**Farming a Neighborhood**

8x8 Method

Below is a strategy to help you gain momentum in farming a neighborhood in order to win more listings! You will send 8 pieces over 8 weeks then 1 piece per month thereafter. Your first 8 pieces should look personalized to that homeowner and focus on the RELATIONSHIP. The next 12 pieces can be a mixture of general and personal- mailed and in person.

**Week 1: Send a Personal Notecard**

Send a hand-written notecard that is truly personal- NOT asking for business.

Example of notecard:

Hi \_\_\_\_\_,

Wishing you a Happy New Year! Hope this year brings you all the joy and well wishes! Hoping to talk soon!

OR

Hi There Neighbor!

Wanted to pop in to your mailbox to introduce myself. My passion is Real Estate and wanted you to know if there is ever any questions you have or advice you need I’m just around the corner and would be happy to help!

**Week 2: Send an Item of Value**

Send a quick letter or print out of fun things happening in and around the community with a personal note.

Fillable Letter Template available on Agent Help Site!

\*\*Use Facebook Events to find a list of things happening around town\*\*

**Week 3: Newsletter**

Send a newsletter of Real Estate Activity in the neighborhood. You can use Marketing ReSource to design one. You are showing Homeowner’s Actives, Pendings and recently solds within the community.

\*\*Use a **Market Activity Flyer** template in Marketing Resource to add in above Data\*\*

**Week 4: Pop-By**

You will purchase a small item and clear plastic door hanging bags (Amazon) and create pop-by tags (available on the Agent Help Site) then drop them off at each of your Farming Neighborhood doors. You will attach a business card AND your Tag to the Pop By Item.

Option 1:

Item- Bag of Popcorn

Tag- This may sound Corny… But I wanted to POP in and say hello!

Option 2:

Item- Goldfish box

Tag- I’m fishing for your referrals- Let’s catch up!

Option 3:

Item- Local Honey

Tag- “The spring market is buzzing, I'd love for your home to *bee* my next listing!”

Option 4:

Item- Local Jam/Jelly

Tag- Real Estate is my jam and I’d love to connect with you!

**Week 5: BMA**

Print off a BMA for each house within your farming neighborhood and put them in a hand-addressed envelope to each home. Write a quick note on the front of each BMA!

Example of Note on BMA:

Thought I would send you a quick update on your home so you can see how the market is impacting you! Hope you find this information valuable.

All the Best,

Casey

**Week 6: Hand-Written Card**

Send a hand-written card to follow-up on the report from last week.

Example of Call Script:

Hi \_\_\_\_. I sent a quick report last week to give you a snapshot of your home’s value! I wanted to do a quick follow-up to make sure you received it and see if you have any questions.

If you ever need anything, even if it’s just advice- I’m just a phone call away and would be happy to help!

**Week 7: Newsletter**

Send a newsletter of Real Estate Activity in the neighborhood. You can use Marketing ReSource to design one. You are showing Homeowner’s Actives, Pendings and recently solds within the community.

\*\*Use a **Market Activity Flyer** template in Marketing Resource to add in above Data\*\*

**Week 8 : Call**

Call each customer (use Remine to find phone numbers). Anyone you cannot reach, do another pop-by item.

Example of Script:

The purpose of my call is to ask if you have some time to meet with me next week. I like to do a Real Estate Review for my neighbors. This is quick look at the equity you have in your home, review any potential updates you’re considering and answer any questions you have about the market.

**After 8x8 Campaign above–**

Pick one of the activities below to do each month. Make sure to do a combination of the below activities so you’re not doing the same thing each month.

* Newsletter
	+ **Best websites to shop from home**
	+ Market statistics
	+ New on the market in the neighborhood
	+ School Programs
	+ Facebook Events Nearby for the following month
* Just Listed/Sold
* Indoor Activities around the City
* Pop By’s:
	+ I'm fishing for your referrals, let's catch up! (Attached to goldfish bag).
* Call each neighbor for a “touch base” call
	+ Use Remine in MLS to find their numbers
* Hand-written notecard
* Sports calendar Magnets
* Hosted Neighborhood Event
	+ Annual pumpkin patch
	+ Flags in front yard for 4th of July
	+ Ice cream Truck
	+ Neighborhood yard sale