

Farming A Neighborhood

Pick The Ground, Get The List, Tend It All Year
And Harvest The Listings



BEE SAVVY

Continuing Education For Every Las Vegas Agent

Ruthie Ahlbrand • Jimmy Dague





Why We Call It A Farm

Nobody Plants In March And Harvests In April

Plant

Pick The Ground And Get The List.
One Neighborhood, Every Door,
Nobody Skipped.

Tend

Show Up On Schedule Whether
Anything Is Happening Or Not.
Twelve To Eighteen Touches A Year.

Stages One And Two Are The Whole Job. Everything After
This Happens On Its Own.

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Why We Call It A Farm

The Part Nobody Has Patience For

Nurture

Be Useful Before You Are Needed.
Sold Reports, Tax Deadlines, The
New Restaurant, The Zoning Notice.

Harvest

The Listing Comes When They Are
Ready, Not When You Are. Be The
Name They Already Know.

Farming Is The *Only* Lead Source That Gets Cheaper
Every Year.

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Most Agents Quit A Farm In Month Seven.

After The Cost. Before The Crop.

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Pick The Ground First

Two Of The Four Tests Every Farm Has To Pass

Size You Can Afford

1

Start At 300 To 500 Homes. If You Cannot Touch Every Door Twelve Times A Year, The Farm Is Too Big.

Enough Turnover To Feed You

2

Ask How Many Homes Sold There Last Year. Divide By Total Homes. Under 3% Is Slow Ground.

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Turnover, agent share and average price all come from your MLS or your title rep.



Pick The Ground First

And The Other Two

3

No Agent Already Owns It

Pull Last Year's Sales By Agent.
If One Name Has Over A Quarter Of The Sales
You Are Buying A Fight.

4

A Price Point Worth The Postage

If Your Average Commission There Will Not Cover Two Years Of
Mailing, Pick A Different Farm.

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Run all four before you spend a dollar.





RUN THE NUMBERS OUT LOUD

**400 Homes × 4% Turnover
= 16 Listings A Year.**

**Win A Quarter Of Them, That Is 4 Listings. At \$450,000 And
A 2.5% Fee, That Farm Is Worth About \$45,000 A Year.**

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Getting The List

What To Ask Your Title Rep For — Part One

Ask For This	Why You Want It
Owner Name + Mailing Address	The Backbone. Absentee Owners Show A Different Mailing Address — Flag Those.
APN, Beds, Baths, Square Feet, Year Built	Lets You Send A Real Value Estimate Instead Of A Generic Postcard.
Last Sale Date And Price	Past Seven Years Is Warming Up. Past Ten Is Ripe.

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Getting The List

What To Ask Your Title Rep For — Part Two

Ask For This	Why You Want It
Loan Amount, Date, Estimated Equity	Equity Is Permission To Move. No Equity Means No Seller.
Owner-Occupied Versus Rental	Two Completely Different Conversations. Do Not Send One Letter To Both.
Last Year's Sales By Agent	Gives You The Turnover Rate And Tells You Who Already Owns The Ground.

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THE PART NOBODY WARNS YOU ABOUT

Title Data Is Public Record.

Names And Mailing Addresses. Phones And Emails Get Appended By Outside Vendors, They Are Often Wrong, And They Are Exactly What Gets Agents Sued.

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Where The Data Comes From

Four Kinds Of Tools — They Are Not Interchangeable

Type Of Tool	Names You Will Hear	Scrubs DNC?
Agent Farm Platforms	Cole Realty Resource, REDX, Vulcan7, Landvoice	Yes
Skip Trace / Append	PropStream, BatchLeads, REsimpli	Some
Property Data	PropStream, PropertyRadar, RPR	Varies
Free People Search	Whitepages, Spokeo, BeenVerified	NO
Ask Your Title Rep First	TitleToolbox, TitlePro247	Rarely

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Vendors, features and pricing change constantly — verify current terms yourself. Listed for awareness, not endorsement.



Before You Dial Or Text

The Three That Keep Your License

1

Scrub DNC Every 31 Days

Not Once. Every 31 Days, Before You Call. A Purchased List Is Not Scrubbed For You.

2

Texts Need Written Consent

Marketing Texts To Someone Who Never Opted In Are The Riskiest Thing You Can Do. But... ?? (\$500 To \$1,500 Per Message Fine.)

3

Call Only 8 A.M. To 9 P.M.

The Recipient's Time Zone, Not Yours. Out-Of-State Owners Are On A Different Clock.

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General guidance, not legal advice — confirm current requirements with your broker and counsel.



Before You Dial Or Text

And The Two That Keep Your Savings

4

Keep The Paperwork

Written Compliance Policy, Training Records, And Your Own Do-Not-Contact List. That Trio Is Your Safe Harbor.

5

Email Needs A Real Opt-Out

CAN-SPAM: Honest Subject Line, Working Unsubscribe, Physical Address. Honor Opt-Outs Fast.

Mail Does Not Have A Do Not Call List.

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A Year Of Touches

Twelve To Eighteen Contacts, Planned In January

Cadence	The Touch	Why It Works
Monthly	Just Sold / Just Listed	The Only Mail They Read Twice
Quarterly	Market Snapshot	Median Price, DOM, Absorption
Twice A Year	Door Knock Everybody	They List With A Person

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A Year Of Touches

The Ones That Make You A Neighbor

Cadence	The Touch	Why It Works
Twice A Year	No Ask Attached	Shred Event Or Food Drive
Annually	Tax And Equity Letter	Be The One Who Explains It
Always	Handwritten Note	Real Ink. Cheapest Edge Left

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A cluster of colorful, stylized flowers in green, blue, pink, and yellow, with small dots scattered around them in the top left corner.

**A Farm Does Not Die
From A Bad Postcard.**

**It Dies From The Month You Skipped
Because You Were Busy.**

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Is It Working?

Farming Is Slow, Not Invisible — These Move Before The Listings Do

Month 1-6

RECOGNITION — People
Answer The Door And
Mention Your Mail

Month 7-12

CONVERSATION — Value
Questions And Nosy-
Neighbor Calls

Month 12-24

HARVEST — First Listings,
First Referrals, Rising
Share

The One Number That Matters:

**Your Share Of The Sales Inside Your Farm. Two Of Sixteen
Is 12.5%. Get To Four And You Own It.**

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Plant It. Tend It. Nurture It.

**The Crop Comes In On Its Schedule,
Not Yours.**

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Free People Search	Whitepages, Spokeo, BeenVerified	NO
Ask Your Title Rep First	TitleToolbox, TitlePro247	Rarely

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