

(Micro)Farming with Remine/Matrix

PURPOSE

- Market to increase listings in a specific community or region

TOOLS

- Remine (FMLS)
- Matrix (FMLS)

PREPARATION

1. Research communities or a region where you want to sell
 - Drive around your target market and note subdivisions where you would love to sell
 - (**Matrix and Remine**) Research the annual turnover in those communities
 - i. Target is at least 6% but 10%+ is better.
 - (**Matrix**) Research the average sale price, average DOM
 - (**Matrix**) Research the dominant agents in those communities. Who is your competition?
 - i. Knowing this may help you hone your marketing message
 - Document what you know about the community (e.g. average length of ownership, who is the target buyer, what stage of life are the sellers in, HOA activity, any other characteristics that will help you target the marketing message, etc...)

USE REMINE TO PULL CONTACT LISTS

1. Login to Remine (via FMLS)
2. Click on **Search** in the list on the left of the page
3. Make sure **Properties** is selected at the top of the search page
4. Enter a subdivision name, school, city, zip code or address into the search bar
 - If too many selections come back, use the **Advanced** search option in the upper right corner. There you can enter as much criteria as you wish.
5. Look at the results on a map to make sure they are what you're looking for.
6. Apply filters along the left side as necessary/desired
7. At the top of the property card ribbon along the right side of the page is a **Select All** button. Select all and click on **Cart** at the top right of the page.
8. Name your cart.
 - Now this entire list of homes is saved in your account for future reference. You may want to re-export the list once a year to make sure you capture all the new homeowners in your on-going communication
9. Click on **Carts** along the menu on the left side of the screen. Click on your cart. The list of all properties should show up in the middle of the screen.
10. Select all properties in the list (TIP: check the box in the upper left corner of the list and it will automatically select all properties) and select **Export** from the menu.
11. Name your file (TIP: put a date in the name so you know how old this list is). Choose your columns (you can narrow it down if you prefer or just export all data)
12. Select **Export** and look for the **Alert** telling you the download is ready.
13. Save the Excel file to your computer for use in your CRM/marketing tools

OR

You can print mailing labels right from the system:

10. Select all properties in the list (TIP: check the box in the upper left corner of the list and it will automatically select all properties) and select **More** from the menu. Then select **Print Mailing Labels**. Make your selections and click print
11. Save the PDF to your computer and print on the Avery labels they suggest (#5160)

OR

You can send mailers right from the system:

10. Select all properties in the list (TIP: check the box in the upper left corner of the list and it will automatically select all properties) and select **Send Mailers** from the menu.
11. Walk through the steps to build your mailing campaign.

NEXT STEPS

1. Review the Sherri Johnson Academy Microfarming series for more great tips
2. Implement a marketing drip campaign to your new farm
 - Plan out a monthly communication plan. Touch each prospect every 2-3 weeks. Mix up the medium to include email, direct mail, phone/text, pop-by's, real estate reviews, hand written notes, etc.
 - i. **NOTE:** Farming takes 9-12 months to be effective. You must be consistent and stick to it. Don't give up early or the money you spend may be lost!
 - ii. **SAMPLE 12-MONTH MARKETING PLAN BELOW**; however, there are many options to communicate with these prospects.
 - Add these contacts to your monthly newsletter list and Xpressdocs for an automated direct mail solution. Taking the time to set up the campaigns in the beginning will free up your time later to focus on making personal contact.
 - Use Design Studio and the BHHS RSource Center for additional creative social media posts, eCards, postcards and newsletter options
 - These same steps can be used for more lead generation strategies!
 - i. Find a property for your Buyer in a low inventory market
 1. You could send the letter Sherri Johnson provided directly from Remine!
 - ii. Market a new listing to a localized audience
 - iii. Expand your database
 - iv. Search for absentee owners to target investors
 - v. Search by sell score to identify homeowners likely to sell
 - vi. Search by ownership time or amount of equity in a home
 - vii. Search by mortgage rate
 - viii. And more...

Month	Conversation Starter / Message Ideas	e-Automated Touch	Direct Mail Automated Touch	Personal Touch
January	Happy New Year! Goal Setting Start the year off right	e-Newsletter	Postcard – (Stay in Touch→RE Seasonal & Holiday→New Year's Day)	
February	Thinking about moving this year? What is your home worth? I'll send you a CMA	e-Newsletter	Postcard- (Stay in Touch→RE Seasonal & Holiday→Valentine's Day)	Handwritten note or phone call Real Estate Review
March	Don't forget taxes are due next month! Garden/Spring Prep	e-Newsletter	Postcard – (Stay in Touch→Baseball Schedule)	
April	Ready for warmer weather? Let me send you a checklist for how to prep your home for spring Now is the time to sell!	e-Newsletter	Postcard – (Stay in Touch→Real Estate Related→Selling Specific)	
May	Summer is almost here! Any vacation plans? Happy Mother's Day! End of the school year Now is the time to sell!	e-Newsletter	Postcard - (Stay in Touch→Real Estate Related→Selling Specific)	Handwritten note or phone call
June	Happy Father's Day! Beginning of Summer	e-Newsletter	Postcard- (Stay in Touch→RE Seasonal & Holiday→Summer)	
July	Happy 4th of July! Where are you going to watch fireworks? Tell me about your vacation this summer!	e-Newsletter	Postcard – (Stay in Touch→Football Schedule)	
August	Don't forget to register to vote! Beginning of school	e-Newsletter	Postcard - (Stay in Touch→Back to School)	Handwritten note or phone call Real Estate Review
September	Fall maintenance time! Labor Day	e-Newsletter	Postcard - (Stay in Touch→Labor Day)	
October	Fall festivals pumpkins/apples	e-Newsletter	Postcard - (Stay in Touch→Fall)	
November	Happy Thanksgiving! Do you have any big plans?	e-Newsletter	Postcard (Stay in Touch→Thanksgiving)	
December	Happy Holidays! Are you thinking about selling next year? If so, let's get together so I can help you determine what you should do to prepare.	e-Newsletter	Holiday/Seasonal Card (can do through Xpressdocs or otherwise)	Handwritten note or phone call (can write a note on the holiday card)

SAMPLE 12-MONTH FARMING MARKETING PLAN*

**Using Xpressdocs for direct mail*

PUTTING THE CONTACT LIST TO USE

Make your marketing plan as automated as possible. If you must action something every month then you will be less likely to be consistent!

Use the tools **Berkshire Hathaway HomeServices Georgia Properties** provides to make your life easier!