

GEOGRAPHIC FARMING 2.0

AI FARMING PROMPT PACK

25 practical prompts to research, plan, market, build community, follow up, and improve your geographic farm.

HOW TO USE THESE

Replace anything inside [BRACKETS] with your real data. The more accurate the inputs, the more useful the output.

Important: AI should help you analyze, draft, organize, and repurpose. It should not invent MLS facts, homeowner facts, market statistics, or protected personal characteristics.

1. FARM RESEARCH + ANALYSIS

Prompt 1 - Farm Opportunity Analyzer

Best use: Use after completing the Farm Analyzer.

You are helping a real estate agent evaluate a potential geographic farm.

Analyze this neighborhood as a long-term geographic farming opportunity. Be critical. Do not recommend the farm simply because some numbers appear positive.

FARM DATA:

Farm: [FARM NAME]
City / market: [CITY]
Total homes: [TOTAL HOMES]
Annual sales: [ANNUAL SALES]
Turnover rate: [TURNOVER %]
Average sale price: [AVG PRICE]
Average DOM: [DOM]
Estimated annual commission pool: [COMMISSION POOL]
Commission opportunity per household: [OPPORTUNITY PER HOME]
Average ownership length: [YEARS]
Owner occupancy: [OWNER OCCUPANCY %]
Top listing agent market share: [TOP AGENT %]
Top 3 agents combined market share: [TOP 3 %]
Property consistency: [1-5]
Personal connection / proximity: [1-5]
Existing contacts: [COUNT]
Annual farming budget: [BUDGET]
Farm Opportunity Score: [SCORE]/100

Evaluate:

1. Overall attractiveness
2. Biggest strengths
3. Biggest risks
4. Competition
5. Seller opportunity
6. Likely homeowner segments based only on supplied data
7. Recommended positioning
8. Best marketing themes
9. Suggested community strategies
10. Whether I should pursue this farm and why

Clearly separate what is directly supported by the data from strategic inference.

Identify any missing data that could materially change the recommendation.

End with one recommendation: PURSUE, PROCEED WITH CAUTION, or PASS.

Prompt 2 - Compare Three Farms

Best use: Best used when narrowing 2-3 candidate neighborhoods.

Compare the following three potential geographic farms as long-term real estate farming opportunities.

Do not simply choose the farm with the highest turnover. Consider revenue opportunity, competition, ownership patterns, budget efficiency, manageability, and my ability to become relevant.

FARM A:

[PASTE DATA]

FARM B:

[PASTE DATA]

FARM C:

[PASTE DATA]

Rank all three from strongest to weakest. For each farm, explain:

- Why it ranks where it does
- Best opportunity
- Biggest risk
- What would have to be true for it to succeed
- What additional data I should verify

Then tell me which ONE you would choose if you were spending your own time and money, and why.

Prompt 3 - Competition Analyzer

Best use: Useful after pulling listing-agent activity from MLS.

Analyze the competitive environment for this geographic farm.

DATA:

Annual sales: [COUNT]

Top agent market share: [PERCENT]

Top 3 agents combined market share: [PERCENT]

List of listing agents and transaction counts: [PASTE]

Evaluate:

1. Whether the market appears dominated, fragmented, or somewhere between
2. Whether one agent has meaningful mindshare
3. Whether multiple agents share the opportunity
4. How difficult it may be for a new farming agent to gain recognition
5. What I should investigate beyond MLS market share
6. A realistic competitive strategy for entering this farm

Do not assume MLS market share equals marketing mindshare.

Prompt 4 - Homeowner Opportunity Finder

Best use: Great bridge from raw data to relevant messaging.

Based only on the neighborhood information below, identify the most useful homeowner questions, problems, and educational opportunities for a geographic farming campaign.

DATA:

[PASTE RPR / MLS / PROPERTY CHARACTERISTICS]

Do not infer protected traits or personal facts about individual homeowners.

Separate:

A. Directly supported observations

B. Reasonable strategic hypotheses that need validation

Then give me:

- 10 homeowner questions worth answering
- 5 seller-education themes
- 5 non-sales community/content themes
- 3 ideas I should NOT assume without better data.

2. 12-MONTH PLANNING

Prompt 5 - Build the 12-Month Plan

Best use: Use this to create the first draft, then customize it.

You are helping a real estate agent build a realistic 12-month geographic farming plan.

Use five channels:

1. Mail
2. Digital
3. Personal outreach
4. Community
5. CRM / Follow-Up

FARM:

Homes: [COUNT]

Average price: [PRICE]

Homeowner characteristics: [CHARACTERISTICS]

Annual farming budget: [BUDGET]

Time available per month: [HOURS]

Primary goal: [GOAL]

Create one core theme per month and practical activities across the five channels.

Rules:

- Keep the workload realistic for one agent
- Prioritize useful homeowner education and community value over generic self-promotion
- Avoid repeating the exact same tactic every month
- Include seasonal opportunities where appropriate
- Include at least one seller-focused campaign per quarter
- Estimate relative cost: Low / Medium / High
- Tell me what to remove if the plan becomes too ambitious.

Prompt 6 - Build One Month in Detail

Best use: Use after choosing each month's theme.

Build a complete geographic farming campaign for [MONTH].

Core homeowner problem: [PROBLEM]

Farm size: [COUNT]

Budget for the month: [BUDGET]

Market context: [CONTEXT]

Create:

- 1 mail piece
- 1 email
- 1 short video
- 2 social posts
- 1 personal outreach activity
- 1 CRM follow-up task
- 1 optional community activity

Keep every piece connected to the SAME core message so the month feels like one campaign rather than random marketing.

Prompt 7 - 90-Day Launch Plan

Best use: Excellent attendee follow-up after the workshop.

Create a realistic 90-day launch plan for a real estate agent beginning a new geographic farm.

FARM DATA:

[PASTE FARM SUMMARY]

Break the plan into:

Days 1-30: Setup + research

Days 31-60: Visibility + value

Days 61-90: Relationships + optimization

Include:

- Database setup
- First mail touch
- First market update
- Personal outreach
- Local/community activity
- CRM follow-up
- Content
- Metrics to track

Assume I am one agent with limited time. Prioritize the highest-leverage actions.

Prompt 8 - Budget Optimizer

Best use: Useful for making the plan financially realistic.

Help me allocate an annual geographic farming budget of [BUDGET] across a farm of [HOME COUNT] homes.

My priorities are:

[PRIORITIES]

Create a recommended annual allocation across:

- Direct mail
- Events/community
- Digital/content
- Print/signage
- CRM/technology
- Personal touches
- Contingency

Show:

- Dollars
- Percent of total
- Estimated cost per household
- Which items should be protected if I need to cut the budget by 20%

Do not assume more spending automatically produces better results.

3. CONTENT + MARKETING

Prompt 9 - Market Update Repurposing Engine

Best use: Signature live-demo prompt.

Using the neighborhood MLS data below, explain what it means to a homeowner in plain English.

DATA:

[PASTE ACCURATE MLS DATA]

Then repurpose the SAME core insight into:

1. Postcard copy
2. Email
3. 30-second video script
4. Facebook / Instagram post
5. Google Business Profile post
6. Call talking point
7. Newsletter paragraph

Rules:

- Do not exaggerate the market
- Do not make unsupported predictions
- Avoid Realtor jargon
- Make it hyper-local
- Focus on why the information matters to a homeowner.

Prompt 10 - Postcard Writer

Best use: Use for mail pieces throughout the year.

Write a geographic farming postcard for homeowners in [NEIGHBORHOOD].

Topic: [TOPIC]

Goal: [EDUCATE / EVENT / MARKET UPDATE / SELLER OPPORTUNITY]

Tone: Helpful, confident, local, not pushy.

Create:

- Strong front headline
- Short supporting line
- Back-side copy under 120 words
- One clear CTA
- Optional QR-code line

Avoid generic phrases like 'Thinking of selling?' unless there is a specific reason to use them.

Prompt 11 - Homeowner-Friendly Market Explanation

Best use: Helps turn stats into education.

Explain the following real estate data to a homeowner as if you were speaking across a kitchen table.

DATA:

[PASTE DATA]

Give me:

1. What happened
2. Why it matters
3. What it does NOT necessarily mean
4. What a homeowner should pay attention to next

Use plain English. Avoid hype, fear, and industry jargon.

Prompt 12 - 30-Second Neighborhood Video

Best use: Perfect for recurring neighborhood videos.

Write a 30-second video script for a Realtor speaking directly to homeowners in [NEIGHBORHOOD].

Topic / data: [TOPIC]

Structure:

- Strong first sentence
- One useful insight
- Explain why it matters
- Soft CTA or closing thought

Make it conversational and natural enough to say on camera. No cheesy Realtor language.

Prompt 13 - Neighborhood Newsletter Builder

Best use: Useful for quarterly or monthly newsletters.

Create a concise neighborhood newsletter for [NEIGHBORHOOD] using the information below.

Include:

- Short market update
- One useful homeowner tip
- One local/community item
- One upcoming event or seasonal reminder
- Short personal note from the agent

INFORMATION:

[PASTE]

Keep the newsletter useful enough that a homeowner would read it even if they are not planning to move.

Prompt 14 - Seller Education Campaign

Best use: Use for downsizing, prep, buy-first/sell-first, etc.

Create a 4-touch educational campaign for homeowners in [NEIGHBORHOOD] around this seller issue:

[ISSUE]

Create:

- Touch 1: Mail
- Touch 2: Email
- Touch 3: Video
- Touch 4: Personal follow-up

The campaign should educate first and create a reason to talk second. Do not manufacture urgency.

Prompt 15 - Just Listed / Just Sold Neighbor Campaign

Best use: Turns one transaction into multiple farm touches.

Build a hyper-local neighbor campaign around this property event:

[JUST LISTED / PENDING / JUST SOLD]

Property details: [DETAILS]

Neighborhood: [NEIGHBORHOOD]

Create:

- Neighbor postcard or letter
- Door-knock opener
- Email
- Social post
- 30-second video
- Follow-up conversation starter

Focus on what the listing tells nearby homeowners about THEIR neighborhood, not just self-promotion.

4. COMMUNITY + EVENTS

Prompt 16 - Event Idea Generator

Best use: Use when choosing community activities.

Suggest 10 practical neighborhood events for a geographic farm of [HOME COUNT] homes in [MONTH / SEASON].

Budget: [BUDGET]

Goal: [GOAL]

Neighborhood context: [CONTEXT]

Rank each idea by:

- Likely participation
- Cost
- Agent workload
- Relationship-building value
- Repeatability

Avoid events that are expensive primarily for the sake of looking impressive.

Prompt 17 - Build the Event

Best use: Turns an event idea into an execution plan.

Fully plan this geographic farming event:

EVENT: [EVENT]

DATE / SEASON: [DATE]

FARM SIZE: [COUNT]

BUDGET: [BUDGET]

Create:

- Planning timeline
- Vendor / sponsor needs
- Registration fields
- Invitation copy
- Social announcement
- Reminder email
- Reminder SMS
- Day-of checklist
- Follow-up email
- CRM tags
- 3 ways to continue the relationship afterward

Keep the event community-first, not sales-pitch-first.

Prompt 18 - Sponsor Outreach

Best use: Useful for reducing event cost and building local relationships.

Write a short outreach message to a local business asking them to sponsor or participate in a neighborhood event.

Event: [EVENT]

Audience: [NEIGHBORHOOD]

What sponsor receives: [BENEFITS]

Create:

- Email version
- Text / DM version
- Phone opener

Make it collaborative and local, not corporate.

Prompt 19 - Local Business Spotlight

Best use: Community content that is not about you.

Create a local business spotlight campaign for [BUSINESS] in [NEIGHBORHOOD / CITY].

Give me:

- 5 interview questions
- Short video intro
- Social caption
- Email / newsletter blurb
- Google Business Profile style post
- One way to connect the business back to neighborhood value without forcing a real estate pitch.

5. CRM + RELATIONSHIP BUILDING

Prompt 20 - Farm CRM Blueprint

Best use: Use to build the attendee CRM blueprint.

Design a simple CRM structure for my geographic farm.

Farm: [NEIGHBORHOOD]
CRM platform: [CRM]
Current contacts: [COUNT]

Recommend:

- Primary farm tag
- Secondary tags
- Lead / relationship categories
- Follow-up tasks
- Which contacts should receive market updates
- Event follow-up structure
- Seller-opportunity follow-up
- New resident follow-up

Keep this simple enough that one agent will actually maintain it.

Prompt 21 - Follow-Up Sequence

Best use: Great for turning engagement into relationships.

Create a human, low-pressure follow-up sequence for a homeowner who entered my database because of:

[SOURCE: EVENT / OPEN HOUSE / HOME VALUE / RESPONSE TO MAIL / CONVERSATION]

Create a 90-day sequence using a mix of:

- Email
- Text
- Call task
- Useful market information
- Personal check-in

Do not make every touch an attempt to get an appointment.

Prompt 22 - Call Conversation Builder

Best use: Use for personal outreach.

Help me prepare a short phone conversation with a homeowner in my geographic farm.

Reason for call: [REASON]
What I know: [CONTEXT]

Give me:

- Natural opener
- 3 useful questions
- One way to offer value
- A non-pushy close
- Follow-up text if they do not answer

Avoid scripts that sound like a call center.

Prompt 23 - Handwritten Note Ideas

Best use: Simple personal-touch helper.

Give me 10 short handwritten note ideas for homeowners in my geographic farm.

Reason: [THANK YOU / EVENT / NEW RESIDENT / HOME ANNIVERSARY / NEIGHBORHOOD TOUCH / OTHER]

Each note should be 1-3 sentences, warm, specific, and not salesy.

6. REVIEW + OPTIMIZATION

Prompt 24 - Quarterly Farm Review

Best use: Use every 90 days.

Act as a geographic farming business analyst.

Review my last 90 days of farming activity and results.

DATA:

Activities completed: [PASTE]

Marketing spend: [PASTE]

Responses / conversations: [PASTE]

Database growth: [PASTE]

Event attendance: [PASTE]

Appointments / listings / closings: [PASTE]

Identify:

1. What I consistently executed
2. What generated engagement
3. What generated real conversations
4. What appears wasteful
5. What I should STOP
6. What I should KEEP
7. What I should IMPROVE
8. The 3 priorities for the next quarter

Do not judge success only by closed transactions. Consider relationship growth and future seller opportunities.

Prompt 25 - Annual Farm Review

Best use: Use before building the next year's calendar.

Review one full year of my geographic farming activity.

Compare:

- Planned activities vs completed activities
- Total spend
- Cost per household
- Database growth
- Homeowner conversations
- Event participation
- Leads
- Appointments
- Listings
- Closings
- Estimated GCI
- Market share change

Tell me:

- What worked
- What did not
- What I should change next year
- Whether the farm still deserves my investment
- Which 3 activities deserve more emphasis
- Which 3 activities should be reduced or eliminated

Be critical and evidence-based.

THE BEST PROMPT IS NOT THE LONGEST PROMPT.

It's the one that starts with accurate data and a clear goal.

Use AI to get to a strong first draft faster. Then add your judgment, your local knowledge, your voice, and your relationships. That is where the real value of Geographic Farming 2.0 lives.