

TomFerry ROADMAP

Dominating Your Geo Farm

How we have made \$1mm GCI from our geo farm



Ever had a for sale sign go up just around the corner from where you live?

How about doorknocking, how many people here love that?





WHAT IF...

\$100k+ per year by working in one area, being THE GO TO AGENT, dominating the listings AND you didn't have to door knock....



July 2020

We started a plan to CONSISTENTLY farm our neighborhood

3 Buyers

4 Sellers

Sales: \$2,259,035

GCI: \$55, 244.02



Building Up the Farm

2021

17 Buyers14 sellers

Sales: \$13,921,414

GCI: \$302,154.92

2022

15 Buyers16 sellers

Sales: \$15,766,616

GCI: \$379,057.53

2023

6 Buyers15 sellers

Sales: \$10,222,437

GCI: \$232,553.89



Year to Date:

2 buyers 17 sellers* Sales: \$10,871,042 GCI: \$275,183.76

*including sold, pending, active and listing agreements signed





Step 1: Finding the Geo Farm

Size & Turnover

- Suggest start with 500 homes
- · Ideal turnover rate: 7-8%

Exception

 Newer neighborhood with growth to this route and higher turnover in the future

No Dominant Agent

No agent selling more than 30%

Exception

- Mega neighborhood where there are so many sales that even getting a small % could be sizeable
- Think communities with thousands of homes

Community Facebook Group

- Facebook group available that you are allowed to join and post business ads in
- If there isn't a group yet, create one!



Step 2: Establishing Yourself

Direct Marketing

- Door Drops
- Postcards
- Video



Door Drops

- Keep the insert very simple but attractive it should be branded and go with the theme of the "goody"
- Back of the insert lists recent sales in the geo farm, has your information, and we include a "soft" call to action with a home valuation QR Code
- Goody goes in a door hanger/sealed plastic bag goody does not need to be pricey (we keep under 30 cents per)
 - Ice Pops in Summer
 - Sports Schedules before season
 - Hot chocolate in December
- We choose to not knock on doors. We leave it on their front porch





Postcards

- Just listed, just sold, how we did it, case studies, market information
- Staying top of mind "Hey, its the postcard guy"
- Should have a postcard sent every 2-3 weeks
- We use EDDM through the post office, we like the 6x11 large postcards so they get noticed





Video

- Every listing has a fully produced "HGTV style" video walkthrough
- Video is blasted on every Facebook group, social media site, AND has YouTube in stream ads run targeting the geo farm
- Community tours to reassert presence
- Working on commercials that will run continuously to our geo farms to continue brand awareness





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Involvement

- Hosting Events at your home or clubhouse if you live in the geo farm - moms nights, toddler social hour, and holiday decorating contest
- Sponsoring neighborhood events
- Join in!

Knowledge Broker

- Need to be the go-to for all things real estate in the farm
- Complimentary home valuations w/out bombarding them with follow up calls or pressure to sell
- Updates on whats going on in the community and in the real estate market





Once you get a listing... How do you keep that momentum?

- Differentiate yourself
 - Video
 - 3D Tours
- In Stream Ads
 - Targeted to the geo farm
- **Postcards**
 - Just listed
 - How we did it
- Neighborhood Groups
 - Make sure you share your listings on every opportunity given
- Mega Open Houses
 - Football Tailgate
 - Gasparilla Theme
 - Wine and Cheese





Costs



\$6210 A Year

- Bags \$60
- Info Cards \$150
- "Goody" \$0.30 or less
- Door Drop -\$0.20 per door



\$14,195 A Year

- Postcards \$350
- EDDM ~\$0.20 per home which is around \$485 per mailer



\$1300 a year

▼ Total

\$21,705

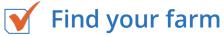
To Make

\$200k+

BASED ON 1650 HOMES*



Takeaways















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