

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**
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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
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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
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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
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Step 6: Measure & Scale - The 10X Overdrive

Use this sample scale-up path:

[Screenshot 2025-04-15 at 11.43.10 AM.png](#)

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!

Revision #1

Created 15 April 2025 15:42:19 by Eryn Richardson

Updated 17 June 2025 18:08:13 by Eryn Richardson