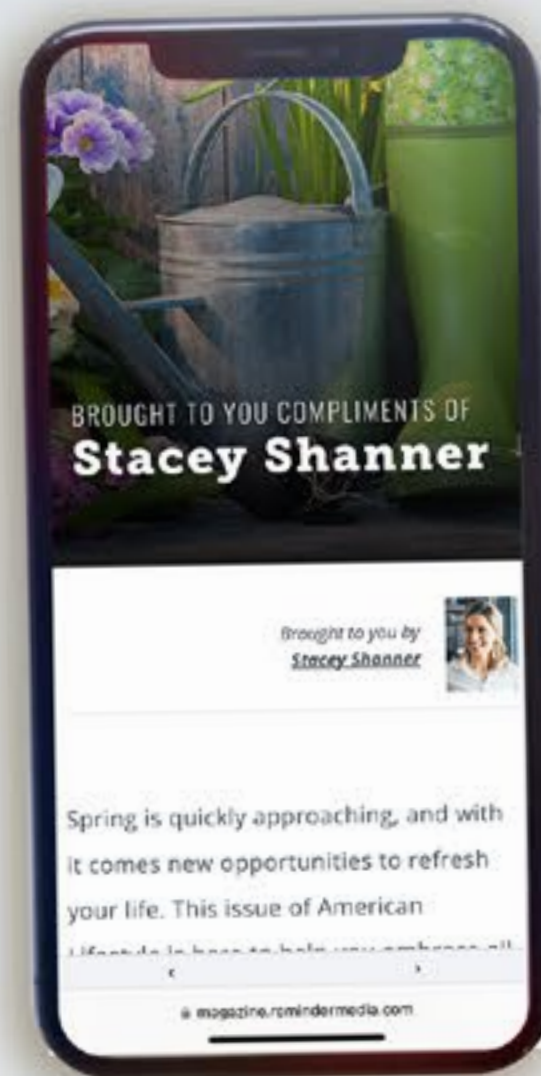
**Josh Stike**

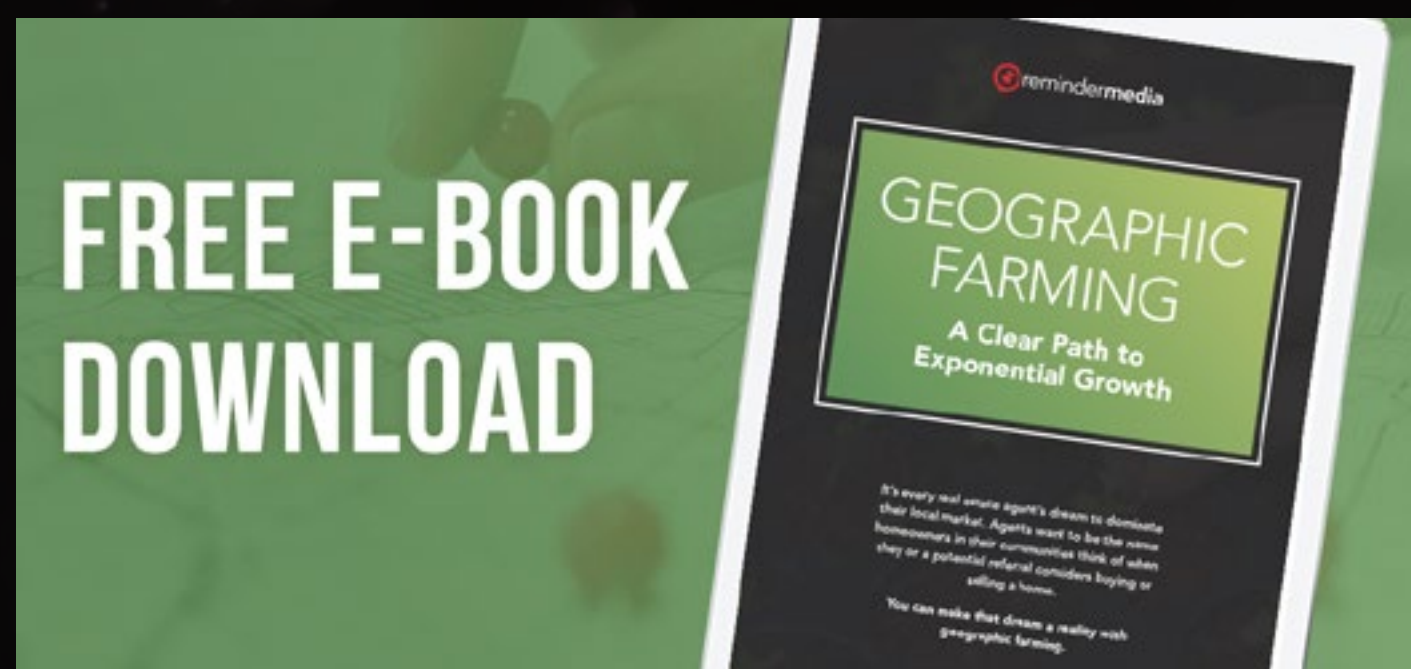
# WHO IS REMINDERMEDIA?

Over 18 years in business working with over 100,000 clients.

A pioneer in relationship marketing. We help generate leads from your client database and bring new leads into your funnel with our marketing platform.

Our mission is to empower our clients to close more deals and retain more business.





A screenshot of the Reminder Media dashboard. The top navigation bar includes "Reminder Media", "Dashboard", "Recipients", "Profile", "Photos", "Uploads", and "Resources" (which is circled in red). The left sidebar lists "SOCIAL MEDIA", "DIRECT MAIL", "EMAIL MARKETING", and "LEAD GENERATION". The main content area shows a "Dashboard" header, a large promotional banner for a 2024 postcard campaign, a notification for a new lead, and three cards for "Good to Be Home", "Digital Edition", and "Local Events".

# FREE RESOURCES!

AVAILABLE AT [REMINDERMEDIA.COM/RESOURCES](https://remindermedia.com/resources)  
AND AVAILABLE RIGHT IN YOUR ACCOUNT



Attach these labels to your closing gift basket!



Everything you need to host a successful open house!



Keep track of your budget and goals for the year.

# FREE PRINTABLES!

AVAILABLE AT [REMINDERMEDIA.COM/PRINTABLES](https://REMINDERMEDIA.COM/PRINTABLES)  
AND AVAILABLE IN THE RESOURCES TAB IN YOUR ACCOUNT

**NEW EPISODES EVERY  
MONDAY!**



**NEW EPISODES EVERY  
WEDNESDAY!**



**PLUS: Bonus episodes on Fridays for every business professional!**

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**LISTEN: STAYPAIDPODCAST.COM, APPLE PODCASTS, SPOTIFY OR YOUTUBE!**

# 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.



An aerial photograph of a suburban neighborhood. The image shows several houses with varying roof colors (grey, brown, tan) and well-maintained green lawns. Some lawns have yellow flowers. A paved road runs along the right side of the image. The overall scene is bright and clear.

## 3 TYPES OF FARMING

# GEOGRAPHIC

Target based on a defined geographic area (i.e., zip code, sub-division).

An aerial photograph of a suburban neighborhood. The image shows several houses with varying roof colors (grey, brown, blue) and well-maintained green lawns. Some lawns have yellow flowers. A paved road runs along the right side of the image. The overall scene is bright and clear, suggesting a sunny day.

## 3 TYPES OF FARMING

### **GEOGRAPHIC**

Target based on a defined geographic area (i.e., zip code, sub-division).

### **DEMOGRAPHIC/NICHE**

Target based on interests or other characteristics.





## 3 TYPES OF FARMING

### **GEOGRAPHIC**

Target based on a defined geographic area (i.e., zip code, sub-division).

### **DEMOGRAPHIC/NICHE**

Target based on interests or other characteristics.

### **PREDICTIVE**

Target based on historical data that predicts future outcomes.

POLL  
**DO YOU  
CURRENTLY  
FARM?**



POLL

**HOW MANY  
DEALS DO YOU  
GET EACH YEAR  
FROM FARMING?**



# HOW TO CHOOSE A FARM

How much competition is in the area?



# HOW TO CHOOSE A FARM

How much competition is in the area?

How many households are in your 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?



# HOW TO CALCULATE TURNOVER RATE

$$\frac{\text{NUMBER OF HOMES SOLD LAST YEAR}}{\text{TOTAL NUMBER OF HOMES}} \times 100 = \text{TURNOVER RATE}$$

Number of homes sold:  
Multiple Listing Service (MLS)  
Realtor.com  
Zillow.com  
Tax records (Recorder of Deeds)

Number of homes in an area:  
NAR RPR  
US Census data  
USPS EDDM® Online Tool  
Zip-codes.com



**MAIL**

# **WHY DOES FARMING WORK?**

**Increases brand awareness.**

**People are likely to work with  
the first agent they think of.**

**Gives you control of the listings  
that come to you.**

**Exponential growth potential.**



# WHAT IS THE F.I.T. MARKETING FRAMEWORK?

In order for any  
marketing to be  
effective, it must  
contain these  
three elements:

CONNECTS  
**FREQUENTLY**

DELIVERS  
**IMPACT**

BUILDS  
**TRUST**

*Farming techniques must also be affordable!*

THREE E'S OF CONTENT:

**ENTERTAINING**

**EDUCATING**

**ENDEARING**



# ENTERTAINING

## MAKE YOUR OWN disinfecting wipes

### WHAT YOU NEED:

- 1 c. water
- ¼ c. rubbing alcohol
- 2 tbsp. dish soap
- ½ roll of paper towels

For more tips and tricks



**Stacey Shanner**  
The Shanner Group  
1100 First Ave.  
customerservice@reminderm  
(610) 878-5000

### WHAT YOU DO:

Mix all of the ingredients in a bowl or jar, cut a paper towel roll in half, and pour the mixture into the roll. Store in an airtight container. Use disinfecting wipes to



## CUCUMBER BLUEBERRY MARGARITAS

SERVES: 4

### INGREDIENTS:

- 8 oz. tequila blanco
- 4 oz. triple sec
- 1 c. pureed cucumber
- 1 c. blueberries
- ¼ c. sweetened lime juice
- Salt or sugar, for the rim
- Cucumber slices, for garnish
- Blueberries, for garnish
- Lime wedges, for garnish

### INSTRUCTIONS:

1. In a pitcher or large shaker filled with ice, combine the tequila, triple sec, cucumber puree, blueberries, and sweetened lime juice. Stir or shake until blended fully.
2. Pour the mixture into ice-filled glasses rimmed with sugar or salt. Garnish with cucumber slices, blueberries, and lime wedges before serving.

Reach out to me with any questions you may have!



**Stacey Shanner**, SRES, SRS, ABR  
REALTOR®

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[www.reminderm.com](http://www.reminderm.com)



**SHANNER  
REALTY**

# EDUCATING

**BEAT THE HEAT**  
*and* **CHILL YOUR BILL**

Use these tricks to thoroughly enjoy the warm weather—without having to fret about your bills.

- LET YOUR AC BREATHE**  
Clogged, dirty air conditioning filters will disrupt air flow and reduce efficiency. Make sure to replace and clean filters every month or two during peak season to keep your home cool while using less energy.
- CHANGE YOUR LIGHT BULBS**  
Unlike traditional light bulbs, LED lights emit very little heat, making them an energy efficient choice to help keep your home cool. In addition, they can last more than 25 times longer than traditional light bulbs.
- MAKE ROOM FOR YOUR VENTS**  
Furniture can easily hide vents. From your favorite loveseat to your kitchen table, they may look good, but they could be blocking airflow. Make sure you're aware of their locations, and move pieces if necessary.
- WORK WITH MOTHER NATURE**  
There's no denying that Mother Nature is a strong force—be sure to obey her. When the sun is up, keep the blinds shut. Although it might be darker than usual, it'll help keep your space cool.
- CHANGE YOUR COOKING METHODS**  
A hot meal from the oven is great, but during the summer? Not so much. Because the oven can add more heat to the room, consider grilling outside more frequently during the Summer.

**CURIOUS HOW MUCH YOUR HOME'S WORTH?**

SCAN HERE

[www.yourwebsite.com](http://www.yourwebsite.com)

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REALTOR®  
EQUAL OPPORTUNITY  
**SHANNER REALTY**



# ENDEARING



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Give to the  **American Red Cross**

### WHY DONATE TO THE AMERICAN RED CROSS?

A hot meal delivered to victims after a disaster, blood when it is needed most, shelter the Armed Forces from their family—these are just some of the ways that gifts are put to work through the American Red Cross. Thanks to the generosity of our donors, the American Red Cross is empowering people to perform extraordinary acts in the face of emergencies.

Our supporters have become part of a network of millions of Americans who donate their time, money, and blood to the humanitarian work of the Red Cross. We thank them for their gifts, and we are privileged to put their compassion into action.

Want to donate? Visit [www.redcross.org](http://www.redcross.org), click on "Donate Funds" in the top right corner, and make a difference today!



Photos by: Talia Frenkel/American Red Cross



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*Farming techniques must also be affordable!*

# 8X8 WEEKLY

## CAMPAIGN

An aggressive way to stand out in your area with 8 touches over the course of 8 weeks.

# MONTHLY

## CAMPAIGN

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

*\*Source: The Millionaire Real Estate Agent*



# WHY DIRECT MAIL?

On average, the typical American household receives 2 pieces of direct mail each day compared to over a dozen emails.

Their relative rarity makes **77% of Americans look forward to opening them.**

*(via Compu-Mail)*

Compare that to email rates, where the standard for real estate is only a **19.9% open rate.**

*(via webfx.com)*





QUESTION  
**WHAT DO YOU  
THINK THE ROI  
WOULD BE?**



12 MONTH CAMPAIGN

# RETURN ON INVESTMENT

$$\begin{matrix} 250 & \times & 12 & = & \$2,850^* \\ \text{POSTCARDS} & & \text{MONTHS} & & \text{PER YEAR} \end{matrix}$$

$$\begin{matrix} 250 & \times & 2\%^{**} & = & 5 \\ \text{PROSPECTS} & & \text{CONVERSION} & & \text{NEW CLIENTS} \end{matrix}$$

$$\begin{matrix} \$350,000 & \times & 3\% & = & \$52,500 \\ \text{AVG. SALE PRICE} & & \text{COMMISSION} & & \text{GCI} \end{matrix}$$

$$\begin{matrix} \$52,500 & - & \$2,850 & = & \$49,650 \\ \text{GCI} & & \text{YEARLY SPEND} & & \text{NET ROI} \end{matrix}$$

\*\$0.95 per postcard sent, based on rate for minimum 250 postcards.

\*\*Per *The Millionaire Real Estate Agent*. Convert 1/50 customers targeted in 12 months, for a rate of 2%

EXCLUSIVE WEBINAR DEAL!



*Schedule your campaign setup at:*

**REMINDERMEDIA.COM/FARM2024**

**PLUS! Get your FREE Landing Page and a FREE Mailing List!**

# PRICING

5,000+	.....	59¢
3,000–4,999	.....	63¢
2,000–2,999	.....	71¢
1,000–1,999	.....	77¢
500–999	.....	79¢
250–499	.....	95¢

## Reduced 8x8 Pricing

77¢ each

Postage  
included  
in pricing!



# PRICING BREAKDOWN

Total cost to print and mail 500 postcards:	<b>\$395</b>
Targeted mailing list:	<b>+ \$45</b>
Landing pages:	<b>+ \$59.99/month</b>
<b>Total for first month:</b>	<b>= \$499.99</b>

*Claim your FREE mailing list & landing page here:*

**REMINDERMEDIA.COM/FARM2024**

# GET 50 FREE POSTCARDS!

Total cost to print and  
mail 500 postcards: ~~\$395~~ 50 FREE = \$355.50

Targeted mailing list: + ~~\$45~~ FREE!

Landing pages: + ~~\$59.99/month~~ FREE!

**Total for first month: = ~~\$499.99~~ = \$355.50**

*a savings of \$144.49!*

*Claim your FREE mailing list & landing page here:*

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# Pricing Comparisons

Indicates  
Lowest Pricing

Indicates  
Highest Pricing

	250-499	500-999	1,000-1,999	2,000-2,999	3,000-4,999	5,000+
REMINDERMEDIA	95¢	79¢	77¢	71¢	63¢	59¢
COREFACT	92¢	82¢	80¢	74¢	N/A	N/A
PROSPECTS PLUS	95¢	93¢	92¢	91¢	91¢	89¢
WISE PELICAN	85¢	85¢	85¢	85¢	85¢	85¢
DOPE MARKETING	89¢	89¢	89¢	89¢	89¢	89¢

All pricing is for Standard Mail for postcards sized 8.5 x 5.5" or similar sizing. Not all pricing above includes shipping.

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**50**  
**FREE POSTCARDS**  
*on your first mailing*

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# YOUR **AUTOMATED** CAMPAIGN MANAGER!



Design 1 | Mailings > Recipients > Review > Checkout | Cancel | Next >

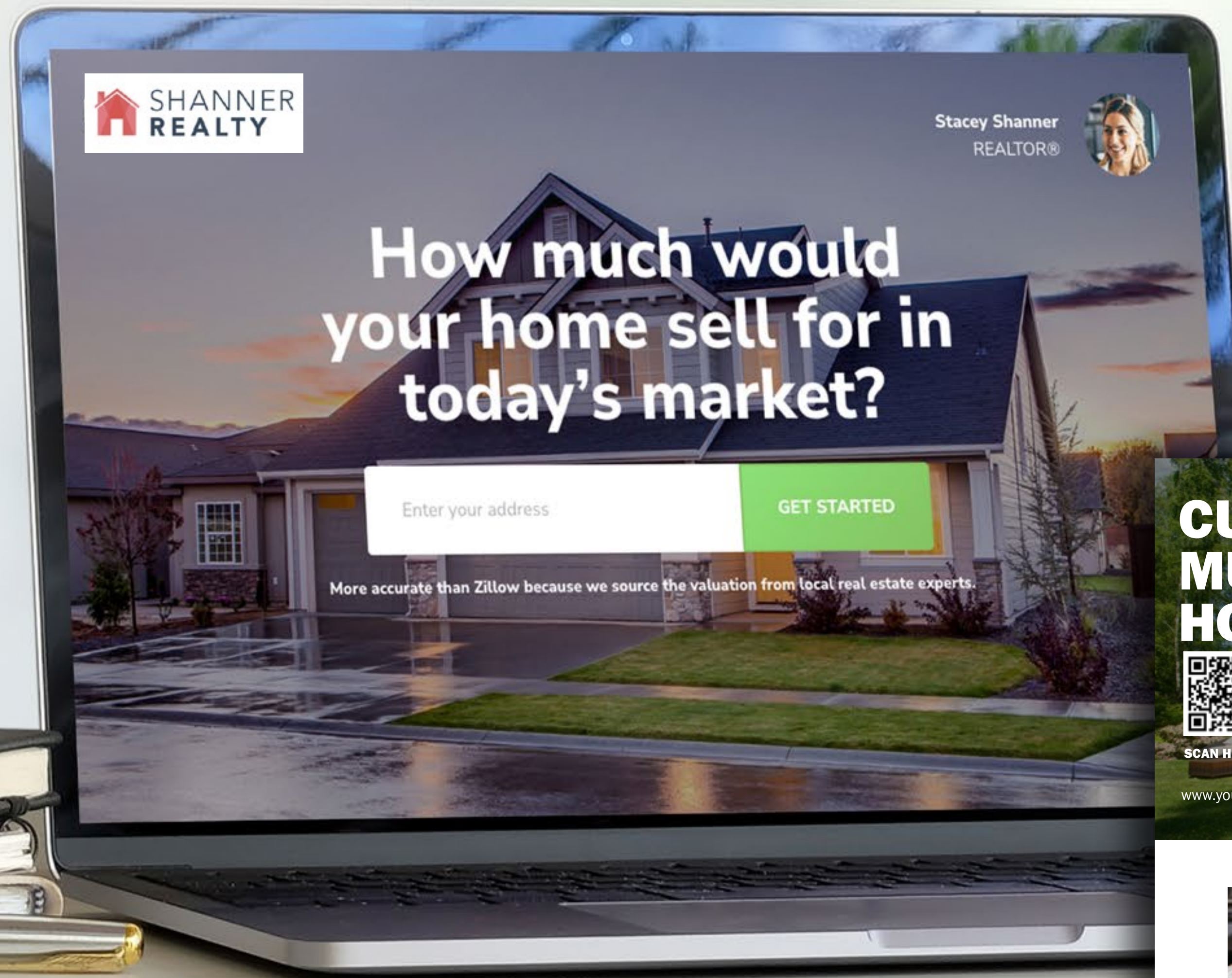
Frequency: [Dropdown] Campaign Start Date: February 23 Design Theme: Real Estate

FEBRUARY 2023	MARCH 2023	APRIL 2023	MAY 2023
<p>Find a Home You'll Love!</p> <p>Customize Preview</p>	<p>Need Help Buying or Selling a Home in Your Area?</p> <p>Customize Preview</p>	<p>Need Help Buying or Selling a Home?</p> <p>Customize Preview</p>	<p>Your Neighborhood Trusted Agent 2023</p> <p>Customize Preview</p>
JUNE 2023	JULY 2023	AUGUST 2023	SEPTEMBER 2023
<p>Prosecco Risotto with Spring Vegetables</p> <p>Customize Preview</p>	<p>Wondering Your Home's Current Value?</p> <p>Customize Preview</p>	<p>Not a Fan of Your Current Home?</p> <p>Customize Preview</p>	<p>Home Values are Changing. What's Yours Worth?</p> <p>Customize Preview</p>

Start capturing leads from your postcard sends without any extra work. At no cost to you, ever!

GET ONE  
**FREE**  
LANDING PAGE  
AND QR CODE!

*(typically \$59.99/month!)*



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"First postcard went out and I already have a listing appointment for a property that will more than pay for the entire year of postcards!"

# WHAT THIS GIVES YOU:

- ✓ Automated touchpoints
- ✓ Content-rich, quality designs
- ✓ Qualified mailing list
- ✓ **PLUS!** 1 free landing page and QR code for immediate lead capture



# TESTIMONIALS FROM CLIENTS



**Jenna Westrick**  recommends **ReminderMedia**. ...

February 5 · 

I just started the 12 direct mail farming postcards. First postcard went out and I already have a listing appointment for a property that will more than pay for the entire year of postcards. Looking forward to increasing my production through farming my local communities!



**Cindy Brockwell**  recommends **ReminderMedia**. ...

December 5, 2019 · 

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. We loved working with Amber and thank you AI for helping us obtain additional discounts!

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# TESTIMONIALS FROM CLIENTS



**Michael Petrovich**

Just now

First postcard went out to my past clients and sphere. Really happy with how they turned out. **A client text me these pictures.**



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# TESTIMONIALS FROM CLIENTS



**Devone Fowler**  recommends **ReminderMedia**. ...

December 6, 2019 · 

I just did my first postcard campaign with Dwuann and Amber. Dwuann showed great professionalism and ease to work with. He paid attention to my needs and provided key information and options for me to maximize my budget to get the most out of my order. Dwuann handled my order with diligence. Amber took that order and made it look amazing. I feel confident that after working with these two that my campaign will be a great success in growing my business Aspire New York Properties. **I give Reminder Media 5 Stars, 5 likes and 2 thumbs up!**

Respectfully,

[Devone Fowler](#)

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# TESTIMONIALS FROM CLIENTS



**Robyn Graziano Burton** recommends  
**ReminderMedia.**

December 3 at 11:14 AM · 🌐

James Campbell was so amazing to work with. He made this process so easy and simple. Thank you for being patient and having a GREAT attitude doing it. I'm already working on my next postcard and will share your name with other agents!!! People truly make a company not a product. Thanks James!

**If the price was right would you sell too?**

2731 Quiet Hollow Ct, New Port Richey, FL

BEDS 4  
BATHS 2  
SQFT 2,136  
SOLD \$325,000

I have buyers who want to move into **YOUR** neighborhood!  
Multiple offers received on this property!

The real estate market is **HOT!**  
Housing prices are at the highest we've seen in **YEARS!**  
If you're thinking about selling **NOW** is the time!

**CALL ME TODAY!**

**kw**  
KELLERWILLIAMS.

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# QUESTIONS?

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**Luke Acree**



**Josh Stike**

📷 @lukeacree | 📘 @lukeacreeRM | 📷 @staypaidpodcast | 📷 @remindermedia

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# WHAT'S GREAT ABOUT THESE DESIGNS?




ARE YOU READY TO  
MAKE THE LEAP INTO  
**HOME OWNERSHIP?**

Find a home to call your own that fits your budget.

*Give me a call to see what homes are available near you!*

 **Stacey Shanner**, SRES, SRS, ABR  
REALTOR®

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Every postcard in our campaigns are designed to:

GRAB ATTENTION

ENHANCE THE QUALITY OF YOUR BRAND

GET RESULTS FROM BUYERS AND SELLERS

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# PREDICTIVE ANALYTICS

**CONSUMER DATA:** Predictive analytics considers past activities to predict future outcomes at the consumer level.

**PROPERTY DATA:** Look at properties that mimic recent transactions within a neighborhood or geographic location.

**BEHAVIORAL DATA:** Social media activity and visits to real estate websites can indicate intentions to buy or sell.

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# HOW PREDICTIVE ARE PREDICTIVE ANALYTICS?

Example: 2,000 homes  
x 5% turnover rate = 100 homes will sell

Predictive analytics =  
300 homes "likely to move"

300 homes = 72 will sell based on  
historical data

72% accuracy: homes that sold

24% accuracy: "likely to move" addresses

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