



REAL ESTATE FARMING MONEY CHECKUP

Before spending more money on postcards, pop-bys or neighborhood events, pause and look at your plan.

Use this to spot gaps between farm choice, spending, consistency, relationship-building, follow-up and results.

Farm Area Check

Area chosen: _____ Why this area: _____

Approx. homes: _____ 12-mo. solds: _____ Turnover: _____

Does one agent or team seem to dominate? ☐ Yes ☐ No ☐ Not sure

If you have not checked sales activity and competition yet, your farm may be based on a feeling instead of a plan.

Money Spent

Print: \$ _____

Postage: \$ _____

Tools/Lists: \$ _____

Total Spent: \$ _____

Time Spent

Design: _____

List Prep: _____

Vendors: _____

Admin: _____

Mailing Consistency

Mail Drops Sent: _____

Avg. Pieces/Drop: _____

Months Mailed: _____

Relationship Touches

Pop-bys: _____

Micro-Events: _____

Other: _____

Results Tracked

Calls/Leads: _____

QR/Page Visits: _____

Appointments: _____

Follow-Up Plan

Next Step Clear? _____

Notes Added? _____

Follow-Up Sent? _____

Does Your Farm Plan Feel Balanced?

Check whether each area feels too light, realistic or draining your time and money.

	Too Little	Just Right	Too Much	What needs adjusting before you spend more?
Time Spent	☐	☐	☐	
Money Spent	☐	☐	☐	
Mailing Frequency	☐	☐	☐	_____
Relationship Touches	☐	☐	☐	
Follow-Up Effort	☐	☐	☐	_____

YOUR BIGGEST FARMING GAP RIGHT NOW

☐ Clearer Farm Area ☐ Consistent Mailing Schedule ☐ Stronger Message ☐ Better Follow-Up

If your farming plan is happening in pieces, build the system behind it.

InkEstate's Farming Framework course helps agents choose a farm, plan mailings and messaging, add pop-bys and micro-events, track results and build a 12-month neighborhood marketing system they can actually follow.

Learn More at InkEstate.Net