

The Attraction Agent Farm System

[Watch the video]

Area Selection

- Select an area which will be your “CORE” prospecting area. Your goal is to have the most dominant market share in this area within 12 months.
- Strategically select an area that ideally scores well in the following categories:
 1. Sale and price (high fees)
 2. Volume (more fees)

Total revenue in an area = Avg Commission x Number of Sales

Other factors to consider in farm area selection are:

- Number of competitors
- Quality of competitors
- Days on market average
- Vendor paid acceptance level

Specialist Knowledge

- Get hyper knowledge of your farm area by gaining in depth knowledge
 - On all transactions in the last 6 months
 - Inspect as many properties on the market via open houses (competitors)
 - Attend auctions
 - Learn the history of the area
 - Council policy
 - Churches, schools, public transport

ACTIONS

- Door knock 20 per day announcing your providing a market report service (20 per day = 20 face to face conversations)
- Drop off reports to potential vendors within 48hrs
- Enter details in database with frequency dependent on client (e.g. weekly/fortnightly/monthly)
- Send monthly sales report to all in the database

Monthly Sales Report

As your area specialist I am providing you properties successfully sold in June 2014

PROPERTY	SALE PRICE
27 Smith St, Newtown	\$712,000
43 Knox St, Newtown	\$690,000
43 Harper Ave, Newtown	\$810,500
2 Roy Rd, Newtown	\$993,000
10 James Ave, Newtown	\$700,000
1 Raymond St, Newtown	\$1,100,000
3/52 John St, Newtown	\$530,000
1 Short St, Newtown	\$615,000
4 Beard Ave, Newtown	\$700,000