

Wise Pelican Releases New Express Editor to Make It Easier for Real Estate Agents to Mail Postcards into Their Farm

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Wise Pelican, a company based in Tempe, AZ, has released their new Express Editor to make it much easier for real estate agents to mail postcards into their farm. Real estate farming is one of the most effective techniques that allow a real estate agent to have a regular flow of new listings. However, a properly implemented farming campaign is necessary or all of the expenses and effort put into it will just be wasted. Real estate postcards provide a common way of maintaining a real estate farm as long as the postcards are mailed at least monthly.

Geoff Lilienfeld, who co-owns Wise Pelican with his wife, says, "The keys to success when it comes to real estate postcard farming are: using postcards templates that are proven to work, consistently mailing the same real estate farm a minimum of once per month, and having a solid list. Wise Pelican's real estate farm postcard templates have been used by thousands of real estate agents to generate listings. The awesome thing about real estate farming is that as long as you follow the above formula, it's extremely difficult to lose money. And now, with our Express Editor, it is now much easier for real estate agents to mail real estate farming postcards to their farm."

There are a number of factors to consider in order to ensure that real estate farming efforts will be successful. These are: a farm-friendly turnover rate; checking of agent saturation; and consistent mailing. Having a farm-friendly turnover rate means finding an area that has around 6 percent turnover rate. This means about 6 percent of the home in that area are sold every year.

It is also important to check agent saturation by finding out how many listing agents are listing and selling homes in that particular area. For a particular area to be ideal for real estate farming, no agent should have more than 25 percent of the listings in a certain subdivision.

And finally, consistent mailing will make sure that the real estate postcards will work effectively. Postcards

should be mailed monthly or when agents have just sold a home or listed a home in their real estate farm.

Meanwhile, Wise Pelican also provides a video that shows how agents should choose a real estate farm. The video explains that one of the first things to consider when choosing a farm is the turnover rate. This data can be obtained from the local MLS. The best way to proceed would be to download all of the data for the area being considered. As previously mentioned, a good turnover rate would be at least 6 percent. However, a higher rate like 7 percent or 8 percent would be better.

The next thing to do is to make sure that the area's high turnover rate has not already been discovered by other agents. That is why it is a good idea to check on the real estate agent saturation rate for that area. One way to do this is to search the MLS to find out what sold in the last year or two years and find out if there are any agent's names that frequently appear. Another way to do it is to check the number of homes that were sold for one year and then find out how many agents were involved. The more the number of agents involved, the lower will be the saturation rate. But it is also important to determine if an agent has sold a significant number of homes for that area because that agent will likely be mailing the area.

Founded in 2017, Wise Pelican has the mission of providing turnkey real estate postcards for real estate agents at competitive prices. They provide a quick way for real estate agents to affordably and quickly produce complete postcard mailings in different sizes affordable prices.

Those who are interested in learning more about how to select a real estate farm and how to be successful with farming can check out the Wise Pelican website, or contact them on the phone or through email.

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Wise Pelican

Wise Pelican provides direct mail / postcard mailing services to real estate agents to help them grow their business.

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