

Micro Farm Plan for Generating Listings

Subject Property _____ Price _____ Subdivision Name _____

Dates of Calls _____ New Listing _____ New Price _____ Open House Invite _____ Under Contract _____ Sold Price _____

| | Name | Phone # | Announce New Listing | Notify New Price | Invite to Open House | Notify Home Went Under Contract | Notify Sold Price | Result | Follow Up Plan |
|-----|------|---------|----------------------|------------------|----------------------|---------------------------------|-------------------|--------|----------------|
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Just think: when you're finished, you've made 100 Calls to a GEO Target Farm that WILL PRODUCE BUSINESS!

Send a personal thank you for talking to you - **letter or note card with 2 of your business cards every time** to you speak to them.

Offer a Free Market Update monthly sent **via email** or regular mail – now you have the contact's email address, too.

Ask if they know of anyone (specifically co-workers, family, friends or other neighbors) who may be thinking of making a move in the next 6-12 months.

Be their resource for Real Estate information. If you offer value-added service, they will remember YOU when a change occurs in life requiring buying/selling.

Remember: These were all Contacts when you started; some are now Future Clients!

"Success always comes when preparation meets opportunity." – Henry Harman