

How to WIN at Farming Your Real Estate Subdivision in 2018

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How to Pick Your Farm?

There are many ways to pick your farm(s).
 #1 misconception is your farm should be your own subdivision.
 The "neighborhood expert!" Not true! Consider these tips:

"I don't wanna call!"



1. What is the turnover ratio over the last 60 months? Are people buying/selling here?
2. Price point—Is this the price point I want to work? Higher isn't always better!
3. What is the average length of residence? (Stewart Title can check this).
4. Location—desirable location? Good schools? Located next to X or close by Y.
5. FSBO/Expired/Cancelled Listings. These are calls. All have their home for sale or it was but left the market.

Farming “Inbound” Marketing Strategies

Creating the inbound marketing content for your farm(s) is important—and should come first. When your farm receive direct mail and other outbound marketing information—where are you sending them to find useful information? What will they find?

- 1. Website-Video-Social Media Strategy.** These are your HUB’s to send your Farm to gain more valuable information about HOW you can help their home selling/buying needs. This means, your postcards, newsletter, business cards, etc. Drive them somewhere else.
- 2. Dedicate a page of your website to your Farm.** Fill it with blogging content, video content, and more. YouTube has 55% of ALL video content on the internet. Get your Farm to “Subscribe” to your blog and YouTube channel.
- 3. YouTube Channel.** Create educational videos about the Farm. Market update videos, listing videos, talking head videos and more. Post the videos on your website and social media channels.
- 4. Content in KING.** The more valuable information you have that educates your farm—the better. These are 24/7 selling propositions.



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YouTube



It's 2017, having an effective Social Media marketing strategy is important. Where does your farm spend their time? You need to be there as well. Join their party!

1. Facebook Business Page for Subdivision-FREE to set up. Run ads—get into their newsfeed. Create landing pages to collect leads or signups for events.
2. Instagram-Pictures and videos. 59% of internet users between the [ages of 18 and 29](#) use Instagram and 33% of internet users between the [ages of 30 and 49](#) use Instagram. Being here is becoming very important for marketing purposes. One of my clients did 8 transactions last year from IG.
3. LinkedIn-Please make sure your profile is up to date and filled out. The SEO on LinkedIn is huge. It pulls up near the top of any person search.
4. **Leverage** Social Media-Your goal is to create and expand relationships—get to know your farm better and they know you!

Social Media Marketing Strategy

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Outbound Marketing Strategies

Sending out direct mail has been a preferred method of marketing. Using specific “target marketing strategies” is important to create a specific message for a specific audience.



1. CoreLogic/Title Tool Box -Stewart Title has top data mining programs to tell you anything you need about a farm or specific properties. We can break down any subdivisions or zips to help you target specific homeowners. Ask me to learn more!
2. The key is *being consistent*. Use these platforms to drive your farm(s) to your website, YouTube channel, and social networks. Make them “Sticky!” Drive them somewhere else to get more information.
3. Canned, cheesy, and generic marketing materials are thrown away. Avoid it.
4. EDDM (Every Door Direct Mail). Great program. DM can be sent for as little as .16 cents a piece. Must be sent along carrier routes.

Personal Touch

- Personal touch is the ultimate goal. Your Farm must SEE and know WHO you are to know HOW you can help them. The personal touch helps the sales cycle and conversions.

1. **Market Update Seminars**-Invite your farm to learn the “state of the market” where they live. Paint yourself as the expert and meet your audience. Have them sign up and then add it to your CRM. Follow up afterwards.
2. **Home “Selling” Seminars**. Hold these in the winter and summer—the off seasons. Team up with your Lender and Title partner. Let them know how you get their home ready for market, pricing, marketing, and settlement. Pick up more listings!
3. **Door knocking**-Have a script ready—be ready to handle FAQ’s and a leave behind item of value if they are home or not home.
4. Use a good real estate CRM to manage your farm, set up drip marketing campaigns.
5. **Get involved in community events**, HOA, or local charities. The more personal interaction with your farm the better!



Do's and Do-Not's of Farming your Subdivision

DO-Send a targeted message...to a target audience. Have accurate data and break down your farm...First. Do your homework.

DON'T-Send generic messages to the entire farm saying nothing of value.

DO-Create and build an online portfolio of information that makes your farm demographic...smarter. Website and YouTube Channel

DON'T-Try to convert a prospect to a client solely from direct mail piece.

DO-Your homework on your Farm and find out the absorption rate over the last 48-60 months. Owner occupied vs Non-owner.

DON'T-Lack "calls to action" that gets the consumer to act!

DO-Use Rezora that McEneaney provides to customize marketing tools and drip campaign's, etc.

DO-Get involved with the local community to grow your presence/exposure, and grow relationships.

DO-Be Social. Your Farm will look you up online. Make it easy for them to connect, follow, and subscribe on Social Media. They spend time there as well!

DON'T- Spend a lot of money when you have other options.



Questions? Contact Me!

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