

Dominate Your Farm In Three Years

From Jim Fagan, Charlotte, NC

It doesn't have to take a decade to create a thriving geographic farm and Jim has the math to prove it.

● 2021 ● 2022 ● 2023 →
0% Market Share - \$0 in GCI 10% Market Share - \$227,000 in GCI 50% Market Share - \$480,000 in GCI

Jim uses several tactics to farm his preferred geographic area:

1. Snail Mail



Each month Jim sends out a real estate focused postcard and at least one Just Listed or Just Sold card. He sends the largest and highest quality postcards. They stand out when someone opens a full mailbox!

2. Boots On The Ground



Jim either shows, or previews, any home that comes on the market in his farm area. He believes that if you are going to be the real estate expert, then you have to be knowledgeable about the prior closed sales and that means seeing every one of them.

3. Social Media



If your farm area has a Facebook group, join it and stay very active. Jim believes that one of the best ways to show value in the group is to offer vendor recommendations when someone is asking. **PRO TIP:** If there is no HOA or they do not have a Facebook page, this is the perfect time to start one for the community and mail postcards that drive to that group!

4. Open Houses



Open houses may be the best way to connect in person with people who live in the farm area. If you do not have listings in the farm area to hold open, ask every agent who gets a listing if you can hold it open for them!

5. Join The Club



One of the reasons that Jim chose his specific farm area was because it had a country club. He is visible at the country club and is there several times a week to workout, play golf, dine, or just say hello. He is very purposeful about talking with neighbors when he sees them there and is always quick to strike up a discussion about real estate.

PRO TIP: Get to the [Red Label Store](#) and buy one of the "Ask Me About Real Estate" shirts or hats and wear them all the time! We have heard story after story of agents who built their businesses doing just that one thing. That's why we brought them back!

6. Throw Parties



Jim's HOA has a rule precluding door to door solicitation, so to meet more people in the farm he started hosting neighborhood events. These events have become his secret sauce and most profitable touch. They host 4 events per year with 1-2 of those being giveaways.

The other 3 are plug and play where the only things that change are the theme and the food. They include a DJ, beer/wine, and a bounce house or large water slide for the kids. Jim said that "We've discovered that the kids' activities are key. If the kids are entertained, then the parents will stay and socialize." Jim lives in the farm and he hosts the events are in his front yard to further anchor himself to his neighbors and make the parties very visible. They mail invitations with handwritten addresses, colored envelopes, post on the HOA Facebook group, and call all their Mets in the farm to personally invite them.

PRO TIP: Try raffling off three restaurant gift cards as "door prizes" to collect names, physical addresses, contact information, and an "opt-in" to allow you to contact all the guests in a TCPA compliant and friendly way. Then call all of them and thank them for joining you!

7. Everyone Loves a Pie



For Thanksgiving, Jim personally delivers hundreds of pecan pies made by a well-known Charlotte baker; they are amazing!

8. Help Them Be First



Whenever Jim has an upcoming listing in the farm he always gives current homeowners within the farm the chance to refer a buyer before it hits the MLS. Everyone likes the chance to pick their new community member!

