

The Top 6 Ways To Get Listings In a Geographic Farm

By

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About The Author

Beatty Carmichael is a professional-to-consumer marketing expert.

While building his own telecom distribution business in the 1990's, he experimented and perfected a number of marketing approaches that supercharged his sales. Then, in 1997, he formed the business that now powers Agent Dominator today. His first client was a large telecom company, and using his techniques they increased new client activation revenues by \$5 million a month within 28 months.



Over the first 15 years, Beatty continued testing and improving his marketing systems. Clients using his services routinely beat their previous sales records, with sales teams often doubling and tripling their production in as little as 4 months.

In 2012 he focused the company's efforts exclusively on the real estate industry, and the beginning of Agent Dominator™ was birthed. Starting with geographic farming using postcard marketing, the objective was to help agents get more listings. In that pursuit, he mailed over 2 million postcards, conducted 21 split marketing tests, plus tested an additional 37 message variations, to determine what message, fonts, headlines and layouts actually worked best to get the most listings. By applying the results from these tests, many of his Realtor® clients have earned as much as \$100K or more in their first 12 months with postcard marketing alone.

Since the early days of geographic farming, Beatty has led Agent Dominator™ to expand into other areas, developing its own

cutting edge technologies that further increase more listings for its clients. Agent Dominator™ has also expanded from being focused solely on geographic farming to now helping agents increase sales and referrals from past clients and sphere of influence, to helping commercial brokers acquire new properties to sell ... and able to offer a money back guarantee on the results it produces.

Beatty and his company have worked with some of the top Realtors® in the country — individuals earning over \$1 million a year GCI from personal production, to leaders of teams who do 100-300 transactions a year, and other teams that range from 800 to over 2,100 transactions a year. In addition to being the chief marketing expert, Beatty also publishes a blog and podcast named GetSellersCallingYou.com that is committed to helping agents get more listings by teaching them simple, best practices in marketing to do it.

Learn more about

Agent Dominator

(Beatty's "done for you" marketing service)

at <http://AgentDominator.com>

Learn more about

Get Sellers Calling You

(Beatty's marketing blog and podcast)

at <http://GetSellersCallingYou.com>

Preface

I want to welcome you to this short book on **The Top 6 Ways To Get Listings In A Geographic Farm.**

Geographic farming is a passion of mine, and I have studied it diligently for over 8 years.

When I first started working with real estate agents, the "holy grail," so to speak, of real estate marketing was the dream of knowing who was thinking about selling before anyone else knew. It was something most agents thought was absolutely impossible.

So, I thought it would be fun to start there!

And that's exactly what I did...

I formed a test group of about 10 to 12 agents with the sole purpose of testing different concepts to see if we could identify sellers before they came on the market. After about 4 months of testing we hit pay dirt. That pay dirt birthed the beginning of what is today Agent Dominator™.

And as soon as we launched our service, we had agents who had never pursued geographic farming before who were getting new listings in their first month, multiple listings by their second and third months, and some even went on to earn over \$100,000 in their first twelve months.

But it wasn't without challenges. Not every agent had great results. We started realizing which farm you chose had a lot to do with your success.

With the help of some of my clients, we then perfected a formula that allowed us to pick the right farms with laser accuracy almost every time.

That helped, but we then ran into additional challenges based on varying demographics across the country. So, for the next several years after that, I began testing different methods to break through those barriers. I knew what I had to do ... but it wasn't a clear, easy path how to do it.

This led to additional discoveries and marketing breakthroughs that have made Agent Dominator™ what it is today.

If I may brag a moment, with Agent Dominator™ we now help agents consistently get more listings.

With our Premium services, we customize everything specific to the agent, using the things we've tested and mastered. We've become so successful with it we now guarantee how many listings an agent will actually get with our services. If we miss those marks, we'll refund their money.

And much of what we do is incorporated in this book.

This book outlines the primary "secrets" we've identified on how to generate listings in geographic farming.

As you go through this book, keep in mind this is an "entry level" course. I walk you through the key elements that work, but sometimes execution requires a deeper knowledge. But it's been my intent and goal to give you as much information as possible in a short, condensed form -- enough to give you what you need to execute it on your own and start making money in geographic farming.

If you are a stronger, producing agent and prefer to pursue geographic farming with a "done for you" service rather than a "do it yourself" approach, then I encourage you to check out our Agent Dominator™ services. You can find them at

<http://AgentDominator.com>.

I sincerely hope and pray you get a lot out of this book, that you'll execute on the things I share, and that it will transform your business and thus transform your life.

Be blessed!

Beatty Carmichael

1. Postcard Mailings

The first of the top 6 ways to get listings in a geographic farm is postcard mailings.

Postcards is one of the best ways to get listings because it is constant repeat touches with something that people can get in the mail, look at, and actually hold.

And here is why this is so important...

When you get something in the mail it gets a lot more attention. And unlike an email or an online ad, it is tangible. It's something that you actually hold in your hand, and because of that it grabs all of your attention at that moment.

But don't just take my word for it. Snail mail vs email has been studied by a number of marketers over the years and snail mail usually wins out every time.

I remember one study in particular conducted by one of the nation's top direct response marketing guys named Gary Halbert. He wanted to test the impact of snail mail versus electronic email - a physical marketing piece versus an electronic marketing piece. So he wrote an ad to sell some of his training material. He got a list of people known to have interest in marketing training, and then he did what's known as a split A/B test. What that means is he took the list and split it in half. Half the list he sent his marketing letter via snail mail, and the other half he sent his marketing letter via email.

Then he got the results back.

The snail mail outperformed the electronic mail by twenty times. That's 2,000% higher response rate.

That's why I'm such a big fan of real mail. When someone can hold it, it makes a much bigger impact than if it's simply on a computer screen.

But which is best ... postcard or an envelope with a letter? Let's talk about that...

Imagine someone receives two mail pieces -- a postcard and a letter in an envelope.

What's interesting is the envelope has the lowest response rate of the two for our purposes. Why? Because the first thing you have to do to get the envelope to respond is they have to open it up to read it.

Here's what happens. Your prospects get the envelope with all their mail. They sort their mail over the garbage can. When they get your envelope, they look at it and decide they don't want to read it, so they just toss it. That means your message never even had a chance.

But with a postcard it's different. As they go through their mail that postcard is staring them in their face. That means 100 % of everyone who's going through their mail will not only glance at your postcard, but they will read the main headlines and content to see what it says. If it holds enough interest, they'll read more. They might even flip it over to the back side, but they will ALWAYS read the address side because it's facing them.

That's one reason why postcards are so powerful.

The other thing about postcards is if it has information of value to the homeowner, the homeowner will save the postcard. That keeps you always in front of them.

Also, when mailing postcards, it's important to manage on how frequently you mail them.

One of the things that you need to do is to mail frequently enough that it makes an impact. Postcards are sent primarily as a "nurture marketing" type of touch. That means you send new postcards to the same people over and over, nurturing your brand until they decide to choose you.

With postcard mailings, the minimum mailing frequency should be about once a month (12 times a year). Ideally, though, I recommend every 3 weeks (18 times a year). Every 3 weeks keeps you in front of them frequently enough that it starts to really make an impression -- especially if you are targeting a geographic farm of people who don't know you personally.

The other thing about an every 3 week frequency has to do with catching people at the moment they are thinking about selling...

When you look at people thinking about selling, they usually start to think about selling about 2 or 3 months before they put their home on the market. If the goal is to get them to call you to sell your home, if you're mailing every month, then you've got the potentiality of only about two or three touches to grab their attention. However, if you mail every 3 weeks, that gives you three to five touches in the same time frame, increasing your chances of getting the listing by almost double.

Next, what type of postcards should you send?

If you only do one type of postcard, the simplest and best type is a Just Sold postcard. The primary thing a seller wants to know before calling you is are you constantly selling? And if they keep getting Just Sold postcards from you all the time, they are more likely to give you a call.

But what if you don't have a sale in your farm?

Well, let's say you're farming a neighborhood of five hundred homes and you make a sale in another community. It doesn't matter -- show off that sale to your farm because what they want to know is "are you selling?" It doesn't have to be in their community. It's nice if you can, but the main thing is they keep seeing you selling *something*. When they do, they are more likely to call you.

And probably the last thing I want to touch on about postcard mailing is you've got to get it plugged into a "set it and forget it" type of process so you can focus on selling and know your marketing is continuing automatically.

One of the things we found was going to be a problem with our clients is doing the "set it and forget it" process with Just Sold postcards. We knew our clients would forget to send them out. So we can up with an easy solution.

Rather than sending "Just Sold" postcards, we send "Sold" postcards. The difference is the "Sold" postcard may show off a sale that happened 6 or 8 months ago. We have our clients go back and pick out sales that they did six months or 12 months ago, then we promote them on the postcards as a "SOLD!" type of promotion. We then share something about the sale -- something that will grab a homeowner's interest, such as "Sold in five days" or "Sold for full price." We never give the date when it was sold. That way, the *perception* when homeowners get them is those sales look recent, so they now believe our client is selling homes all the time.

Doing it this way makes it easy to automate your mailings by locking and loading and then walking away from it.

2. Facebook Community Page

The second best way to get listings is a Facebook community page.

The goal is not to do one method or the other, but to do as many methods of getting listings at the same time. The more types of touches you do in your farm, the more results you start to get. And when you're talking about touches, the touches are synergist, where "1 + 1 = 3", not "2". I can't fully explain why, but it's something very powerful. When prospects are touched from one direction and then from another direction, it does something that causes them to be more receptive to doing business with you.

This is actually something reported in the study in the book, The Millionaire Real Estate Agent.

If you're familiar with that book you may remember that when "they" found that when agents touched their met list an average of thirty three times a year or more, they average one sale out of every 12 of their personal contacts. But the book made it very clear that of those 33 touches, there was a multitude of different types of touches, not just one. And that's very important. You can't just send three postcards a year -- that's why we don't do it. It's "mail 18 postcards a year" and do a lot of other touches.

So, to add additional touches, let's talk about the Facebook community page.

A Facebook community page is, as the name implies, a Facebook page for a community. If you're targeting a community of only three hundred homes, you might not have a Facebook page there. But if you're targeting a thousand or fifteen hundred homes you

can see if there is already a Facebook page set up for them. If there is great, if there is not, build one and promote it.

What the Facebook community page does is allows you to have ongoing access in front of all of the homeowners, meaning you can build your reputation and presence with all of them quickly and easily.

I remember one of my clients just outside of Los Angeles. He was marketing to a fifteen hundred home farm. He was doing postcard mailings with us and he got on the Facebook community page. And at the time, there were only two hundred people on the community page. So the first thing he did was to door-knock the community. He left door hangers that promoted the Facebook community page and instantly it went from about two hundred to eight hundred people. By the end of the year it was around eleven hundred or more.

Then, what he did on the Facebook community page was brilliant. He posted every listing he got in the community FIVE times. How did he do that without making people upset?

First, when he got a listing and he would push it out and say, "Coming Soon!" Then, shortly afterwards he would post "Just Listed!" A third post would be "Open House." Then the next post was "Under Contract," and a final post was "Just Sold!"

He got five bites at the apple, so to speak, for every listing. And what happens is most people forget the details -- so when they see the "coming soon," then "just listed," they're not really connecting in their mind that this is the same home. What they're connecting is "here's another selling activity by the same real estate agent," and they are starting to be impressed with that agent. It seems like every time they turn around, he's selling another home!

Watch the power of this...

Let's say he has 2 or 3 listings. Each one of those he pushed out 5 posts. So, with two or three listings, that's ten to fifteen touches going out in the community. And no one's telling him that's too many touches because it's all community related news.

What's also interesting is most real estate agents in your farm are oblivious to this. You can keep pushing out these posts and none of the agent agents pick up on it and follow that pattern. That means you're usually the ONLY one doing it.

And what happened with my client? He clobbered the competition.

When he started he was a "nobody" in terms of selling volume in the farm. He was just one of over a hundred agents who sold there. Then, in the first 12 months, he earns \$99,123 directly from our postcard mailings alone, and another \$49,000 directly from the Facebook community page -- so that'

Then 6 months later (18 months total marketing to his farm), he is selling 22% of all of the listings in the farm, outselling the #2 agent by SEVEN times.

Then, 18 months after that, he's selling just about 50% of all the listings -- crushing everyone else. He simply dominated the farm!

3. Open Houses

The third top way to generate listings in a geographic farm is open houses.

With the virus issues going on, I know there are varying degrees of what you can or cannot do as regards open houses. But if you can do them in your area, I'd like to share some things you can do that turns them into a listing-generating machine...

For most agents, open houses are a waste of time. They promote open house, put balloons out, and sit and wait for people to show up. But the problem is they are trying to sell the house. That's not what an open house is for.

Ultimately for me, from a sales standpoint, the purpose of an open house is to create a magnet for everyone in that community who's thinking about selling to come look and see what's on the market, see how it's decorated, see what's been fixed up, understand the price being asked and what's being offered for the price so they can go back and get their home ready to sell. So the whole idea of an open house is to get the people in the neighborhood who are thinking about selling to come look, because then you get to meet them, talk with them, and pick up additional listings.

When done properly, the average open house, should get you at least one, if not two, listings.

So, if open houses apply in your area, here are some tips to use them to get listings...

The key is drive the traffic to the open house. To do that, I recommend doing what I call "Circle Promotion."

Circle Promotion is where you take the address of the open house and draw a circle around it of roughly 150 homes. Those 150 homes become your promotional target.

Statistically, within those 150 homes there are 1 to 3 homeowners who, right now, are thinking about selling their home in the next few months.

So, what you want to do is to promote the open house to them through a multichannel approach. You can do text messages, email, voicemail blasts. You can pick up the phone and call (using an auto dialer makes it a lot easier). You can go out and place door hangers on the doors.

Regardless of what methods you use to get the word out, the basic promotional messages needs to say something like: "I'm holding an open house this Saturday and Sunday right down the street. If you know any friends who are looking to move into this neighborhood, please tell them about the open house. Also, if you're thinking about selling your home, come see how the home is fixed up and what people are seeing out there. It's a perfect opportunity to walk through and get ideas about selling your home."

Then when people come in, what you're looking for are those people who are local in the neighborhood. Those are the homeowners thinking about selling. And if they're not under contract yet with an agent, you can build a relationship and get the contract.

Open houses are a fabulous way to identify sellers and get new listings.

What do you do if you don't have any homes listed right now in the area you want listings?

There are probably other agents in your brokerage who have listings. Just ask them if you can do an open house with their listing.

Most agents tell me they will average about 1 new listings for every open house they promote this way. So, whether it's your listing or someone else's, open houses are a great way to get new listings.

4. Multichannel Touches

Multichannel touches go back to the idea of "1 + 1 = 3."

Multichannel touching takes a bit more preparation work, especially with geographic farming. And the preparation work is simply getting the contact information for all the homeowners. Here's how do to it...

First, subscribe to companies like Cole Information or Prospect Now. Both of these companies a data providers.

Second, using their platforms draw a circle around the neighborhood you want to target and they will give you all the names, addresses, and available phone numbers and emails as well. You won't get phone and email with all of them, but likely around half of them.

Phone number and email address are worth a lot of money, because that's where you can increase your touches dramatically.

Now that you have a list with phone and email, you can do a lot of things...

Facebook

Take the list, and strip out everything except the email address as one list, then do a separate list with just phone numbers.

Once you have those lists separated out, you can upload them to Facebook and create what's called a custom audience. This custom audience will be specific to the farm you're targeting. And now

that you've got that list, you can start running ads that constantly promote and keep you in front of them.

It's an inexpensive way to stay in front of people.

Email

You can also do a drip email campaign. There are some great services out there to do email campaigns. We offer one for our clients -- if you're interested, just let us know.

If you're targeting a non-personal list, such as a geographic farm, then I'd recommend the email campaign go out no more than twice a month. And before you start emailing, make sure your postcards and other touches have been going out for several months so people have a chance to know who you are before you send emails. If you don't, you'll likely get a lot of unsubscribes.

Also, here's a secret. They don't want to read anything about real estate, okay? So, if it's a real estate related email, they'll probably delete it. That means you have to come in from a different angle that gives them something they want. And when you do that, you win the right to constantly be in front of them.

Video Email Blast

A video email blast is really powerful, especially in geographic farming.

Why is that?

It's because they don't know who you are. All they get is maybe a postcard in the mail. They see your photo and know what you look like ... but that's about it. They really don't know who you are.

The more they know who you are, the more they trust you, and the more likely they'll call you to sell their home. And a live video helps them get to know you when you're not there.

And with technology today, it's simple to do...

Just get on your phone, do a selfie video, and using a CRM like Top Producer or LionDesk, you can upload it and send it out automatically.

Just record a short video -- maybe a minute or two. Make it something that group of homeowners are probably going to be interested in, like maybe home selling stats or upcoming garage sales in the area. It should be something with community interest. And then you blast it out to the email addresses maybe once every 6. That's about eight times a year.

So now what happens is they get to watch a video of you and that video now breaks through that ice of "I don't know that person." They start to hear you, see you, start to trust you and respect you, and feel like they know you.

And when that happens you're more likely to pick up more listings.

Direct To Voicemail (DTV) / Text Message

Next is what I call a "direct to voicemail" blast -- or DTV blast -- and text message blasts. They are both pretty much the same. And both are made possible when you have their mobile numbers -- which you typically will when you get phone numbers with your mailing list.

Now, this isn't a DTV or text message campaign. We're not trying to spam them with endless messages. That doesn't work.

The key to these messages is they appear "real," and they aren't done too frequently.

Let's say the text message goes out every three months -- or about four times a year, and it's going to be something like this. Kathy Jones, the agent, will send a text blast out to the farm and say, "Hey, this is Kathy Jones. I'm an agent with ABC Realty. I just sold a home on Birch Lane and I still have a number of buyers eager to get into the neighborhood. Is there any condition in which you consider selling your home?"

See how that comes across? It's almost personal. And with the automated CRM, you can type the message once, press a button, and send that text to everyone on your list with a mobile number.

The DTV (direct to voicemail) will be similar.

Kathy would record a message: "Hey, this is Kathy Jones with ABC Realty. I know this is crazy, but I just sold a home down the street and I've still got some eager buyers who are looking for a home. And I'm just trying to help them. Is there any condition in which you'd consider selling your home? If there is, would you give me a call, please? My number is _____."

So think about this...

They are getting your postcards. They are getting your periodic emails. They are seeing you in the Facebook feed with your Facebook advertising and possibly also the Facebook community page. And now, periodically, they're getting a video email from you, and now they're also getting this voicemail or text message.

What's happening in their mind is they are thinking, "wow, this agent is really aggressive at selling homes -- more aggressive than anyone else I've ever seen."

It's building up their trust level in you that if they are going to sell their home, they will want to hire YOU to sell it.

Do you see that going on?

That's why these multiple touches are so powerful and so important. And because they are automated, you simply push a button and "boom," it's gone.

5. *StealthTracker*™ Technology

The way to get listings is what we call our *StealthTracker*™ Technology. This is the most powerful thing you can do to get listings immediately.

With all the other touches, you're simply building "pressure" within that homeowner base to do want to do business with you. But you're still having to rely on them to respond back to you.

However, with *StealthTracker* you get early warning notice of who is thinking about selling *long* before they reach out to an agent.

Let me give you a little background on a marketing concept for this to make sense to you...

There is a marketing concept known as the "educational spectrum."

What happens is the average person spends, usually, two to three months planning to sell before they actually put their home on the market.

The key is what happens within those two or three months. During that time they start to think a *lot* about selling. They start to ask questions like, "what do I need to fix up around my house?" Then they start to look at their house from the outside and say, "do I need to landscape around the house?" They look at their furniture. They start looking at other homes, trying to figure out what their home is worth.

In other words, they start to educate themselves on all the things they need to be doing.

Then they start to do those things that they've been educated.

After that, when they get all those things done, they are now ready to sell. And that's when they pick up the phone and call an agent.

This is why, if you're like most agents, when you get a phone call from a homeowner thinking about selling, from the time you get the phone call to the time you have a listing agreement signed is usually a matter of two or three days, or a week at the most.

It's not that they just started thinking about selling and called you.

They've been thinking about selling for months. But they just finally got to the point where the next step is to call an agent.

Now, think about this...

What would it be worth to you to know who was thinking about selling long before they picked up the phone and called an agent?

You see, if you know who they are, you start building a relationship before they end up calling someone else.

And that's what our *StealthTracker* lets you do.

The way it works is we offer information sellers are interested in knowing, but non-sellers are not, then we track who responds. The one who responds is usually someone thinking about selling.

For example, we may write the "offer" to the prospect on your behalf and say, "If you're thinking about selling, I may be able to get you more money in less time because of the buyers I have." Or another approach may be, "If you're thinking about selling, find out what your home is worth."

Then, as homeowners go through the mail, if they aren't interested in selling, they throw the postcard away. But if they have an interest, they are going to stop and read the message.

The message then offers information for them, for free, on a website printed on the card. So they visit the website, and *StealthTracker*TM automatically (and without their knowing) pinpoints their *exact* address from which they responded.

When it does, we notify you who they are. Now you have a hot prospect to call who is most likely thinking about selling sometime soon.

It's really cool!

And you can use *StealthTracker*TM not only on postcards, but you also use it on every email that goes out to your farm, every video blast and even text blast.

That means that as you're sending out your multichannel touches, you can be using *StealthTracker*TM to find sellers faster.

6. Autodial Homeowners

The last of the six ways I want to share is auto dialing homeowners.

Now, I know no one wants to get on the phone and make a bunch of prospected phone calls. And while most people don't want to do it, I'd be remiss not to share it because it's very effective.

And if you use an autodialer you can run through a list of numbers really fast. And the "script" is going to be something similar to the DTV and text scripts: "I just recently sold this home. I still have buyers. I know this is crazy, but they are really eager to buy in the neighborhood. Do you know of any homeowners around there who are thinking about selling?" And if they say "no", then you can follow up with "Is there any condition in which you'd consider selling your house?"

All you're doing is looking for that low hanging fruit that says, "I'm thinking about selling."

Some people aren't thinking about selling. That's okay, too. But what's really cool with this approach is you're able to talk to people in your farm. And when you talk with them, you're building a relationship. They'll remember how committed you are, and when it's their time to sell, you'll more likely get a call from them.

Also, when you do this type of prospecting, always follow up with a handwritten note. Just write a short note like, "John, I really enjoy talking with you. Thanks for a few minutes of your time. By the way. I'm excited about Susie's graduation. Tell her congrats to for me!"

Now, a couple of days later, John is going to get that handwritten note from you and he's going to be really impressed. Then as he continues to see you on the videos, get your postcards, etc, he'll be so impressed he'll almost assuredly call you ... and refer you to friends!