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!

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