



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...

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\$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

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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 Buyers

14 sellers

Sales: \$13,921,414

GCI: \$302,154.92

## 2022

15 Buyers

16 sellers

Sales: \$15,766,616

GCI: \$379,057.53

## 2023

6 Buyers

15 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





# Step 2: Establishing Yourself

## Direct Marketing

- Door Drops
- Postcards
- Video

## 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



# Now What??

## BE CONSISTENT! THIS IS A LONG GAME

- 1-2 years to be able to really gauge results
- It took us 18 months to get a listing in our 2nd farm



# 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

### ✓ Doordrops

\$6210 A Year

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

### ✓ Postcards

\$14,195 A Year

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

### ✓ Sponsorships

\$1300 a year

### ✓ Total

\$21,705

To Make

\$200k+

**BASED ON 1650 HOMES\***



# Takeaways

- ✓ Find your farm
- ✓ Marketing Plan
- ✓ Get Involved
- ✓ Knowledge
- ✓ Be Consistent
- ✓ Sell the Listing!



# Follow us on Instagram!



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