



# Adding a Profitable Farm to your Database

Wednesday Skills Call

June 23, 2021





**Would it surprise you to  
know**



you can **do more transactions**

with **LESS people ?**





# The Best In The Business Are Getting Better Than A 50% Return On Just a FEW PEOPLE.

## TWO EXAMPLES

### **Rose Pagonis -**

161 of the RIGHT PEOPLE = 90 transactions in 1 year – famously...

That is a 56% return.



### **Steve Williams –**

150 Of the RIGHT PEOPLE = 42 transactions ***in 6 months this year so far...*** that's a pace of a 56% return THIS YEAR - 2021.

ALL 42 were referrals from those 150 people.







**Yes, those are extreme examples...  
AND they are true Examples  
of Agents who created a CORE  
of Perfect People to serve.**

**I teach in my Database Mastery Course to expect a  
minimum of a 10% return from your Core  
Database after 2 years of working it properly.**

**The truth is - Most of us don't have 150-200 of  
PERFECT people...(or haven't identified them)**

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





# **If you are not getting at least a 10% return 1 or more of 3 things is not working:**

- 1. You have the wrong people in the database.  
*Probably too many of them...***
- 2. You aren't working the database  
properly...*Probably because you have too many...***
- 3. You don't have ENOUGH of the RIGHT  
people in your Database. *In fact, it's chock full of too  
many of the WRONG ONES.***



# A closer look at these 2 of these problems before we look at the 3<sup>rd</sup>

## Wrong people in the Database

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 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.

## Not Working it Properly

1. There are too many people to be truly effective with anyone. Some are good. Most you have no idea if are or are not good.
2. Not contacting those right people often enough because you lack time, or it's simply not organized enough to work.
3. You consider contacting people "Begging for Business" - so you don't do the work (yuck, not only uncomfortable but also not effective!) vs. **Providing valuable information and support & simply being there when they DO need you... providing unthought of options for them.**







Now let's look at the 3<sup>rd</sup> one –  
**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 ideal)



# Adding a Farm Area

## Why and How?





# Adding a Farm Area

Why:

**You** get to choose the area, the price range, the demographic  
ALL IN ONE NEIGHBORHOOD rather than slowly  
gathering enough from all over the place to add one at a time.

It is a FAST way to get IDEAL CLIENTS all in  
ONE AREA!



# Adding a Farm Area

How:

We will cover the steps in the  
rest of today's Skills Call



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 generally & Identify a few neighborhoods that would fit. Do just a bit of research and DECIDE.

Step 3

**Pick the one you want** and 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.

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.

Now... Plant and  
Water and Sun and  
Time....

And Harvest

ONE SMALL  
SWEET STEP AT A  
TIME







## **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 entire Database has the RIGHT people in it.

Not anyone. Not everyone. Just right.

**If you add a Farm area, do they FIT that ideal client?**

**Looking at your most recent transactions, which were your FAVORITE ones to do? Write them down and a list of why you liked them.**

- Were they Sellers or Buyers?
- Age? Occupation? Married? Single? Families? Seniors?
- Where was it? What neighborhood/area/county/zip code?
- How did you know them? What was the source of their business? Referred? Go to your worship place? Are already friends of yours?
- **Why do you like them?** Listened to your advice? Did what you told them to do? Were a high price point so the income was good? Didn't ask for a reduction in fees?
- **What do they have in common? That may be your Niche.**

**If you don't like the ones you are working with,  
who would you like?**

**Higher price? Different area?**

**People like your parents or your kids or your  
friends or yourself?**





## Step 2 - Identify where that Ideal Client lives, Generally & Identify a few neighborhoods that fit. Do some Research!

What to look for:

1. Location may be the primary place to start. Either very Close to the office or your Home. Or to where you'd like your next home to be. Ideally 2 of the 3 of those.
2. Look at turnover. How many homes sell a year? Note lots tell you to look for high turnover, however that means more RECENTLY sold. So... If it's lower than 10%, ***it may be even better as there may be pent up demand for selling.***
3. Look at market share. Is the neighborhood dominated by one or two agents or are there lots of agents working in there.
4. Do some research. Does the neighborhood have a website? Is there a Facebook page? What can you learn about it on area pages? Drive through. Set yourself on an auto-email and preview all properties listed. Try to visit all old expireds or fsbos. What can you learn?



## Step 3 - Pick the one you want and Create a PLAN to Nurture it.

Decide on your Farm Area's PLAN. Your Plan is your **personal Secret Sauce**. It is what makes it work. Not getting it in the Database. Not thinking about it.

It was a nice exercise until now, but the rest won't work without a written plan in your schedule... You won't get any results without the plan and executing it... **So do this Step.**

Remember that these people are similar, so the PLAN you create needs to fit THEM.

**What goes in Your Plan? KISS.**

**SO THAT... you can EXECUTE it CONSISTENTLY!**

**Here are a few ideas:**

- Calling them – From Sly Broadcast for Open Houses... to Individual calls when you get #'s
  - Mailing or Emailing a “Neighborhood Real Estate Facts Newsletter”
- Mailing holiday cards that are PERSONAL to the Neighborhood (pics of different holiday decorated front doors for example) – maybe with a coupon for local business
  - Follow the Social Media page and interact appropriately
- Seeing in person – Pop-by on Door Knock, Open Houses, At the Clubhouse or a local Ice Cream place, etc.

**KEEP IT SIMPLE AND CONSISTENT**

How often? It's your plan.

I suggest once a month minimum except in person. That can be quarterly...

And group gatherings 2-3 times a year as Annual Events.







**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, they get added individually.

**Doing the Work is the most important step. Here's what I recommend:**

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.

**Make your FARM a “PERSON” in your Database.** I recommend you are doing SOMETHING for them weekly, even if one week it's “take pics of front door spring wreaths” and the next week it's “create a postcard with the door wreaths to mail offering a free Packet of Flower Seeds to text you to drop off.” Consistently work on SOMETHING for them.

Until people in your Farm get separate entries, that ONE Record that is your FARM gets a next contact a minimum of weekly until you get traction. Eat, breathe, live your plan.

If no appointments, afternoons go out and see the inventory (especially in and near your farm) so you *KNOW what's going on and have something to say about it.*

**Work your SIMPLE plan 9am -11:30am every day!**

**Read: CONSISTENCY**





**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.**

Remember the math is simple. **10 deals a year from every 100 of the right people worked correctly within 2 years of working it. Or BETTER.**

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 to make them all 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 busines 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**

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 10-12 transactions from them within 2 years consistently. Track it. Don't worry if it takes 6 mo. to a year to get the 1<sup>st</sup> 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. SERVED from a spirit of contribution.

**A method of business generation you will ENJOY doing.  
Taking care of 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. You can choose to do NOTHING. Yep, you can. Make Done and keep for historical purposes or to do something with LATER (options below)
2. You can choose to set up a monthly email newsletter through your CRM and have half hour of your schedule set aside a month to personalize it and send it. TARGETING YOUR NL to your IDEAL CLIENT so they are naturally the ones attracted to you (do you do articles about assistant living or daycares? See the target??)
3. You can sell those 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) down to just the ABSOLUTE MINIMUM for most EFFECTIVENES. Steve and Rose prove you can do 80-90 deals a year with less than 200 people. IF THEY ARE THE RIGHT ONES.**



# Questions?

