

**ELITE**  
**RETREAT**

**20**  
**25**

# Farming for Fortune: Mastering Geographic Strategies to Attract Listings

**Presented by: Joy Kim Metalios**

Founder & CEO of The Metalios Team with Houlihan Lawrence

ELITE RETREAT 2025



# 2012

0 Listings  
0 Sales  
0 Income



**2015**

Joined Tom Ferry  
Grew a team  
Developed Systems  
Lead Pillar

# Joy Kim Metalios

1. Leads the **#1 Large Team in Connecticut** since 2022

1. **\$1,139,475,714** in team sales volume 2014-2024

1. **2024 Statistics:**

- Sales Volume: \$227M
- Homes Sold: 135
- GCI \$5.6M

2. **Over 30 years of experience**



**2023**

Listing Lead Source



My Insurance Policy

# GEOGRAPHIC FARMING

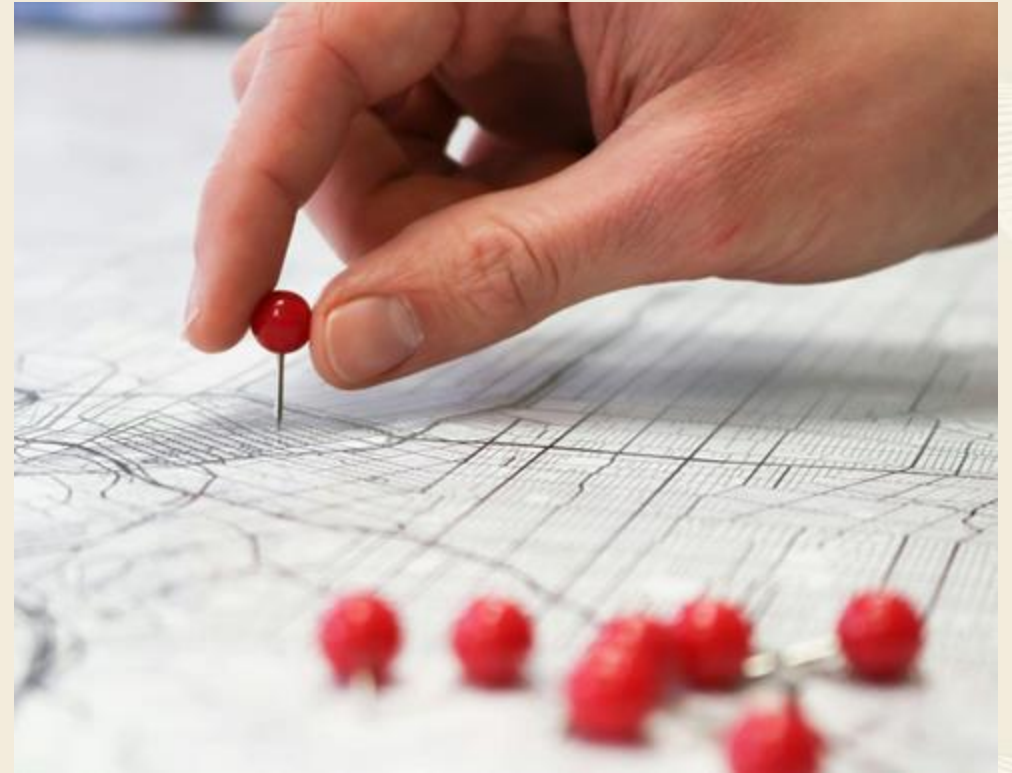


ELITE RETREAT 2025



## 00 What is geographic farming?

A specific area where you consistently market and nurture relationships to gain trust, becoming the hyper local real estate expert of choice.

















123 Anywhere St., Any City, ST 12345



*Just Sold*

*Bob Smith*

+123-456-7890 | [hello@reallygreatsite.com](mailto:hello@reallygreatsite.com) | [reallygreatsite.com](http://reallygreatsite.com)



# Oh, shift!

Let's talk about the **normalizing** market, and why it is **not** going to crash.

Is the market changing? Yes, but there is nothing to fear. Here are the facts:

- Rising interest rates are absolutely necessary to control inflation. Does this make it a bad time to buy? No! Interest rates continue to be historically low.
- Prices are influenced by supply and demand. Currently, supply is not meeting the high demand of buyers.
- There are 5 million more 35 year-olds in the millennial generation (prime house buying age) than there were in 2007.
- Median home prices are still rising in Greenwich and Days on Market have gone down year over year.

  
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2 Sound View Drive  
Greenwich, CT 06830

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at Houlihan Lawrence

[www.metaliosteamrealestate.com](http://www.metaliosteamrealestate.com)





## IT'S STILL A GREAT TIME TO SELL YOUR HOME! WHY?



### THE METALIOS TEAM

THE #1 REAL ESTATE  
TEAM IN CONNECTICUT

With the #1 brokerage,  
Houlihan Lawrence

Offering subject to errors, omissions, change of price, or withdrawal without notice. This is intended for information purposes only and is not considered a solicitation. If your home is currently listed with another broker, please disregard.

- **FEWER HOMES FOR SALE:**  
194 homes on the market,  
down 25% from last year.
- **THE MARKET FAVORS SELLERS:**  
Median home price is \$2.55M,  
up 9% from last year.
- **HOMES ARE SELLING FASTER:**  
80 days on market, down  
29% from last year.

\*Data from Houlihan Lawrence's August '23 market report.

**CONTACT US TODAY TO HEAR HOW  
WE CAN HELP SELL YOUR HOME.**

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Scan here to see how  
this data affects the  
value of your home!



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Managing Director & Broker  
The Metalios Team  
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joy@metaliosgroup.com









Zestimate:  
\$2,426,100



Sold For:  
\$3,100,000

We recently sold a  
home in your area for  
\$600,000 above the  
Zillow Zestimate.

Offering subject to owner's decision. Change of price, or withdrawal without notice. This is intended for information purposes only, and is not intended as an offer. All your home is unique. Please call your broker for more information.

## Now is the time!

Strong buyer demand, limited inventory, and declining interest rates have created a prime opportunity for sellers. If you're considering selling, now is the time to capitalize on this market.

With over 130 homes sold and \$230M in sales, our success is proven. Give us a call today to achieve exceptional results with The Metalios Team, the #1 large real estate team in Connecticut.

Not ready to call? Scan here for a free (and no strings attached!) valuation of your home.



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# 11

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As of November 1st 2021, there were only 11 single family homes available in Riverside.

Inventory remains low,  
and buyer demand is high!

There has never been a better time to sell. For more information on the market, reach out to The Metalios Team, the #1 real estate team in Greenwich, as ranked by Real Trends & The Wall Street Journal.



  
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# +5.2%

The Metalios Team  
Average Percentage of  
List to Sale Price (Above Ask)

## 2.6%

Average Percentage of  
List to Sale Price (Above Ask)

Source: SmartMLS Fairfield 2024 Data

## Don't leave money on the table.

Partner with the team with the  
proven track record.

Scan here for a free home  
evaluation from your local  
experts.



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Metalios  
TEAM  
at Houlihan Lawrence



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ELITE RETREAT 2025





# hello!

You may have heard that  
real estate commissions  
just changed.

Curious how this impacts  
homeowners?



The new NAR settlement introduces  
rules designed to give you more control  
and options in the home selling process.

These changes aim to increase  
transparency and provide greater  
flexibility for sellers. As Connecticut's  
#1 real estate team, we are here to help  
you navigate these changes with  
confidence.

Call us today at 203-418-7623 for a  
personalized consultation on how these  
changes impact your home sale.



*Joy Kim Metalios*  
JOY KIM METALIOS  
Managing Director & Broker  
The Metalios Team at Houlihan Lawrence

  
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Scan here for a  
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valuation from  
your local experts.



  
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## Don't Get Stuck Up a Creek... Let's Paddle Together to Success!

When it comes to selling  
your home, you deserve a  
trusted partner who knows  
how to navigate the waters  
of the real estate market.

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## Here's how:

Striking photos. Immersive ads.  
Strategic exposure. The kind of  
expertise you won't find anywhere  
else.

Thinking of selling? Curious about  
your home's value?

Let's talk about what makes our  
approach different.



*Joy Kim Metalios*  
JOY KIM METALIOS  
Managing Director & Broker



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Scan here for a  
free home  
valuation from  
your local experts.





*Who you work with matters.*

Joy is one of twenty seven agents nationwide named to the **Zillow Agent Advisory Board**.



Trustworthy, responsive knowledgeable



90+ experience score



Top 10% of Zillow Premier Agents

Hi neighbor!

I'm honored to announce I was one of 27 agents nationwide named to the Zillow Advisory Board. I provide my industry experience to Zillow executives and fellow board members to help inform the strategy behind key business decisions. Right now we're having conversations about the changing market.

I'm reaching out in case you have any questions about the local impact here in Greenwich, or even across the country. I would love to say hello and share my expertise.

All the best,  
Joy

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Scan here to see  
how much your  
home is worth:



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Want to  
sell, but not  
sure where  
to move?

THE METALIOS TEAM  
THE #1 REAL ESTATE TEAM IN CT

With the #1 brokerage,  
Houlihan Lawrence



Hi neighbor,

I'm reaching out with a personal note. We've helped hundreds of sellers in the past 2 years who have taken advantage of this incredible market.

If you anticipate a move in the future, but you aren't sure where to go, that's ok! Let's discuss a post closing occupancy agreement so you can sell now and stay in your house. Contact me to discuss your options.

Best,  
Joy

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# Our Process

1

**Define**

Goal,  
Audience,  
& Messaging

2

**Ideate**

Brainstorm  
Ideas

3

**Prototype**

Create  
Samples

4

**Iterate**

Review &  
Refine

5

**Implement**

Plan dates for  
each card,  
order, & send!

# How we leveled up for 2025

## Leveraging our Tech Tools

- AI: ideating and iterating
- Fello: integrating into our CRM, data analytics on cards

## Laser Focus

- Ordering months in advance
- Planning out each drop for 6 months

# Other ways to nurture your geographic farm

## Over time this will help:

Build Your Reputation and Brand

Increase Visibility and Awareness

Network and Build Relationships

Develop a Positive Impact

1. Open Houses
2. Door Knocking
3. Pop by's
4. Calling
5. Local Businesses
6. School Functions
7. Fundraisers
8. 5Ks
9. Sponsor Youth Sports Teams
10. Sponsor Golf Tournaments
11. Church / Synagogue
12. Food / Coat Drive

# Our Community Involvement





# Annual Scholarship Opportunity



## THE METALIOS TEAM SCHOLARSHIP PROGRAM

**\$1,000**

Congratulations to the graduating class of 2024!

We're giving away a \$1,000 scholarship to one graduating senior in Stamford!

Want to apply?  
Scan here &  
flip over for  
the details!



## THE METALIOS TEAM SCHOLARSHIP PROGRAM

**\$1,000**

How to apply: Write a 500-word essay on any of the prompts on our website - all about Stamford!

Email your submission to scholarship@metaliosteam.com. Please include your name and high school.

All entries are due by August 16th.  
We'll be announcing winners on Aug 17th!

  
HOLLIMAN LAWRENCE  
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St. Michael's & Lawrence

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## Giving Back:



Prepare & serve meals for homeless shelters



Gifts for those in need  
during the holidays



# Memorial Day: Homes For Our Troops Donation





# Client Appreciation & Neighbor to Neighbor Food Drive





# Seller Seminar



## JOIN OUR HAPPY HOUR SELLER SEMINAR!

THURSDAY, JANUARY 30TH  
5:30 - 7 PM

ZODY'S 19TH HOLE  
451 STILLWATER RD, STAMFORD,  
CT 06902

SCAN THE QR CODE TO RSVP BY  
JANUARY 20TH



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REAL ESTATE

## Broker Joy Kim Metalios takes the pulse of the mid-summer local market

SOUND OFF: Joy Kim Metalios

By Gretchen A. Peck  
Aug 4, 2023

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# greenwich time

REAL ESTATE

## Broker Joy Kim Metalios empathizes with clients as they say goodbye to beloved family homes

SOUND OFF: Joy Kim Metalios

By Gretchen A. Peck  
March 16, 2023

REAL ESTATE

## Cedar shake siding blends architecture and artistry

More than a mere siding substrate, shake shingles are visually striking and notably durable

Metalios offered perspective on what makes cedar shake shingles so appealing, from an aesthetic and durability standpoint: "Cedar shake siding really resonates with home buyers, because it brings a unique mix of rustic charm and natural beauty. It perfectly captures that classic New England feel that so many people love. The rich texture and varied tones of cedar shakes give homes a warm, inviting look that stands out from modern synthetic options. Plus, cedar ages beautifully, developing a patina that adds to its character over time. For those seeking a timeless and distinctive exterior, cedar shake siding is a top choice.



# Philanthropic Work: New Story



Over \$32,000 Raised & Donated

\$50,000 Goal



# Thank you!

**Contact Us:**

Instagram: @metaliosteam

Call: (203) 418-7623

[www.metaliosteamrealestate.com](http://www.metaliosteamrealestate.com)