



## REM 101 Activity 5 Building Your Farming Plan

### 12 Month Farming Plan

Building a Farming plan is essential for a Realtor to increase their footprint in the marketplace and grow their SOI. Here are some tips to help you build your plan. Use the worksheet on page 2 to add your activities.

- Choose an initiative for each month of the year
- Each initiative should be implemented and reinforced both physically and digitally
- You should have advertising to get more fans on social media running every month.
- Always try to collect each person in your farms name, email address, and phone number and add it to your CRM



## Annual Farming Plan

**January:** Budget: \_\_\_\_\_

Initiative: \_\_\_\_\_

Digital Media Initiative: \_\_\_\_\_

**February:** Budget: \_\_\_\_\_

Initiative: \_\_\_\_\_

Digital Media Initiative: \_\_\_\_\_

**March:** Budget: \_\_\_\_\_

Initiative: \_\_\_\_\_

Digital Media Initiative: \_\_\_\_\_

**April:** Budget: \_\_\_\_\_

Initiative: \_\_\_\_\_

Digital Media Initiative: \_\_\_\_\_

**May:** Budget: \_\_\_\_\_

Initiative: \_\_\_\_\_

Digital Media Initiative: \_\_\_\_\_

**June:** Budget: \_\_\_\_\_

Initiative: \_\_\_\_\_

Digital Media Initiative: \_\_\_\_\_

**July:** Budget: \_\_\_\_\_

Initiative: \_\_\_\_\_

Digital Media Initiative: \_\_\_\_\_

**August:** Budget: \_\_\_\_\_

Initiative: \_\_\_\_\_

Digital Media Initiative: \_\_\_\_\_

**September:** Budget: \_\_\_\_\_

Initiative: \_\_\_\_\_

Digital Media Initiative: \_\_\_\_\_

**October:** Budget: \_\_\_\_\_

Initiative: \_\_\_\_\_

Digital Media Initiative: \_\_\_\_\_

**November:** Budget: \_\_\_\_\_

Initiative: \_\_\_\_\_

Digital Media Initiative: \_\_\_\_\_

**December:** Budget: \_\_\_\_\_

Initiative: \_\_\_\_\_

Digital Media Initiative: \_\_\_\_\_