



My Target Farm Area Worksheet



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Fill Out the Worksheet Below

SELLER MARKET RESEARCH:

Currently "MAJORITY" of my market SELLERS are (ie: traditional, reo, short sales, probate, HUD, corporate, leases, etc):

Those zip codes/cities/counties are:

SELLERS I have been focused on before/closed are (ie: traditional, reo, short sales, probate, HUD, corporate, leases, etc):

Those zip codes/cities/counties are: _____

BUYER MARKET RESEARCH:

Currently "MAJORITY" of my market BUYERS are (ie: traditional, military, cash retail, cash investors, developers, international buyers, vacation buyers, first time home buyers, 2nd home buyers etc): Split between first time home buyers and growing family/up leg buyers. Investors developers are hot as well. It's an even split in Los Angeles county

Those zip codes/cities/counties are: _____

BUYERS I have been focused on before/closed are (ie: traditional, military, cash retail, cash investors, developers, international buyers, vacation buyers, first time home buyers, 2nd home buyers etc): All of Los Angeles County

Those zip codes/cities/counties are: A LOT!!!! _____

If you have ANY questions, fill this out and make sure to have this document with you on our weekly trainings where we can give you some ideas on exactly what campaigns to run on the MLS.