Farming with Purpose

How to Use Farming to Find, Nurture & Convert Your Next Listing

by

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Farming with Purpose

How to Use Title Toolbox to Find, Nurture & Convert Your Next Listing

What Is Farming (Really)?

Farming is not just sending postcards.

It's:

- Choosing a specific neighborhood
- Showing up consistently
- Becoming the go-to name before someone even thinks about selling

The goal: When they're ready… they already know you.

What Is Farming (Really)?

Most agents guess. Smart agents use data.

With our farming platform, you can:

- Identify who owns what
- Track sales activity + trends
- Spot potential sellers before they raise their hand
- Understand how often homes actually sell

This is how you stop chasing and start positioning.

Our farming app: What You Should Be Using It For

Search Smarter

- By address
- By map / neighborhood
- By radius

Build Your Farm

- Save areas
- Create lists
- Track activity over time

Property Insights

- Ownership info
- Last sale
- Property details

Farming Data

- Turnover rate
- Sales trends
- Non-owner occupied (investors)

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Picking the RIGHT Farm

Not all neighborhoods are worth your energy.
Look for:

- 500–1,500 homes (manageable size)
- 5%+ turnover

(in today's market = strong)

- A price point that fits your business
- An area you can actually show up in
- Consistent activity

(not random spikes)

Understanding Turnover (THIS is where agents level up)

What's a "Healthy" Turnover Rate?

- 8% – 10%+ = 🔥 **STRONG**
- 5% – 7% = 👍 **SOLID**
- 3% – 4% = 😬 **SLOW**
- Below 3% = 🚨 **TOUGH FARM**

Today's Market Reality (Central Florida)

Right now, turnover is **LOW**:

- National average: ~2.5%–2.8%
- People are staying in homes longer

👉 **Translation:**
If you find a farm at 5–7% right now… that's a GREAT opportunity.

The Strategy Shift

Don't chase the hottest farm.
Chase the most predictable one.
Consistency > hype

Turning Data Into Conversations

This is where deals actually start.
What to say:

- "I've been tracking activity in your neighborhood…"
- "Homes nearby have been moving and I wanted to keep you updated…"
- "I'm putting together a neighborhood market snapshot for homeowners…"

👉 **You're not selling. You're informing + positioning.**

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Simple 30-Day Farming Plan

Week 1
- Pull your farm + study the data

Week 2
- Create a neighborhood update (simple + clean)

Week 3
- Reach out
  - Calls
  - Door knocking
  - Social
  - Mail

Week 4
- Follow up + track responses

Then repeat.

Your Farming Plan (Fill This Out)

My Farm area:

# of homes:

Why I Chose This Area:

My First Touch:

My Follow-Up Plan:



CICI SAYS: *"Stop guessing. Start farming with intention."*

Final Takeaway

Your next listing is not random.
It's:

- In a neighborhood
- Owned by someone
- Already showing signs

👉 **You just need the right data + the right approach.**

From Your Favorite Title Girl

If you're not using our farming platform yet or want help building your farm...
Let's set it up together.

Because the goal isn't just to farm...
It's to close. 💼✨

Bringing It All Together: SOI + Farming = Consistent Closings

You've just learned two of the most powerful prospecting strategies in real estate:

💛 **Sphere of Influence (SOI)**
People who already know you, trust you, and are most likely to refer you.

🌱 **Farming**
A specific neighborhood where you build visibility, consistency, and local authority.

Here's the Truth Most Agents Miss...

Most agents choose one. Top producers combine ***both***.

The Winning Strategy

SOI builds trust fast.
Farming builds presence over time.
When you combine them, you create:

- More conversations
- More visibility
- More opportunities
- More closings

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What This Looks Like in Real Life

Use Your SOI to Strengthen Your Farm:

- Post neighborhood updates on social → your SOI sees it
- Invite your SOI to events in your farm area
- Ask your SOI if they know anyone in that neighborhood

Use Your Farm to Grow Your SOI:

- Every new contact becomes part of your database
- Neighbors turn into relationships
- Conversations turn into referrals

Simple Example
You choose a neighborhood to farm.

You:

- Start tracking it in farming
- Share updates online
- Door knock or reach out

Now your SOI sees you:

- Showing up
- Educating
- Being consistent

So when someone says: "Do you know a Realtor?"
They don't hesitate. They say YOUR name.

The Mindset Shift

Stop thinking:
"I need leads."

Start thinking:
"I need relationships AND presence."

CICI SAYS: *"Your SOI is your foundation. Your farm is your expansion."*

Final Power Move

Don't overcomplicate this. Pick:

- One farm
- One consistent message
- One system of follow-up

And layer it with your SOI.

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Action Guide | Choose the right area. Show up. Build Relationships.

1. CHOOSE A FARM YOU CAN ACTUALLY

Teach it this way: Don't pick a neighborhood just because you like it. Look for opportunity AND a place where you can consistently become visible.

WHAT TO LOOK FOR	MY NOTES
Turnover: Are homes actually selling there? 5%+ is a strong opportunity in today's market.	
Manageable size: About 500-1,500 homes so you can stay consistent.	
Right price point: Does it fit the business you want to build?	
Show-up factor: Can you realistically call, visit, host, post and become involved here?	
Consistent activity: Look for predictable sales, not one random spike.	

My Farm:

Turnover Rate:

Why this area makes sense for me:

2. MY 30-DAY PLAN

WEEK 1	Pull the farm + study ownership, sales activity and turnover.
WEEK 2	Create one useful neighborhood market update.
WEEK 3	Make personal contact: calls/texts, door knocking, social, community touchpoints.
WEEK 4	Follow up, track responses and decide who needs the next touch.

CICI SAYS: *"Stop guessing. Start farming with intention."*

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Action Guide | Use people who already know you to help open doors.

3. USE YOUR SPHERE OF INFLUENCE (SOI) TO GROW YOUR FARM

SOI = the people who already know you, like you and trust you. Your farm is the neighborhood where you want to build that same recognition.

Example: Your farm is Bellalago. Start with the people you already know and ask who they know there. A warm introduction can help you enter the neighborhood through a relationship instead of starting completely cold.

Who in my SOI may know someone in my farm?

1. _____

2. _____

3. _____

Then grow from there:

Get introduced -> start a real conversation -> provide value -> stay in touch -> add the new relationship to your database -> ask for the next introduction when appropriate.

4. FARMING TACTICS THAT CREATE REAL CONTACT

PERSONAL OUTREACH	Calls, texts and personal video messages. Keep it helpful, local and conversational.
SHOW UP	Door knock, attend community events, support local businesses and be physically present.
LOCAL CONTENT	Neighborhood market updates, new listings/sales, community information and useful homeowner content.
EVENTS	Host or sponsor something that gives residents a reason to meet you before they need an agent.
POSTCARDS	Use as a supporting visibility tool - not the entire strategy. Tie mail to calls, content, events and follow-up.
FOLLOW-UP	Track every conversation. Farming works through repeated, intentional touches - not one campaign.

5. MY POWER MOVE

Before I leave today, I will text 3 people in my SOI:

1. _____

2. _____

3. _____

My next neighborhood action: _____

Pick one area. Make personal contact. Show up consistently. Give value. Stay with it.

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From Your Favorite Title Girl

You don't need more apps.
You don't need more ideas.

You need:

- **Consistency**
- **Visibility**
- **Intentional conversations**

Because when you combine who you know with where you show up...
That's when the deals come **full circle**. 🌀✨



LET'S CONNECT!

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