

WHAT IS FARMING?

Real estate farming, or circle prospecting, is a marketing technique that allows real estate professionals to focus their efforts on a specific demographic or geographic area to cultivate leads. Essentially, it allows you to “sow seeds” within a specific market to later “harvest” new business growth.

The combinations of search parameters are endless and our Customer Service Department is here to help you customize your farming list to fit your needs.

WHY FARM?

Farming is a strategy that engages you with your community to form long-term relationships. It helps position you to be the first person they think of when they need you.



SCAN
FOR
ORDER
FORM



GET IN TOUCH

(360) 692-4141

EMAIL

CustomerService@pnwtkitsap.com

WEB

www.pnwtkitsap.com

FACEBOOK

@pnwtkitsap

INSTAGRAM

@pnwtkitsap

LOCATIONS

SILVERDALE

2021 NW Mhyre Rd, Ste 300

BAINBRIDGE ISLAND

921 NE Hildebrand Ln, Ste 200

PORT ORCHARD

450 Port Orchard Blvd, Ste 260

*By appointment only

MAXIMIZE YOUR MARKETING LIST

CREATING A CUSTOM FARM



PACIFIC NORTHWEST TITLE



BASIC TYPES OF FARMS

MAP SEARCH

Search an area by map

Map searches allow for precision and focus in specific neighborhoods.

- Section/township/range
- Street boundaries
- City limits
- School districts
- Plats/subdivisions

RADIUS SEARCH

Lists all addresses within a certain circle radius of a single home

Radius searches are a simple way to market to a broad group in a specific area. This can be within a specified distance of a particular home or until the desired numbers of homes is met.

- By distance (ex. 5-mile radius)
- By number of results (ex. closest 100)

ADDITIONAL FILTERS

LOCATION CHARACTERISTICS

- Waterfront: Only certain lakes available for specific searches
- Acreage/Lot Square Footage
- Assessed Value: Land, improvement, or both
- Property Location: City, zip code
- MLS Area Code
- Vacant Land

BUILDING CHARACTERISTICS

- Building Square Footage
- Single Family Residence or Commercial
- Bedroom/Bathroom Count
- Building Type: Rambler, two-story, duplex, etc.
- Year Built
- Fireplaces
- Condition: Excellent, Average, Fair, Poor,
- Use Codes: Single family residence, condo, etc.

SALE/OWNER CHARACTERISTICS

- Sale Date & Sale Price
- Owner Occupied/Non-Owner Occupied
- Out of State Owners
- Property Count by Owner
- Loan Information: Loan type, loan amount, loan to value, maturity dates, cash transactions, mortgage due dates, etc.
- Investment: 4 or more properties owned or investment properties

PRICING



\$2

EXCEL LIST & DIGITAL LABELS

A list of names and addresses will be emailed in Excel list format with Word document in mailing label format

\$1

PRINTED LABELS

\$1 per printed sheet; Each sheet contains 30 mailing labels