



Digital Farming Task List

The new world order in geographic farming leverages technology and tenacity. It has been proven that social media, email marketing and subdivision specific domain increase market share. Now it's time to manage tasks toward listing inventory.

Match contact information with every resident:

Using LinkedIn, Facebook and a little bit of legwork you can build your relationships through multiple channels.

Name _____ State _____ Sponsor _____

Step 1

1. Schedule bi-weekly posts via social media that reference subdivision, domain name and relevant topic.
2. Schedule Value Reports monthly and reference subdivision, domain name and other relevant topic.
3. Schedule Newsletter or other electronic communication via email, Facebook, LinkedIn on a monthly basis.

	JAN	FEB	MAR	APRIL	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
Bi-weekly Social Media Posts												
Monthly Value Reports												
Monthly Newsletter												

Complete 1-5 for each SECTION while gathering your data, adding each section as you move on.

Prioritization is Key...

Name ~ Address ~ Cell Phone ~ Email Address ~ LinkedIn Affiliation ~ Facebook Friend ~ Mail Chimp

Step 2

1. My subdivision specific domain Name is on all contact, print, hand deliver, mail, or digital communication.
2. I have invited every contact to my private Facebook group and am growing penetration as a percentage of residence.
3. I have affiliated via LinkedIn with every available resident.
4. I have subscribed every contact to my mail chimp account in anticipation of our newsletter and market updates.
5. I have made notes on every contact regarding ownership intentions, upgrades and other memorable notations.

ACCOUNTABILITY DATE	SECTIONS	NUMBER OF HOMEOWNERS	1 done	2 done	3 done	4 done	5 done
_____	For Sale By Owners						
_____	Expired Listings						
_____	Seasoned Expired						
_____	Last Years Expired						
_____	Lis Pendens N.O.D.						
_____	New Neighbors > 3 yrs.						
_____	5 Year Ownership						
_____	10 Year Ownership						
_____	15 Year Ownership						
_____	20 Year Ownership						



Farming Fridays

Inventory Update Call:

Good Evening, I am sorry to bother you after the dinner hour, but we really wanted to catch you at home.

My name is **XYX** and I represent **ABC the Real Estate Brokerage** that specializes in **Wyndham Lakes** right here in **Coral Springs**. The reason I am calling is the number of

houses for sale in **Wyndham Lakes** is at an all-time low and our Brokerage is making our annual inventory projections for the coming year.

Which answer best represents your family's idea about **Wyndham Lakes**?

- A) We plan on moving this year
- B) We plan on moving in 1-3 years
- C) We would like to move in 3-5 years
- D) 5+
- E) We do not plan on moving out of **Wyndham Lakes**

Which answer best represents your family's idea about your plans?

- A) We would like to move locally
- B) We would like to relocate in state but outside of **XYZ county**
- C) We would like to relocate out of state
- D) We are planning on...
 - A) Moving to a larger house
 - B) Move to a smaller house
 - C) move to a house the same size

Which answer best represents your family's ideas about **Wyndam Lakes**?

The best thing about **Wyndam Lakes** is our...

- A) Location
- B) Neighbors and Neighborhood
- C) Schools and Amenities
- D) The houses, floor plans and value
- E) Other _____

One thing I would change about **Wyndham Lakes**

- A) Location
- B) Neighbors and Neighborhood
- C) Schools and Amenities
- D) The houses, floor plans and value
- E) Other _____

Social Media Campaign:

Good Morning Mrs.Smith???

Hi, Mrs. Smith My name is **ABC** from **XYZ Real Estate**. Based on our previous conversations...I know you are not moving anytime soon!!! The reason that I was calling this week is to introduce our PRIVATE SOCIAL MEDIA PLATFORM just for **Wyndham Lakes!!!** We are going to be hosting events, contests, and offering deep discounts from local vendors. Would you respond positively to **WyndhamLakes.com** and join our private group on Facebook???

I think you will be excited to see MARKET VALUE UPDATES. You will have a single point for all matters related to **Wyndham Lakes!!!** I just need your email address to send you the links!!!

Advertise Vendor Partners:

Hello, My name is **XYZ** and I am the publisher of the newsletter and website known as **WyndhamLakes.com** We are offering FREE Marketing to the 1100 homeowners in **Wyndham Lakes** in exchange for some special offers. **Wyndham Lakes** is close to you but more importantly the average home price is above \$400,000 so you know these families spend money and honor local vendors. All you need to do is make a special offer for **Wyndham Lakes** Homeowners and we will do the marketing for FREE.