

Farming Tips

A handy one-sheet for pros

Even seasoned agents can use a reminder. Print this out, keep it nearby and let it inspire you when farming feels overwhelming.



Work the Turf

- Stay active in the neighborhood regularly
- Notice shifts — new businesses, remodels and moving trucks
- Plug into local Facebook groups or neighborhood apps

Broadcast the Buzz

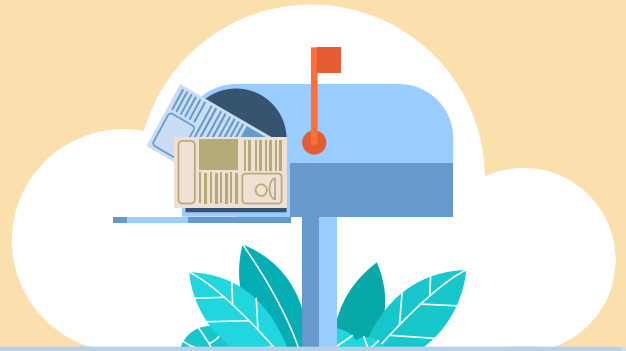
- Post quick video walk-throughs or “local gem” spotlights
- Highlight neighbors doing cool things
- Keep it authentic, not overproduced

Check the Pulse

- Log what you did (mailings, events, posts)
- Note what brings calls and conversations
- Repeat the wins, drop the duds

Build Bonds

- Pop-by with small, useful gifts — bonus if they’re seasonal
- Cross-promote with local businesses
- Show up at school events, HOA meetings and community celebrations



Mail Smart

- Send quarterly postcards and/or newsletters (consistency beats a forgotten blitz)
- Share value with current market stats, tips and local highlights
- Always add a clear call to action

Bottom Line

Farming is steady, not splashy. Keep showing up, keep adding value and watch your presence grow.