

## **SAMPLE PLANS for IDM Farm Manager**

*“Plans tie together individual activities in a timely and organized fashion to help you achieve a specific goal.”*

*Increase Farming successes, Repeat Business and Referrals!*

<b>1st Year Buyer Past Client Plan</b>		
#	Time Frame	Activity
1	1 Weeks	Call-Courtesy call to see how things are going.
2	2 Weeks	Send <i>“Congratulations on Purchase”</i> letter
3	1 Months	Send <i>“Congrats – Moved In”</i> letter
4	3 Months	Send <i>“Pleasure work w/you”</i> letter
5	5 Months	Call-Follow Up
6	6 Months	Send Promotional Item
7	8 Months	Send <i>“Buyer Follow-up 1”</i> letter
8	10 Months	Send <i>“Buyer Follow-up 2”</i> letter
9	1 Year	Send <i>“Follow-up 1<sup>st</sup> Anniv”</i> Letter
10	1 Year	Launch or Create 2 <sup>nd</sup> Year Buyer Past Client Plan

<b>6 Month New Area Farming Plan</b>		
#	Time Frame	Activity
1	1 Day	Send <i>“Let me Introduce Myself”</i> letter (Include Business Cards)
2	1 Month	Send <i>“Introduction Letter/New Farm”</i> letter (Include Resume)
3	2 Month	Send <i>“I have a Plan”</i> letter
4	3 Month	Send Promotion Item (Magnet Business Card)
5	4 Month	Send follow-up letter to promo item.
6	5 Month	Send Post Card w/Sold Properties
7	6 Month	Send New Letter (Current Neighborhood Market Conditions)
8	7 Month	Evaluate Farm Success/Create Launch New Plan

These plans are intended as a guideline only. You are encouraged to review and modify any pre-written letters in your software as necessary. No guarantees are intended or implied by following these plans.