



SUCCESSFUL FARMING

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Farms may be ordered online at

www.guardiantitleagency.com

The Purpose of Farming

Farming allows you to establish, connect and develop personal relationships with persons owning property within a specific geographical area or target market for the purpose of becoming their agent of choice and building your business.

Be Smart when Selecting Your Farm

1. 200 Home minimum, unless you are farming to a very specific high-end sector. This allows you to utilize Bulk Mail postage.
2. 7% Turnover rate is recommended indicating mobility. Be sure to ask for this data.
3. For real estate brokers, select an area without a dominating realtor (15% or more).
4. Know your neighborhood. Many successful agents farm near their personal residence.
5. Relate to demographics of your farm or target market.
6. Stair-step with multiple farms.

Develop Your Farm

1. Perform 1 to 2 marketing activities per month to survive. Build recognition.
2. Enhance your farm with 3 to 4 activities per month to maximize exposure. Ideas:
 - a. Open Houses
 - b. Direct Mail
 - c. Signage
 - d. Drops and/or Door Knocking
 - e. Telemarketing (as allowable)
 - f. Email campaign with sphere development
 - g. Local news or advertising
 - h. Co-marketing with other real estate service providers

Become the Area Expert

1. Preview and study each and every listing.
2. Keep database of sales records.
3. Know the Covenants, Conditions and Restrictions (CCRs) and Homeowner Association rules and regulations.
4. Educate yourself on local development projects and initiatives.
5. Know the neighborhood and market statistics.
6. Recognize your competition and exceed the customer's expectations.

Please call us with your farming needs!

We welcome each and every opportunity to help you develop and close your business transactions!