Farming Program

Farming Program is my long-term strategy for building market presence and brand dominance in a specific geographical area. This section outlines the systems I use to consistently connect with homeowners in my chosen farm through a combination of direct mail, door knocking, local sponsorships, community events, and digital ads. The goal is simple: become the trusted, go-to real estate professional in that neighbourhood. With consistent, value-driven touch points and a clear brand message, my farming program helps me generate leads, increase listing opportunities, and build real loyalty in a targeted, sustainable way.

- Farming Plan
- Budget
- Bench Advertising
- Door Knocking
- Cold Calling
- Geographic Area
- Marketing
    - Kits Farming Solution
- Events

Farming Plan

Geographical Farming – Own Your Area

Step 1: Shift Your Mindset

• Commit to a **5-year plan**

• Understand the **first year may show little to no ROI**

• Know this is a **business startup**—not a quick win

• Be **relentless and consistent**

Step 2: Build Your Business Plan

Make sure your core foundation is strong:

• Define your **Vision and Mission**

• Align farming efforts with your **overall goals**

• Include:

• Area research

• Marketing calendar

• Prospecting strategy

• Budget and financial targets

• CRM & relationship nurturing plan

Step 3: Choose Your Farm Area

Use these tools:

• **Canada Post Precision Targeter** – for flyer coverage

• **GeoWarehouse** – for ownership and turnover details

• **MLS** – check recent sales & market activity

• **Call the local councillor**, research schools, shopping, and new developments

Evaluate:

• Turnover Rate = (Homes Sold / Total Homes)

• Top Producer Market Share – understand your competition

• Ideal size: **500–1000 homes to start**

• Look for **6%+ turnover rate** and low current dominance

Step 4: Launch Your Marketing Machine

Suggested actions:

• **Flyers/Postcards**: Send 2x/month (Just Listed/Sold, educational, lifestyle content)

• **Pop-bys**: Spring & Fall with small gifts or branded items

• **Bench Ads**: If allowed, place long-term branded signs in visible locations

• **Fridge Magnets**: Delivered annually

• **Community Event**: Host an Ice Cream Truck day or local gathering

• **PPC Campaigns**: Google and Facebook targeting your farm zip code

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Step 5: Prospect Consistently

• **Door knock** 4 times per year

• **Phone calls** to local homeowners—introduce yourself or follow up on mailers

• **Attend or sponsor local events**

• Use a **CRM** to:

• Track birthdays, home anniversaries, and follow-ups

• Send home searches and updates via apps (e.g., Knowsy Neighbour)

• Manage tasks and workflows

Step 6: Measure & Scale – The 10X Overdrive

Use this sample scale-up path:

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Based on 7% turnover and $20,000 commission average. Each home should lead to 0.5+ additional sales.

Final Tips:

• Less Homes, More Often = Better Recognition

• Build **trust before the transaction**

• Track results—adjust what doesn’t work

• Celebrate early wins and stay consistent

Training Video For Farming!

Budget

Bench Advertising

Door Knocking

Cold Calling

Geographic Area

Marketing

Marketing

Kits Farming Solution

Here is the Keep in Touch Solution site for Farming to consider:

Kits Website

KITS Keep in Touch Solutions is a powerful marketing platform designed specifically for REALTORS® to help you build long-term relationships with your clients, sphere of influence, and farm areas.

From printed newsletters and holiday cards to personalized email drips and custom-branded calendars, KITS allows you to automate and personalize your outreach — keeping you visible and relevant even when you're not face-to-face with clients.

What You Can Do with KITS:

- **Mail Printed Monthly Newsletters** to your database
- **Deliver Email Campaigns** automatically with relevant content
- **Send Personalized Greeting Cards** for birthdays, holidays, and milestones
- **Schedule and Mail Branded Calendars** annually
- **Farm Your Target Neighborhoods** with consistent, high-quality marketing

This platform is ideal for agents who want to build repeat and referral business without spending hours each week managing campaigns manually.

Why It Matters:

Staying in touch is not just about checking in — it's about delivering value and consistency. KITS helps you maintain a professional presence, nurture trust, and ultimately turn your contacts into clients and your clients into advocates

Farming -

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Events