

LAWYERS LINK



Real Estate Farming *MATTERS*

What is real estate farming?

Real estate farming is a strategy for developing business in a specified geographical area (geo-farming) and/or market demographic (niche farming). The strategy includes methods to connect, manage, and track home buyers and sellers.

Real estate farming allows agents to be proactive and helps provide a clear sense of direction. Successful agents do their

homework to choose the right technology and work their farm(s) consistently.

Then and now

Title insurance companies provide farming materials and technology solutions to agents. Just a few years ago a typical real estate farm consisted of a sortable list of homeowners provided in an excel document, or maybe

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printed and bound in a spiral notebook. Since then, farming has transformed with the advancement and adoption of technology. Farming is now a turn-key, automated, and optimized experience that empowers agents to manage and leverage their farms with area statistics and predictive analytics for greater focus and efficiency.

It doesn't have to be complicated

Farming can be a fairly simple process with the right technology and basic knowledge. You should look for a farming solution that corresponds with your natural, intuitive way of thinking. It should feel like it was designed for simplicity and clarity, and you should be able to easily navigate to the things that really matter to you. Do your research and review different farming solutions. Ask yourself if the technology can improve your productivity and make your life easier. The right solution should seem like it connects the dots and makes sense to you.

Choosing the right technology

As mentioned, choosing the right farming technology is key, as it can serve as the foundation of your business. There are several farming platforms to choose from. The Lawyers Title farming platform, **dynamicfarm**, is a turn-key, straightforward solution designed for both new agents and seasoned professionals. This system gives you access to fresh data, analytics, tools, and insight into your neighborhood farm area, all updated daily, available 24/7 for both Android and iOS.

dynamicfarm allows you to:

- Map any specified area
- View turnover rates, area statistics and predictive analytics
- Pull, track, manage, edit, categorize, flag, and store data in real time
- Share data
- Write notes
- Pull a property profile for any property within the farm
- View comparable sales data
- Drill down to create targeted sub-farms
- Create labels
- Update farms automatically
- Purchase premium data and features
- And the list goes on!



**Contact your sales executive
for a demo or more information.**



MONTHLY INDUSTRY TERMS

Amortization

Reduction of the principal of a debt in regular, periodic installments.

Conventional Mortgage

A mortgage securing a loan made by investors without governmental underwriting, i.e., a loan which is not FHA insured or VA guaranteed.

Annual Percentage Rate (APR)

An interest rate reflecting the cost of a mortgage as a yearly rate. This rate is likely to be higher than the stated note rate or advertised rate on the mortgage, because it takes into account point and other credit cost. The APR allows home buyers to compare different types of mortgages based on the annual cost for each loan.