Defining Your Farming Area

EAGLES WORLD REALTY
EST. 2013

GEOGRAPHIC RESEARCH

Make a list of all the geographic features that will affect the sale of property. Include factors that are both positive and negative.

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PROPERTY RESEARCH

Identify these items to help find the the neighborhood homes that are unique and don't fit the typical mold.

Median Lot Size:

Typical Home Style:

Home Dimensions and Features:

Median Sale Price:

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ABSORPTION RATE

Absorption rate helps you predict the number of months' worth of inventory exist in a particular place.

# of Active Listings Last Month/# of Listings Sold Last Month = Absorption Rate (Months of Inventory)

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TURNOVER RATE

The turnover rate measures the number of homes in your farm area that sell in a given time compared to the overall number of homes

Example:
10 sales/150 Total Homes = 6.6%

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DEMOGRAPHIC RESEARCH

Get to know the people who live in the neighborhood that you want to farm.

Average age of the person living in your farm area:

Family status:

Education:

What are their preferred methods of communication?

How do they consume news and information?

Are they on social media?