



Working a Demographic or Geographic Farm for more business FAST.

Member Monday
February 27, 2023



**In the Database Mastery Course, we say to expect
a minimum of a 10% return from your Core
Database after 2 years of working it properly.
5% year one and doubled by year 2.**

**In 150toLife I teach the RIGHT 150 people per
salesperson on your Team is PLENTY to run
highly profitable business.**

**The problem is - Most of us haven't Identified
150-200 of RIGHT perfect people... Or may not
know enough people to reach that, YET.**

**So, we may need MORE “good ones” to develop
SOME of them into that smaller group of
PERFECT VIP ONES.**



**If you are not getting at least a 10% return (1 deal per 10 people)
from your ENTIRE Database
and 25% return (1 deal per 4 people) on your VIPs...
1 or more of 3 things is not working:**

1. You have the wrong people in the database.

- In fact, it's likely chock full of too many of the **WRONG ONES**.

2. You aren't working the database properly...

- Probably because there are too many... TO work it right.

**3. You haven't identified a small group of the
PERFECT & RIGHT people (Your VIPs).**

- Working that small group (we recommend 150) with
an intensive VIP Plan.



Let's take a closer look at the first 2.

#1 Wrong people in the DB

- 1.** It's full of old or cold leads rather than Past Clients and COI/Sphere/Targeted Influencers.
- 2.** It's full of "anyone" vs those very close to your identified "Ideal Client."
- 3.** It's full of potential Buyers instead of Current Homeowners i.e.: *potential Listings and Move up Buyers with Equity who are specifically in the areas you want to work most.*

#2 Not Working the DB Properly

- 1.** There are too many people to be truly effective. Some are good. Most you have no idea if are or are not good.
- 2.** Not contacting the right people often enough... because you try to reach everyone.
- 3.** You consider contacting people "Begging for Business" - so you don't do it vs. Providing valuable information and support & simply being there when they DO need you...or someone they KNOW needs you... providing unthought of options for them.





Now let's look at #3:
**You simply don't have ENOUGH of the
RIGHT people in it.**

- 1.** If your Database doesn't have enough or you are facing the fact that it is full of the wrong people - A FARM AREA can be a solution to finding a chunk of **right people** quickly.
- 2.** There are many benefits to adding a small Farm Area, while eliminating contacting the ones in the DB that are not an identified VIP nor in your New Farm.



What IS a
Farm in the
2020's?

A Farm is a group of people who FIT your IDEAL CLIENT in area and price... **with something else in common.**

Traditionally it was a neighborhood... however in today's world, it can be any "community."

By establishing and working a FARM in addition to whatever VIPs you have (those that do consistent repeat and referral business)... **allows you to meet more people to select more VIPs from.**

What
communities
do you belong
to now? What
could you
JOIN?



Why add a Farm NOW?



Why Now? With MORE people “Ratelocked” into their homes (*NOTE: we did a great job getting them stuck where they wanted to be stuck*) we may need MORE or BETTER People to add to our VIP’s.



With a Farm -- You get to choose the area, the price range, the demographic... ALL IN ONE COMMUNITY (whether that is a neighborhood, a community of faith, another network that works) ALL AT ONCE... rather than slowly gathering from all over the place one at a time.

Need more Business Quick?

Farming is a FAST way to add more IDEAL CLIENTS. YOU pick the members of your Farm.

These are also people who know each other already.

That IS a key... when just ONE uses your service and gets good results... others may follow easily!

What are the Steps?

Step 1

Identify Who You Want to Serve. Your Ideal Client. What are the Seeds you want to Nurture to GROW?

Step 2

Identify where that Ideal Client lives (or hangs out) generally & identify a few communities that would fit. Do just a bit of research and DECIDE.

Step 3

Create a PLAN to Nurture it.

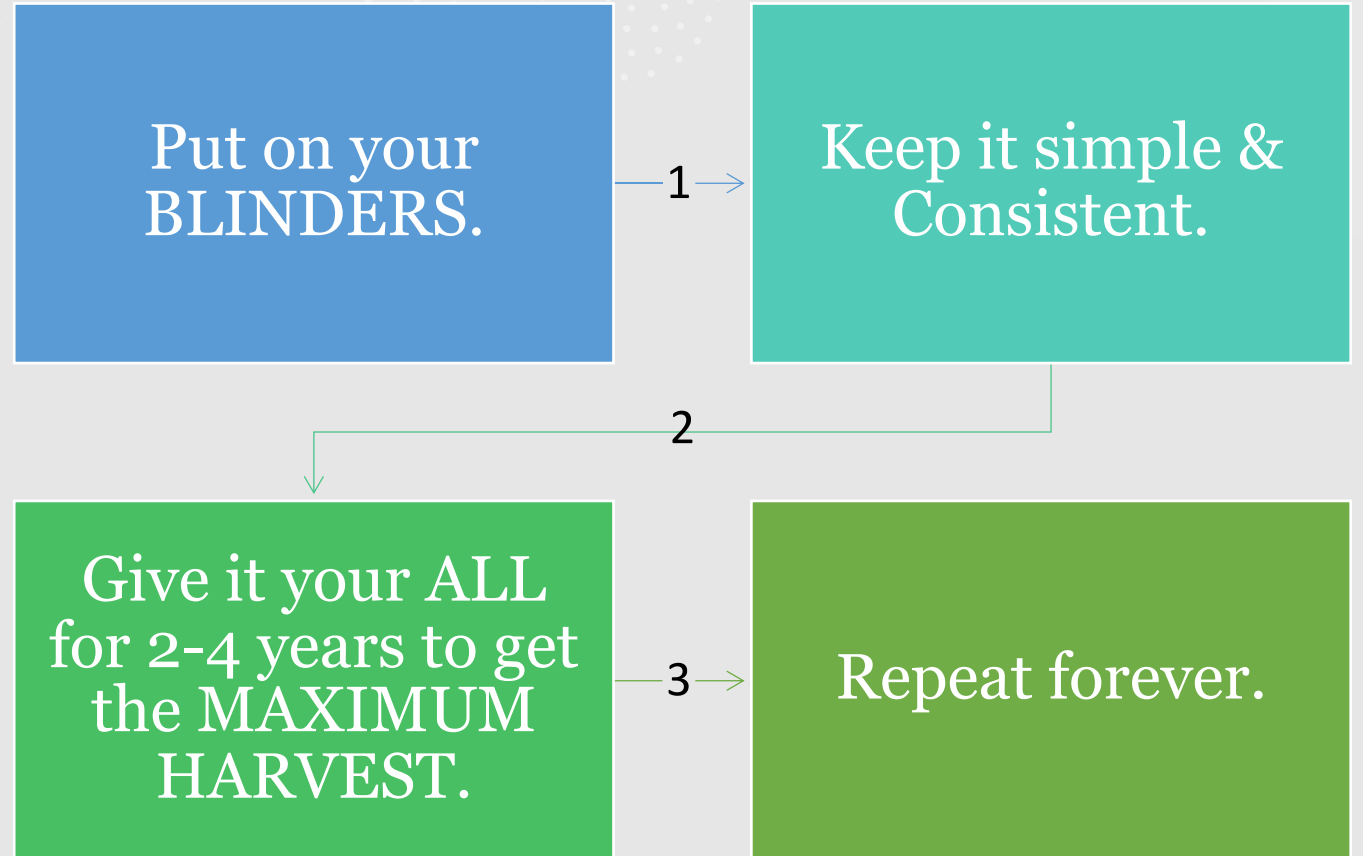


Step 4

Come into the office, open your DB every day and make your contacts – be sure your FARM is a ONE contact as a WHOLE and as the RIGHT PEOPLE IN IT become individuals, they get added individually to your Database.



And Step 5



Plant and Water and Sun and *give*
it Time....

The Harvest WILL COME if
you are CONSISTENT

ONE SMALL SWEET STEP
AT A TIME



Let's take a closer look at
EACH step...





Step 1 - Identify Who You Want to Serve. Your Ideal Client.

What are the Seeds you want to Nurture to GROW?

It's critical that your Database has the RIGHT people in it. Not anyone. Not everyone. Just right.

Your VIPS in that Database are the PERFECT ONES. Everyone else is potentially perfect...

Considering a FARM, think: Do most FIT that ideal Potential VIP client?

**Who would you like?
Higher price? Different area?
They have hobbies you enjoy?**

Step 1 Example

- AREA within 10 miles from my office and home.
- OWN a home now
- AGE 45-65
- HAVE kids that likely will be buying soon... AND parents that may need to downsize or move to assisted living. OR move in with them.



Step 2 - Identify where that Ideal Client lives & Identify a few neighborhoods (For Geo Farm) or other communities (if Demo Farm) that fit. Research!

What to look for:

1. Location may be the primary place to start. 1. Close to the office... or 2. Close to Home. Or 3. close to where you'd like your next home to be. Ideally 2 of the 3 of those.
2. Look at market share. Is the community dominated by one or two agents or are there lots of agents working it... or NONE that you can identify!
3. Does the neighborhood/community have a website? Is there a Facebook page? What can you learn about it there?

Step 2 Examples

Neighborhoods X, Y & Z - three abutting neighborhoods of 80-150 homes all in ABC High School District, price range \$400-600K.

OR

My faith community of 800 members,- the Volunteer group within of about 200 specifically who regularly attend.

OR

My hiking group; Men/Women's Group; Book club; Study Group; My Meet-up Group; PTSA-focusing on Teacher/Admin and Parents; Girl/Boy Scout groups; Bridge Club; Optimist Club; Master HOA association; Adult Sports or Health Groups; Social/Political groups; Investor Clubs; we could go on forever.

None have a dominate Realtor with more than 10% of market share.
I can easily get a list of members. There is a website and FB page to study.

A person wearing a wide-brimmed straw hat, a light blue long-sleeved shirt, and tan waders is bent over in a flooded rice paddy. They are holding a bundle of young green rice seedlings and planting them in the water. A wooden bucket is hanging from their waist. The water is shallow and reflects the sky and the person. In the bottom left corner, there is a circular logo with a mountain range and the text "YOUR COACHING MATTERS" and "est. 2009".

Step 3 - Create a PLAN to Nurture it.

These people are similar - the PLAN needs to fit THEM.

KISS: To EXECUTE it CONSISTENTLY!

How often? It's your plan.

Working your Plan is the Secret Sauce. It is what makes it work. Not getting the list in the Database. Not thinking about it. But working it every single day.

It was a nice exercise 'til now, but the rest won't work without a written plan with the steps in your schedule... You won't get any results without **EXECUTING** the plan ... **So do this Step.**

Step 3 Example

1. If GEO farm, set yourself on an auto-email and preview all properties listed. Attend all HOA, going early, wearing nametag, staying late, bringing snacks, organizing community events.
2. Attempt a visit all old expireds (go back several years) and any active fsbos. What can you learn?
3. If DEMO farm, be at every group activity wearing name badge, brings snacks, sponsoring things, organizing a business page for members, etc.
4. Send all members market updates (Homebot?) regularly.
5. FB and LI friend and pay ATTENTION. Send personal cards (Send out Cards?)
6. Have a Goal to be INTERVIEWED by everyone in your Farm who wants to sell. Goal year one 5-10% market share. Year 2 – 20%+



Step 4 - Come into the office, open your DB and make your contacts – be sure your FARM is a ONE contact as a WHOLE and as people in the farm become individuals, add individually.



Doing the Work is the most important step.

Get up, get dressed for work, looking like you would on a listing appointment. Come into the office and open your Database for contacts due today – including what is next for your FARM. No, do not start with “Open Emails” and go down that rabbit hole. Make your Contacts FIRST.



Work your SIMPLE plan every day!
Read: CONSISTENCY

Working your DB well now? GREAT.... Step 4 Example:

- **Make your FARM a “PERSON” in your Database.** Do SOMETHING for them nearly every day - Example: *“Take pics of front door spring wreaths and create postcard with grouping of door wreaths to mail - offering a free something you’ll drop off if they text you.”* or *“Go to weekly meeting and bring veggie tray”* -- Consistently work on SOMETHING to be SEEN by them.
- Until people in your Farm get separate entries, that ONE Record that is your FARM gets a next contact a few times weekly until you get traction. Eat, breathe, live your plan. Give it your all 100%.
- If no appointments, afternoons go out and see the inventory (in and near your farm) so you *KNOW what’s going on and have something to say about it.*



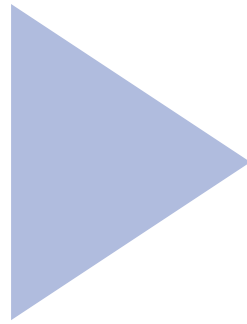
Step 5 - Put on your BLINDERS. Keep it simple & Consistent. Give it your ALL for 2-4 years to get the maximum HARVEST. Repeat forever.

The math is simple. **5-10 deals a year (repeat and referral) from every 100 year 1. 20 or more year 2. IF they are the right people worked correctly.** And your work life can be one of ease. Resist changing things. It's the consistency that will pay off.

Imagine if you HAD to work like this. You were not allowed to reach out to anyone except a set number of people that YOU got to identify up front... and ONE small Farm Area....but no one else.

Your job was PR. You were PAID to make them feel special. To keep them completely updated on the housing market. To know them so well they invite you over as a friend. They introduced you to their friends. They feel GRATEFUL to know you and SMART when they refer you, because they KNOW how you work and how you will treat people they know.

**Do you believe
they would do
business with
you when the
time came?
Would they
refer others to
you?**



**Would you
REAP the
rewards?
Harvest the
harvest??**

Here's a thought if you don't believe THAT it WORKS

Try it with a small group – small budget.

Pick just 50 people in 1 neighborhood to work. Commit to 2 years.

Just follow it with those 50 and see if you don't get 10 transactions (20%) from them within 2 years consistently. Track it. Don't worry if it takes 6 mo. to a year to get the 1st one, it's OK. It's expected.

My bet is you will see the results even faster... and will abandon your struggle with other methods and instead move your business to this plan. SMALL group(s). SERVED from a spirit of contribution.

**A method of business generation you will ENJOY doing.
Taking care of the people you care about.**

What have you got to lose?



One more thing:

***What do I do with the rest of the people I don't contact
(two-way communication) anymore who are in my database?
You know... those thousands of nearly dead records...***

Possibilities:

1. Do NOTHING. Yep, you can. Make Done and keep for historical purposes or to do something with LATER (a few options below)
2. Set up a monthly E-newsletter through your CRM and have half hour of your schedule set aside a month to personalize it and send. TARGETING YOUR NL to your IDEAL CLIENT so they are naturally the ones attracted to you. Example: Let's say my NL had articles about assisted living or daycares? See the targets with those 2? What if I posted homes over \$1M... what is that target? (NO MAILING OR CALLING allowed unless they reach out first)
3. Sell the records to another person for cash or for a referral fee to you. Just like Zillow and Upnest and Referral Exchange and Fast Expert, etc. etc. do TO YOU.

**The Point is: GET YOUR REQUIRED CONTACTS (two-way communication)
to just the ABSOLUTE MINIMUM for most EFFECTIVENES.**

**You can do over 75 a year with the right 150 people who
you NURTURE...**



**If you don't have the
right 150... Maybe it's
time for a FARM!**