



10 TIPS for Neighborhood Marketing OR Geographic Farming

(Includes Section on Door Hangers)

Marketing to your Geographic Farm or to YOUR Neighborhood is a real key to long-term success. I've been training this subject for more than a decade. I also used this technique during my selling career and had incredible results.

There are a couple of things to keep in mind as you plan this kind of "Neighborhood Marketing":

- It is a process
- It takes consistency of effort
- It takes perseverance
- It takes patience

Neighborhood Marketing has a purpose... to become the "resident expert", the "go to person" for all things real estate related in the neighborhood. It's about building relationships. It's about giving... long before you receive.

This is a Top-of-Mind Awareness technique that over time will set you apart from any other REALTOR in the area. Remember, you can say things like "Our Neighborhood", that will automatically give you a head start into uncovering all the possibilities. Wouldn't it be great to see YOUR signs everywhere in your farm? Wouldn't it be great for your neighbors to talk about you to their friends and family? Wouldn't it be nice to be recognized when your out and about, or when you're walking the dog?

Possible? INDEED IT IS!!

So how do you get started? Here's a simple outline of what you might want to consider when starting your very own Neighborhood Marketing Program or Geographic Farm:

- 1) Start small
 - a. 50 to 100 homes would be a great way to begin
 - i. Start with those homes closest to yours
- 2) Hang Door Hangers “with a message”
 - a. Be Prepared to Meet People
 - i. Be Prepared to have a conversation
 1. Start out with a personal, relational conversation
 2. Let them know what you’re doing
 3. Let them know what to expect
 4. Know what’s happening in the neighborhood and in the area
 5. Offer to send them a Buyer &/or Seller Guide (Get an email address for your database)
 - a. Remember... these guides should be personalized to YOU...
“Keeping Current Matters” guides are provided to you each quarter by Lloyd
 - ii. Be Prepared to “act” when you see a FSBO Sign
 - iii. Be Prepared to “act” when you know that a property in your neighborhood has Expired
- 3) Start a Quarterly Mini-CMA Mailing Program
 - a. We have an RMS Elite Properties postcard template set up in xpressdocs.com. (See me for details)
 - b. Send a “Market Update” every quarter to this group
 - c. Plan out the dates for the year
(TIP... Every quarter, add an additional 50 – 100 homes as you expand your reach in the neighborhood! A great Farm/Neighborhood Campaign will ultimately be 500 homes, or more. Think about THAT!)
- 4) Participate in the RMS food drives throughout the year
 - a. It shows your neighbors that you care about the area and allows them to participate
 - b. Branded materials feature YOU as well as the Company
- 5) BE SURE TO CONTINUE THE MINI-CMA MAILINGS
 - a. This is crucial to the success of your program. It needs to be Quarterly... like clockwork
 - b. MOST agents Quit after the first quarter
 - i. Quitters NEVER WIN at this game!
- 6) After the second mailing of the Quarterly CMA Postcard, start to introduce yourself to your neighbors
 - a. One at a time – A few every week
 - b. Purposefully or by “accident” when out walking
- 7) Consider sponsoring a Neighborhood Yard Sales at least once a year
- 8) Be Community Active
 - a. Join a Club or Service Organization
 - b. Coach a youth team
 - c. Shop & Eat in & around your Neighborhood
 - d. Walk around
 - i. Be prepared to say hi to your neighbors and start a conversation

- 9) Do regular Door Hangers with a new message and a “call to action”
 - a. I.e.: “Call today for your free copy of my Buyers & Sellers Guides”
“Call today for a free Market Analysis of YOUR Home”
- 10) Once you have a success, build on it!
 - a. New Listing - TELL EVERYONE by postcard or personal visit
 - b. Open House – TELL EVERYONE & Invite them personally (knock on some doors)
 - i. Say something like... “I’d love you to stop by... Perhaps you know someone who’d like to move into OUR neighborhood”
 1. Leave a flyer behind
 - a. SALES 101... ALWAYS leave something behind!
 - c. Sold a Home – TELL EVERYONE by postcard or personal visit

**CONTINUE TO BUILD ON YOUR SUCCESSES... REMEMBER SUCCESS BREEDS
SUCCESS!!**

TRACK ALL your ACTIVITY!!

SEE ME FOR THE DETAILS OF EACH AND EVERY ACTIVITY ABOVE!!