

# 12 Farm Ideas to Help You Get Started....



1. Area Farm\*
2. Land Use Farm\*
3. Owner Status\*
4. Prospective Buyer Farm
5. Investor Farm (6+)
6. Deed Type Farm
7. Suddenly Single Farm
8. Out of State/Area Farm
9. Cultural - Surname Farm
10. Transfer Date Farm
11. Property Characteristics Farm
12. Phone Number Only Farm

The 12 farm suggestions identified above are the most commonly used. You will always be asked the first three when placing a farm request: (\*) **Area, Land Use** and **Owner Status**. The rest can be added in as additional filters and there is no limit to the number of filters you may select. There are also additional filtering choices not mentioned, so feel free to be creative!

Metro Scan is the most commonly used program by Title Companies. We subscribe to this service and are not responsible for any incorrect information, nor can we change information within the program. All vendors such as Metro Scan, Title Profile and DataQuick primarily obtain property information from the county. Incorrect and incomplete data does show up occasionally, especially with newer subdivisions. Please refer to the handout "*Metro Scan Explanation*" for a list of these errors and why they occur.

**FINANCIAL TITLE PROVIDES 2-3 DAY SERVICE ON ALL FARM PACKAGES IN PAPER AND LABEL FORMAT. EMAIL FARMS ARE GENERALLY DELIVERED WITHIN 24-48HRS.**

SEE THE NEXT FEW PAGES FOR A DETAILED DESCRIPTION OF THE FARM IDEAS LISTED ABOVE.

## 1. Area Farms

***Most important part of your farm is to determine the area, which can be done by:***

- Selected Streets
- Subdivision Name
- Assessor Map Number (Book and Page)
- Thomas Brother Grids (**One grid = 1 Sq Mile and can have up to 1000+ parcels**).
- Boundaries—North, South, East and West
- Census Tract #
- Zip Code (s)
- Entire County
- Radius by Miles (**0.5 Mile can have several thousand parcels**).

**Note: \* Please indicate desired number of records. Most manageable farms include 200-500 records.**

## 2. Land Use Farm

***Be sure to specify the type of parcels you are looking for:***

- Single Family Residents (SFR)
- Duplex
- Condo
- Halfplex
- Triplex
- Fourplex
- All Residential = All the above (1-4 units)
- 4+Units = Multiple Units (Apartments, Mobile Home Parks, etc)
- Retail / Commercial
- Office
- Vacant Land
- Agricultural
- Church

And the list goes on... Sacramento County has an extensive list of land use codes. Call your customer service department for more information.

## 3. Owner Status

***Types of Occupancies:***

- Absentee Owner - Own but do not reside at property.
- Owner Occupied - Own and reside at property.
- Tenant/Renter (**AKA NON-OWNER OCCUPIED**) – does not own!

Note: We will never have the renter's names, but you can still target them by mailing to the site address and using a phrase such as "Current Resident" or "Future Homeowner".

***Note: These first three items are most important to every search and will always be asked for when placing a request from our customer service department.***

**Farms ideas 4 through 12 are optional filters that can be added once your area, land use and owner status have been established.**

#### **4. Prospective Buyers Farm**

Contact Renters (Non-Owners) at the site address, who maybe ready to purchase a home. It's a good idea to also add an assessed value range to the search. Tenant who are paying high monthly rents may be able to comfortably afford a mortgage. "Why rent when your can own?"

#### **5. Investor Farm**

Contact owners who own 6 or more parcels (6 is the minimum). Investors may be more interested in selling their investment properties when values increase.

Note: 1031 Exchanges are popular subjects of interest for this target group.

#### **6. Deed Type Farm**

- Administrators Deed or Executor's Deed
- **Affidavit of Death of Joint Tenant**
- Agreement of Sales
- Community Property Vesting Deed
- Conservators Deed
- Corporation Grant Deed
- **Final Distribution Deed (court approved)**
- Gift Deed
- Grant Deed
- Lieu of Foreclose Deed (back to lender)
- **Interspousal Transfer Deed**
- Joint Tenant
- Leasehold
- Name Change
- Order of Condemnation
- Partnership Grant Deed
- **Quitclaim Deed**
- **Spousal Property Order**
- Tax Deed
- Trust Transfer
- Trustee Deed
- Veterans Department (VA loan purchase)

#### **7. Suddenly Single Farm (see above highlights)**

Contact single owners who have recently been divorced or widowed and may be interested in selling their home.

## **8. Out of State/Area Farm**

Contact investors (absentee owners) that own property in specific zip codes but reside outside of the area or even the state.

## **9. Culture- Surname Farm**

Contact owners of a specific culture such as: Spanish, Indian, Asian or Russian. You may be asked to supply a list of names with your request. Some lists are available through our customer service department.

## **10. Transfer Date Farm**

Contact owners who have owned their homes for a certain length of time, for example: 1-3 years, 3-5 years, 5-10 years and 10+ years. Families may need to increase (or decrease) the size of their home and by using current statistics from the neighborhood you should be able to determine the average length of time a person or family owns before selling.

Note: Age of person in household is not a filter we can search by, however you can choose a transfer date for example 1970 and prior to target owners that may be in their 50's going on the estimated guess that most people purchase a home in their 20's.

## **11. Property Characteristic Farm**

For a buyer needs you may need to contact homeowner with specific features such as:

- Number of Bedrooms
- Number of Bathrooms
- Square Footage
- Year Built
- Lot Size
- Pool/Spa
- Garage Spaces
- Single or Two Story
- Fireplace
- Dining Room
- Family Room
- Patio

## **12. Phone Number Only**

If you are cold calling - be sure to ask for phone numbers only, otherwise you will get many records without.

**Note: 50% of records contain phone numbers and we expect this number to drop due to the new DO-NOT-CALL legislation that takes effect Oct 1, 2003. Accuracy of phone numbers is also unpredictable. For more information on this new law you can call 1-888 382-1222 or visit the official website at [www.donotcall.gov](http://www.donotcall.gov).**

# Farm Formats

Once your farm has been established you will need to decide what format you would like. We have several different options available:

## 1. Paper Print Out

- Standard Farm (6line)- Provides owner and contact information, sale and transfer date and property characteristic.
- 2 Line List - Provides owner name, phone, site & mailing information.
- Single Line - Provides owner name, site address and phone numbers only.

## 2. Labels

- 3 across - 1"X 2 5/8" is standard size for first class mailings.
- 2 across - 1"X 4" to be used with bulk mailings (bar-coded). A minimum of 200 mail pieces is required.

Note: Guidelines and restrictions for bulk mailing can be provided to you by your brokerage firm or a mail house.

## 3. Disk or CD

Data formats:

- Standard ASCII Format = TXT
- Database Format = DBF
- CSV = Will open as an Excel spread sheet
- Top Producer – You must have “Top Producer” software. It’s very important to let customer service know when you need this format.

TXT, DBF & CSV formats will all work with Microsoft Office Programs: Excel, Access or Outlook and even ACT. **CSV is most commonly requested and we will default to it if no format has been asked for.**

**NOTE: “HOW TO” IMPORT GUIDES ARE AVAILABLE UPON REQUEST.**

## 4. Email

Same formats available as on Disk and/or CD’s. However, electronic delivery will result in a faster turn around time!

**NOTE: We can also email “line farms” (6, 2 or single) in a printable Abode PFD Format.**