

THE DATA-DRIVEN FARMING PLAYBOOK

The Timing and Targeting Most Agents Get Wrong



Luke Acree



Josh Stike



WHAT WE'LL COVER TODAY

How agents are gaining 5+ new listings per year using direct mail

BASICS
FARMING TERMS

STEP 1
WHO TO MAIL TO

STEP 2
WHAT TO MAIL

STEP 3
HOW OFTEN TO MAIL

WRAP UP
ROI + FINAL THOUGHTS

OFFER
START GETTING NOTICED NOW

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, blue) and well-maintained green lawns. A paved road runs along the right side of the frame. 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).



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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?**



STEP 1
WHO TO MAIL TO

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

**NUMBER OF HOMES
SOLD LAST YEAR**



**TOTAL NUMBER
OF HOMES**



100



**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

CREATE YOUR OWN LIST NOW!

SCAN HERE

or visit reminder.pub/maillinglist
to get immediate access to our
Premium List Builder





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.

STEP 2

WHAT TO MAIL

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



STEP 2

WHAT TO MAIL

ENTERTAINING



NOW OFFERING
pumpkin spice **AND**
REAL ESTATE ADVICE!

Enjoy this easy pumpkin spice recipe, and remember to reach out to get all your real estate questions answered.

PUMPKIN SPICE

- 3 tbsp. ground cinnamon
- 2 tsp. ground ginger
- 1¼ tsp. ground allspice
- 1¼ tsp. ground cloves

Mix all the spices together, and store in an airtight container. Add to baked goods, oatmeal, hot drinks like cocoa, tea, or coffee, and much more!

Contact me so we can discuss your real estate options!

 **Shirley Jones**
REALTOR®
(610) 878-5000
customerservice@remindermedia.com
www.remindermedia.com

  **SCAN**
For a Free
Home Valuation 



"I had 4 recipients use the QR code and **one hired me to sell their home.** Sold their house for \$995,000!"

-SHIRLEY JONES

STEP 2

WHAT TO MAIL

EDUCATING

A direct mail card featuring a photograph of a modern house at dusk. The headline reads "CURIOUS HOW MUCH YOUR HOME'S WORTH?". A QR code is placed over the house with an arrow pointing to it and the text "SCAN HERE". Below the QR code is the URL "www.yourwebsite.com". At the bottom left is a circular portrait of Mandy Wilson, a REALTOR®. To her right is her contact information: "Toll Free: (866) 458-4226", "Office: (610) 878-5000", "E-mail: customerservice@remindermedia.com", and "www.remindermedia.com". At the bottom center are the REALTOR® and Equal Housing Opportunity logos. At the bottom right is the "exp REALTY" logo.



"Love the quality and ease they have at getting things done. Plus I'm really happy with the **12 leads and 3 new clients I've gotten!**"

-MANDY WILSON

STEP 2

WHAT TO MAIL

ENDEARING



"I've been getting a lot of traction in my neighborhood with the 2,000 home farm. I just sold a second home for over \$2M!"

-TOM TOOLE

STEP 2

WHAT TO MAIL

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

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STEP 3
HOW OFTEN TO MAIL

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*



12 MONTH CAMPAIGN

RETURN ON INVESTMENT

$$500 \text{ POSTCARDS} \times 12 \text{ MONTHS} = \$5,820^* \text{ PER YEAR}$$

$$500 \text{ PROSPECTS} \times 2\%^{**} \text{ CONVERSION} = 10 \text{ NEW CLIENTS}$$

$$\$350,000 \text{ AVG. SALE PRICE} \times 3\% \text{ COMMISSION} = \$105,000 \text{ GCI}$$

$$\$105,000 \text{ GCI} - \$5,820 \text{ YEARLY SPEND} = \$99,180 \text{ NET ROI}$$

*\$0.97 per postcard sent, based on current rate for 500 postcards.

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

EXCLUSIVE WEBINAR DEAL!



**\$50
OFF!**

on 400+ postcards

Schedule your campaign setup at:

REMINDERMEDIA.COM/FARMNOW

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

PRICING

5,000+	79¢
3,000–4,999	85¢
2,000–2,999	87¢
1,000–1,999	93¢
500–999	97¢
250–499	\$1.05

Reduced 8x8 Pricing

93¢ each

Postage
included
in pricing!



PRICING BREAKDOWN

Total cost to print and mail 500 postcards:	\$485
Targeted mailing list:	+ \$45
Landing pages:	+ \$59.99/month
Total for first month:	= \$589.99

Claim your FREE mailing list & landing page here:

REMINDERMEDIA.COM/FARMNOW

GET 50 FREE POSTCARDS!

Total cost to print and
mail 500 postcards: ~~\$485~~ \$50 OFF = \$435

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

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

Total for first month: = ~~\$589.99~~ = \$435

a savings of \$154.99!

Claim your FREE mailing list & landing page here:

REMINDERMEDIA.COM/FARMNOW

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	\$1.05	97¢	93¢	87¢	85¢	79¢
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All-inclusive pricing includes:

Unlimited Landing Pages

Custom Postcard Design

All Shipping Costs

High Quality Printing

PROSPECTS PLUS	\$1.04	\$1.02	\$1.01	\$1.00	\$0.98	\$0.98
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WISE PELICAN	\$1.04	\$1.01	\$0.98	\$0.96	\$0.94	\$0.89
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All pricing includes Standard Mail costs for postcards sized 8.5 x 5.5" or similar sizing.

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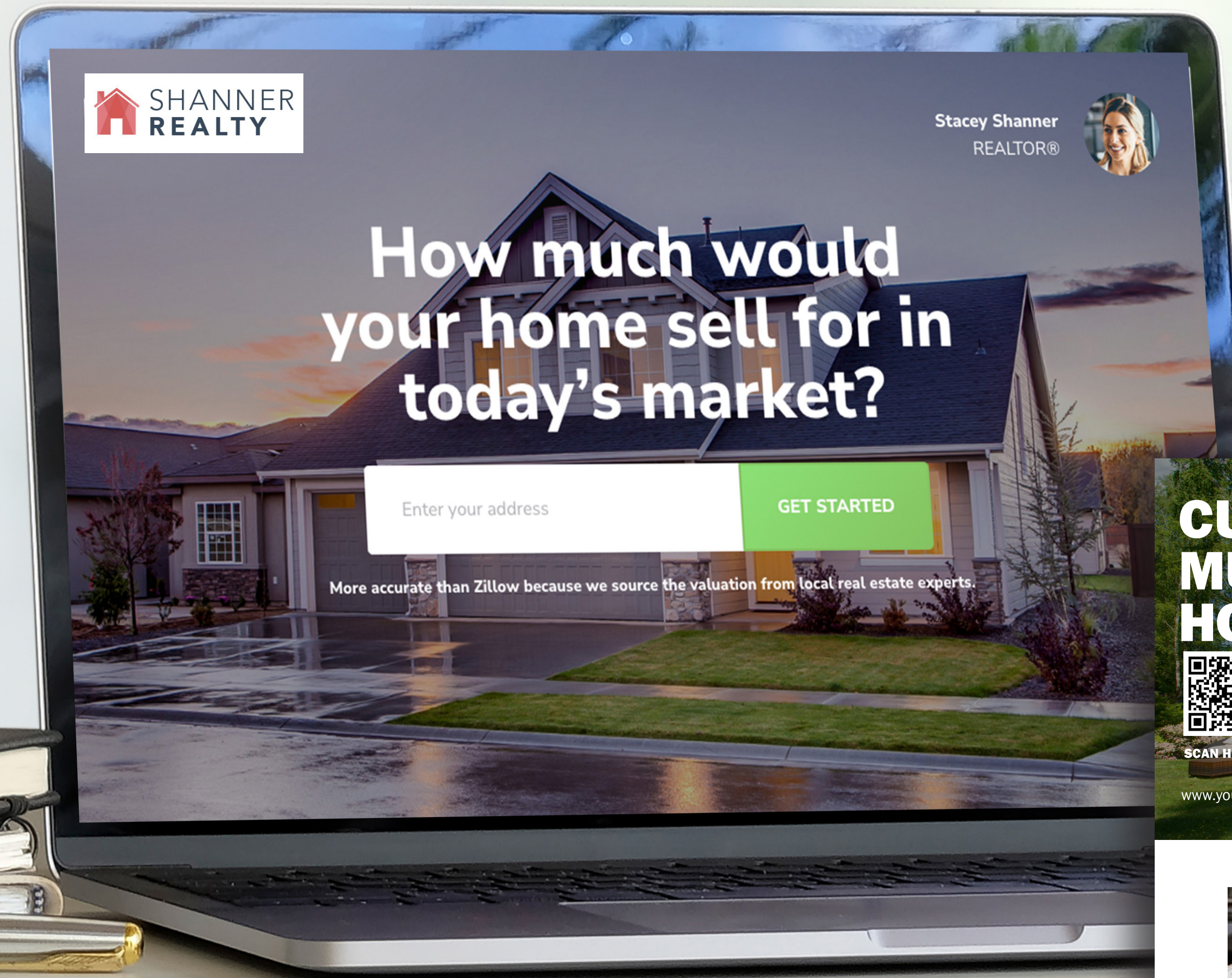
REMINDERMEDIA.COM/FARMNOW

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

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!)



Stacey Shanner, SRES, SRS, ABR
REALTOR®

Toll Free: (866) 458-4226
Office: (610) 878-5000
E-mail: customerservice@remindermedia.com
www.remindermedia.com



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



"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!"

Your Neighborhood Expert

REACH OUT FOR MORE INFORMATION ON:

- ✓ How much your home would sell for in today's market
- ✓ Local schools and businesses
- ✓ How to get the most out of your real estate investments

's new in market



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TESTIMONIALS FROM CLIENTS



Joseph Kozoh  recommends **ReminderMedia**.

After working with several companies for postcards, I've found Remindermedia to provide **the best quality as well as pricing.**

The support staff was very helpful regarding self-designed postcards through their design platform. It's hard to say how many leads I have gotten but I would say **about 7-10 new clients.** They have also been very, very consistent in the quality and service for the past year.

Claim your FREE mailing list & landing page here:

REMINDERMEDIA.COM/FARMNOW

TESTIMONIALS FROM CLIENTS



Barbara Corcoran  recommends **ReminderMedia**.

The quality and unique material put the postcard to the front! I have received 11 leads and 5 new clients since starting my mailings.

Claim your FREE mailing list & landing page here:

REMINDERMEDIA.COM/FARMNOW

TESTIMONIALS FROM CLIENTS



Roe Sommer  recommends **ReminderMedia**.

I have been sending out postcards for over 2 years now and have **recieved 6 leads and have closed 4 clients.** The postcards are high quality and give a variety of options.

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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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