



STOP CHASING, START FARMING:

THE 7-FIGURE COMMUNITY STRATEGY

Prospecting & Marketing to Become a Friend of the Neighborhood

David Robles

 eXp  @think_real_estate

At a GLANCE

Dave Robles gave up on geo farming twice before he found his way with it. The issue was his purely transactional approach. Today, Dave is doing more business than ever by approaching his door knocking and marketing with the intention of serving his community and offering as much value as possible.



**North-East
Los Angeles, California**

PRIMARY MARKET



\$1.2m

AVERAGE PRICE POINT



30

YEARS IN REAL ESTATE

Production Stats Over One Year

130

TRANSACTIONS

\$92,537,000

SALES VOLUME

\$2,478,000

GCI

CORE CLIENTELE

✓ Upsizing buyers

PRODUCTION

50% | 50%

Buyers | Sellers

TEAM STRUCTURE

✓ 12 agents
✓ 5 staff members

Dave ON COACHING



Some of my best ideas were taken from or inspired by things I learned from Summit. The accountability of coaching helped me take the steps needed to grow my business and the ecosystem has been like a live how-to manual for success. Coaches have helped me through some of the toughest times I had in my career. I would not have Think Real Estate today if not for Tom, the coaches, and the ecosystem.

TFTM



BY THE NUMBERS

31%

Of total production
attributable to geo farm

2,000

Properties in Dave's geo
farm

150

Doors knocked a week
per team member on
average

4

Contacts via knocking
per address a year

10

Postcard campaigns
per year

6,000+

Postcards per year





THE STORY

Dave Robles's geo farming strategies are just as innovative and effective as they are fun. That's because he's always intentional in everything he sends, says, or puts out into the world – even if it doesn't inherently appear to have anything to do with real estate. Whether he's door knocking, running an event, posting videos, or sending mailers to his geo farm, everything he does is fueled with the intention to serve the community and deliver as much value as possible.

Dave believes in initiating conversations with clients that distinguish him from other agents and form deeper connections. His strategy in doing this was formed over many years. He began his sales career at a young age selling hearing aids – remarkably, Dave won the distinction of being the youngest person ever licensed to sell them. His proficiency in sales caught the attention of a friend's father, a local real estate agent in Silverlake, where Dave grew up. Under this new mentor, Dave entered real estate 30 years ago.

Despite his previous success, geo farming did not initially yield great results. Inconsistency and busyness led him to abandon it twice before. Nonetheless, he always harbored a desire to establish a strong geo farming pillar, recognizing its potential for long-term success. Dave believes that with a well-cultivated Sphere of Influence (SOI) and a thriving geo farm, the need to actively chase new business diminishes significantly.

Dave's journey took an interesting turn when he transitioned into a role as a Real Estate Owned (REO) agent during 2009-2011. However, the REO market rapidly declined in 2012, and Dave found himself selling an impressive volume of houses but neglecting his past clients and SOI. This was a major oversight as he had allowed valuable sources of business to slip away, potentially leaving him out of transactions that were likely still happening within his network.



THE STORY

Determined to rectify his approach, he embarked on his third attempt at geo farming. He initiated a mail campaign consisting of 16 rounds, yet it yielded no significant response. Remembering the advice that better questions lead to better answers, he pondered on the most potent lead a real estate agent could possess. The answer was clear: a referral from a friend. Thus, he redirected his strategy towards forming friendly relationships with those within his geo farm, rather than simply sending them postcards.

To refine his approach, Dave opted to scale down his geofarm from 4200 to 2000 households. He began the practice of systematic door knocking, aiming for an approach that resonated with his comfort level. Today, he is often seen cruising around in a branded electric cart, engaging with residents who approach him to discuss their real estate needs. This personalized touch has allowed him to foster friendships and genuine connections within his farm, effectively solidifying his status as an exceptional real estate agent in his community.



THE STRATEGY

KNOCKING WITH A PURPOSE

- Dave's mission in door knocking is one of service to his community.
- This mindset strategy extends to his team, allowing their collective mindset to become a part of their company culture.
- Organize a yard sale event.
 - This is how Dave's business transformation originally began, and it's a strategy he still continues today.
 - In 2013, he launched his first yard sale event, extending invitations to all 2000 residents within his farm area. By offering his marketing expertise, Dave attracted 52 individuals to sign up for the event, and this initial group became the foundation of his geo farm sphere of influence (SOI).

3 GOALS OF THE KNOCKING SCRIPT

- Employ a purposeful door knocking script designed to accomplish three objectives:
 - Identify potential clients who are interested in buying or selling
 - Gather valuable information through natural conversation
 - Potentially secure referrals
- All conversations must be intentional in order to consistently yield results. That's why discerning the prospect's intention at the beginning of the conversation is essential. All efforts must be directed towards those with the capability and likelihood of buying or selling a home.
- Transition into conversations that uncover valuable information using phrases such as: "You would be shocked to know the value..." This pivot naturally steers discussions towards local real estate insights and facts.
- To generate referrals, simply ask the homeowner if they are familiar with anyone in the neighborhood who might be interested in selling.
- Once all goals are met, ensure that connection is not lost by politely requesting to add them to your database.



THE STRATEGY

COMMUNITY BOOK DRIVES

- In 2013, Dave initiated a book drive to extend the success of his yard sales. The inspiration for this endeavor emerged from his ecosystem, particularly the influence of someone else who was collecting bedding donations for animals. Leveraging his connections and knowledge as a member of the local library board, Dave was well-equipped to undertake this venture.
- Dave uses a two-fold strategy to spread the word about the book drive:
 - Distribute 50 door hangers to homes within the farm area, detailing the event and its purpose.
 - The following week, return to gather books and engage in door knocking.
 - This approach allows for a natural opening to discuss the real estate market.
- The book drive offers Dave a legitimate reason to engage with residents, and it was this approach that led to him taking his first listing within the farm.

PRINT AND DIGITAL MARKET UPDATES

- Dave is a firm believer in the synergy of print and digital marketing. To maximize this, he distributes market updates in both print and digital forms as a crucial aspect of his marketing.
- Record market update videos for YouTube.
- Send out postcards with QR codes that provide a direct link to the YouTube videos.
 - The postcards are designed to resemble the YouTube thumbnail, an element Dave refers to as the "thumbnailer."
- Street Videos
 - Dave is currently in the process of testing his "Street Videos." These detailed videos, spanning 8 to 10 minutes, delve into the intricacies of a specific street, including:
 - Statistics
 - Historical context
 - Current trends
 - And overview of the neighborhood



THE STRATEGY

- These videos cater to the residents of the featured streets, as these residents are likely the most engaged potential buyers.
- He circulates 300 meticulously crafted postcards not only to the highlighted street but also to its surrounding areas.

SHREDDING EVENTS

- In response to the COVID-19 pandemic and the halt in yard sale events, Dave ingeniously introduced shredding events as an alternative community engagement approach.
 - These are events (often hosted in parking lots), where people can show up with all their documents they need shredded. This initiative helps to protect people against identity theft.
- Around 80 participants turned up to the first event in 2021, marking the initial success of this venture.
- Dave now conducts these shredding events biannually, leveraging their effectiveness in generating listings.
- To ensure these events remain conducive for meaningful conversations, Dave has established a reservation system.
 - Interested attendees are required to contact him via call, email, or text to secure their spot. This precautionary measure prevents an overwhelming number of participants, ensuring that each interaction holds value and purpose.

MEMORABLE MAILERS

- Because Dave's geo farm has low turnover, people are often not extremely receptive to being bombarded with real estate content. This is why Dave prefers to also mail out non-real estate mailers.
- Dave's "Recipe of the Week" is particularly popular in his farm.
- To leave a lasting impression, send letters in black envelope, as they are more likely to be opened than white ones.
- Over the past five years, Dave has offered a scholarship to a student within his geo farm and widely publicized the recipient with mailers.



THE STRATEGY

- This initiative yielded remarkable results, including a \$3 million listing that originated from the campaign, even though the scholarship was not the primary factor.
- Clients have attested to the impact of these non-real estate mailers, citing the significant role they played in their decision-making process when selecting an agent.

Dave's 3 Action Items **FOR SUCCESS**

1

Be consistent in your farm! You are in it for the long game. Have a great attitude about it.

2

While door knocking, focus on having great energy when the door opens. It changes the conversation.

3

Be of service. Pick a farm that you can be of service and memorable to.

6 Things Dave Will Do **MOVING FORWARD**

1

Drill down even deeper with the geo farming by shooting videos all about one street, including its history and all relevant data.

2

Expand drop-bys specific to streets in his geo farm.

3

Send more letters instead of postcards.

4

Sponsor more neighborhood and community events.

5

Deploy non-owner-occupied resource mailers to become a resource for owners of investment homes in the neighborhood.

6

Work with his Tom Ferry coach to help keep him accountable and implement these ideas!

Dave's TOOLKIT

Postcard Examples

A collection of Dave's top postcards

Book Drive Door Hanger

Example of Dave's book drive door hanger.

Book Drive Door Knocking Script

Example of the script Dave and his team use for door knocking around the book drive.

Market Update Door Knocking Script

An example of Dave's market update door knocking script.

Scholarship Materials

A collection of Dave's 2022 scholarship program promotion materials.

YARD SALE

**Saturday
October 2nd**

You're Invited, Neighbor!

8:00-1:00 PM

**3535 Perlita Ave.
Atwater Village**



We think making life a little easier for our clients is worth the effort. That's why we are holding a yard sale for our homeowners to make preparing this home for sale hassle-free!

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ThinkRealEstateGroup.com

Coming Soon



**3535 Perlita Ave.
Atwater Village**

Take a peek at
some of our
innovative
marketing



or visit ThinkREshowcase.com

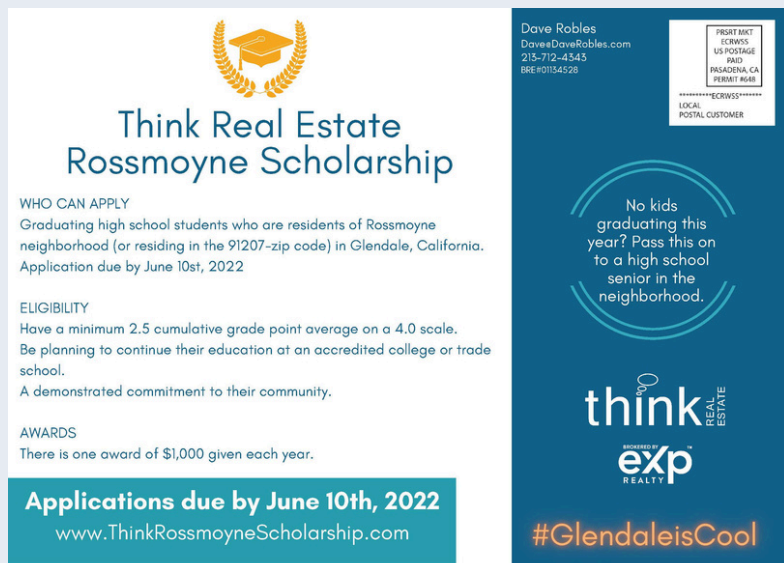
Dave Robles

Broker Associate
Dave@DaveRobles.com
213.712.4343
BRE#01134528

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REALTY

If your home is currently listed with another broker this is not intended as a solicitation for that listing.

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PERMIT #648
*****ECRWSS*****
LOCAL
POSTAL CUSTOMER





FREE NEIGHBORHOOD SHREDDING EVENT

Saturday, April 16 from 10AM-1PM
All paper will be shredded on-site

Compliments of Dave Robles &

think REAL ESTATE

Let's Shred, Neighbors!

It is easy and convenient

Clean-out those unwanted papers and documents while protecting yourself from identity theft.
A mobile shredding truck will be parked at **815 E. Mountain St.** in Glendale and will accept any paper (no plastic, x-rays, or binders please) and will shred your documents while you watch to ensure its security.

PROTECT YOUR IDENTITY

Saturday, April 16 from 10AM-1PM

- Bring your old receipts, records, taxes, letters, bills, invoices etc. to be shredded
- Documents shredded while you watch
- Shredding provided by Shred Source Inc.
- Truck will be parked at 815 E. Mountain St.
- Absolutely Free of Charge

To reserve a spot call/text or email
Dave Robles 213-712-4343
Dave@daverobles.com

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FREE NEIGHBORHOOD SHREDDING EVENT



All paper will be shredded on-site
Sunday, April 16 10AM-1PM
 815 E. Mountain St.

Compliments of Dave Robles

Think Real Estate

**\$5,000.
Glendale
Scholarship**



We are looking for a high school senior who resides in Glendale and who has shown a dedication to our community. We are awarding a \$5000. scholarship to support the next generation of good neighbors.

Additional details and eligibility requirements can be found at :

ThinkGlendaleScholarship.com

or scan
this code



Apply by
June 1

Think Community

think REAL ESTATE

Let's Shred, Neighbors!

It is easy and convenient

Sunday, April 16 from 10AM-1PM

- Bring your old receipts, records, taxes, letters, bills, etc. to be shredded
- Documents shredded while you watch
- Shredding provided by Shred Source Inc.
- Absolutely Free of Charge



Truck will be parked at 815 E. Mountain St.

**To reserve a spot call/text or email Dave Robles
 213-712-4343 Dave@daverobles.com**

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 213.712.4343
 BRE#01134528

ATTENTION: HIGH SCHOOL SENIORS!

\$5000 Think Real Estate Glendale Scholarship

For more
information Scan
this code or go to:



Apply by
June 1

www.ThinkGlendaleScholarship.com



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*****ECRWSS*****
 LOCAL
 POSTAL CUSTOMER

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Montrose Book Drive



Our local libraries need books.
You may have books you don't need!

To help our libraries we will be by
your home on

to pick up any books you would like to
donate. If you won't be home, you can
simply leave them for us and we will
happily pick them up and take them to
our local library.

Thank you!

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This community book drive is just one of the ways we give back. We love our community and are so grateful for the enthusiasm and participation of our neighbors in so many of our local efforts.

- Community Shredding Events
- Local School Supply Donation Drives
- Neighborhood Yard Sales
- Pet Photo Day
- Coat Drive
- Neighbor's Night Out Sponsorships



Nicole Schlueter
Think Montrose
760-420-5181
thinknicoles@gmail.com
BRE# 01778458



Dave Robles
Broker/Owner
213-712-4343
dave@daverobles.com
BRE# 01134528

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Book Drive Door Knocking Script

When door knocking we have 3 goals.

1. Find a client that wants to sell or buy now or soon or
2. Get a referral to a new client or
3. Have a conversation, make a connection and add them to your database.

Book Drive Script and System

Drop off 30-50 Book Drive door hangers on Thursday saying you will be back on Tuesday (for example) to pick up any books they want to donate to the library. You don't need to door knock this round but if someone is around definitely have a conversation with them.

On Tuesday return to the homes you left the door hangers at and door knock them. If nobody is home leave a pre printed note made at the office that says: **Hi. I just stopped by to pick up any books you wanted to donate to the library. Script for picking up books:**

Knock Knock. *Hi, its Dave Robles with Think Real Estate. Last week I dropped off one of these (holding up one of the door hangers) to help collect books for the library and I am just here today to see if you had any books to donate.*

If they don't have books:

That's ok. If you ever have books to donate, call me. I'm always in the neighborhood and stopping by is easy.

1. *While I'm here I wanted all the neighbors to know that even with higher interest rates there's a demand for homes in our neighborhood and you would be shocked at what a buyer would offer you for your home today*

Let them answer. If they say "We have no plans on moving any time soon" Reply with a probing question:

There are two types of people. People who are living in their forever dream home and will never move, and people who would like to one day be living in their next or forever home. Which are you?

If you were to move anywhere, where would you go?

If they ask you something like "how much do you think they would pay? Or What do you think my house is worth? **Tell me about your home.** (if you're comfortable with the clients, ask if you can see the home now. If you are not comfortable make an appointment to go back with Dave)

Questions you want answered:

What is the condition of the bathrooms?

What is the condition of the kitchen?

Is there a yard?

Is there an ADU?

Are there any additions?

Close for the appointment **Let me do some research and see exactly how the home compares to the current market. When would be a good time for me to return so we can go over the report? Is Thursday good or is Saturday better?**

2. .If they have no plans to move, build rapport and ask for a referral.

Questions to build a rapport:

How long have you lived here?

Where did you live before here?

Did you have to do much work to your home when you bought it?

How has the neighborhood changed?

What's the secret to your beautiful garden?

How did you find your home?

Then ask for the referral. Look up and down the street and ask: **I bet you know everyone in the neighborhood, Have you heard any rumors about any of your neighbors making a move?**

3. If they don't know any neighbors thinking of selling then get their contact information and add them to your database. If you feel like you have built some rapport with them say: **I've really enjoyed chatting with you, would it be ok if we kept in touch?**

If you don't feel you have built much rapport offer them something for their contact info: **We provide neighbors with really great market data and local info. Would you like to receive it? Great, what's your name, what's your phone number? What's your email address?**



Market Update Door Knocking Script

When door knocking we have 3 goals.

1. Find a client that wants to sell or buy now or soon or
2. Get a referral to a new client or
3. Have a conversation, make a connection and add them to your database.

Script:

1. **Hi, Its Dave Robles with Think Real Estate. I'm just here with the most recent (Neighborhood) real estate market update. Are you aware (pick out a stat from the report) house values rose 1% over the last quarter?** Or are you aware that sales have decreased 30% over the last quarter? That's because of a lack of supply, not demand.
The good news is, in our neighborhood inventory is still very low and you would be surprised at what a buyer would pay you for your home today.

Let them answer. If they say something like "We have no plans on moving any time soon" Reply with a probing question:

There are two types of people. People who are living in their forever dream home and will never leave and people who would like to one day be living in their next or forever home. Which are you?

If you were to move anywhere, where would you go?

If they ask you "how much do you think they would pay? Or What do you think my house is worth? **Tell me about your home.** (if you're comfortable with the clients, ask if you can see the home now. If you are not comfortable make an appointment to go back with Dave)

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What's the secret to your beautiful garden?
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Think Real Estate Rossmoyne Scholarship

WHO CAN APPLY
Graduating high school students who are residents of Rossmoyne neighborhood (or residing in the 91207-zip code) in Glendale, California.
Application due by June 1st, 2022

ELIGIBILITY
Have a minimum 2.5 cumulative grade point average on a 4.0 scale.
Be planning to continue their education at an accredited college or trade school.
A demonstrated commitment to their community.

AWARDS
There is one award of \$1,000 given each year.

Apply Now

www.ThinkRossmoyneScholarship.com

Dave Robles
Dave@DaveRobles.com
215-712-4545
BRE#0154528

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No kids
graduating this
year? Pass this on
to a high school
senior in the
neighborhood.

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2022 Think Real Estate Rossmoyne Scholarship

The Think Real Estate Rossmoyne Scholarship was created in 2019 to support the community contributions of Rossmoyne residents and to support the next generation of good neighbors.

The fund was established by Dave and Jennie Robles of Think Real Estate who have lived in Rossmoyne for 18 years while raising their family. They designed this scholarship in gratitude for this wonderful neighborhood and its residents that have enhanced their lives and business.



Scan this code
or go to:
www.ThinkRossmoyneScholarship.com

**Apply by
June 1**

*Education is for improving
the lives of others and for
leaving your community
and world better than you
found it.
-Marian Wright Edelman*

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