

Micro Farm Program

4 prong approach to additional deals
250 homes centered around subject property
Send out Piece #1-3 ---7 to 14 days apart
Send piece #4 when it closes escrow

Piece #1: Just Listed postcard

{DAY 1}

- Pictures, bullet points and no price – OR –
- Pictures, price and no bullet points – OR –
- Pictures, bullet points and price

Piece #2: YOU HAVE A CHOICE

{7-14 after Piece #1}

Depending on the circumstances

- A) **“In Escrow” postcard**
- B) **Open House invitation**
- C) **Real Estate related mailer or comps in the area.**
- D) **“Help me choose your neighbor” letter**

Piece #3: YOU HAVE A CHOICE

{7-14 after Piece #2}

Depending on the circumstances

- A) **“In Escrow” postcard**
- B) **Open House invitation**
- C) **Real Estate related mailer or comps in the area.**
- D) **“Help me choose your neighbor” letter**

Piece #4: JUST SOLD LETTER with guts

{Send after Close of Escrow}

Answer these questions:

- What is the property address and city?
- How many days was it on the market? Did it sell fast?
- How many multiple offers were there on the property?
- How many buyers came through your Open House?
- Did you sell the home for TOP DOLLAR (yes or no)? How much over asking price?
- Is it the highest comp in the area?
- Was it a short escrow?
- Is your phone still ringing off the hook with interested buyers ready to purchase in this neighborhood?
- Include any other highlights that would be of interest to a potential seller.