

FARM AREA SELECTION & CAMPAIGN TRACKER

Geographic Farming Execution System

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PART 1: FARM AREA EVALUATION

Evaluate up to 3 potential farm areas against the selection criteria. Score 1–5 for each factor (5 = ideal).

SELECTION CRITERIA	FARM OPTION A	FARM OPTION B	FARM OPTION C
Neighborhood / Name			
Approx. # of Homes			
Annual Turnover Rate (%)			
Avg. Sale Price (\$)			
Est. Commission/Transaction (\$)			
Dominant Agent? (Y/N)			
Dominant Agent Market Share (%)			
Your Familiarity with Area (1–5)			
Proximity to Your Home/Office			
HOA/Community Structure (Y/N)			
Annual Transactions at 6% turnover			
Est. Annual GCI if 20% Capture (\$)			

Selected Farm Area: _____ Decision Date: _____

PART 2: 12-MONTH MULTI-CHANNEL CAMPAIGN TRACKER

Check each channel for each month. Consistent execution across all four channels is what creates compounding market share.

MONTH	DIRECT MAIL	DOOR KNOCK	SOCIAL POST	COMMUNITY EVENT
January				
February				
March				
April				
May				
June				
July				
August				
September				
October				
November				
December				

PART 3: MARKET SHARE & LEADS TRACKER

Track your growing presence in the farm area quarter by quarter.

QUARTER	TOTAL LISTINGS IN FARM	YOUR LISTINGS	MKT SHARE %	LEADS FROM FARM	CLOSING S
Q1					
Q2					
Q3					
Q4					
Q1 (Yr 2)					
Q2 (Yr 2)					

PART 4: DIRECT MAIL CONTENT PLANNER

Plan the content theme for each mailer. Rotate: Just Listed, Just Sold, Market Update, Community Resource, Holiday.

MONTH	MAILER TYPE / THEME	KEY MESSAGE	CTA
January			
February			
March			
April			
May			
June			