

FARMING VS. PROSPECTING

DO YOU KNOW THE DIFFERENCE?

Feb. 2014: Farming

Many listing agents approach us and ask, What tools does Pacific Coast Title have that can help me build my business? The reality is, we have a two handfuls of tools that are proven to help realtors grow their business but we always end our answer with the following: "One of the best tools/service we can provide is helping you establish your farm area."



FARMING VS. PROSPECTING...

Realtors often think that these are synonymous with each other but the truth is they are actually very different. Prospecting can be described best as handing out real estate flyers standing outside of a grocery store hoping you might peek the interest of a passerby. Farming is when you precisely target a particular demographic or set of individuals with pinpoint accuracy.

A NUMBERS GAME?

In sales the perception tends to be the more phone calls, doors I knock, or hands I shake the better my chances will be. In some cases this might work, however, to achieve longevity and success in real estate we suggest that realtors take a more analytical approach to when targeting their audiences. Why? To help save you time, money, help increase your success rate.

HOW WE CAN HELP YOU FARM MORE EFFECTIVELY?

We are experts in property information and can help you establish a set of parameters that can help make your farming more efficient and potentially more fruitful. We can help you with things such as:

- Selecting A Farm Area
- Providing an Area Sales Analysis
- How Big Should Your Farm Be?
- Calculating Turnover Ratios
- Identifying Absentee Owners
- Creating Specific Farming Criteria

These are only a few of the great things that we offer to help you grow your business. We have an entire farming department dedicated to helping providing all of the necessary farming information that you will need.

**Let's Set a Farming Appointment Today to
Begin Building Your Business.**

