



TARGET MARKETING

A GEOGRAPHIC AREA



Create a geographic “frame” in which to focus your **MARKETING EFFORTS** while you become an integral part of a community, build relationships and generate repeat and referral business.

Methods for creating YOUR Geographic Prospecting Boundaries:

- **SUBDIVISION** - all parcels within a recorded subdivision
- **PAINT YOUR FARM** - all parcels within a given North/South/East/West boundary
(may include specified criteria for more detailed targeting)
- **CIRCLE RADIUS** - all parcels matching specified criteria within a radius around an address
- **POTENTIAL MOVE UP** - the closest parcels matching **specified** criteria around an address
- **POTENTIAL MOVE DOWN** - homes typically owned 20+ year with more bedrooms/baths, more square feet, and a basement or extra story than the base property characteristics

Experience the Difference
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