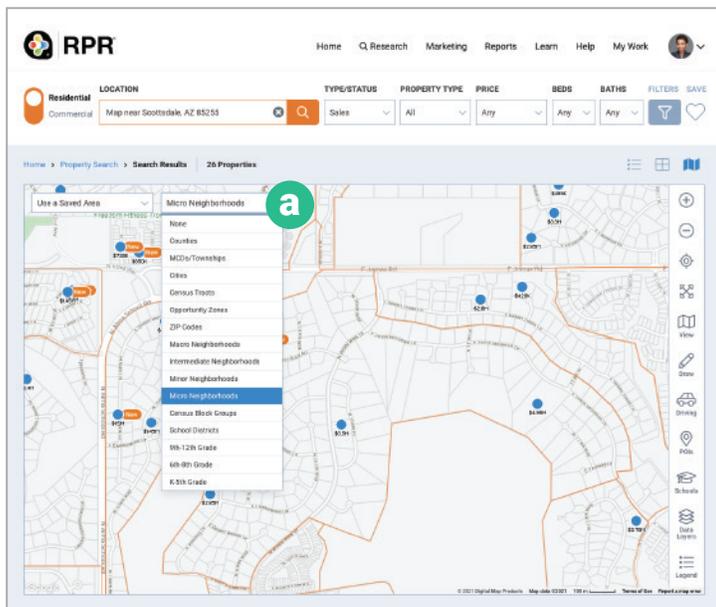
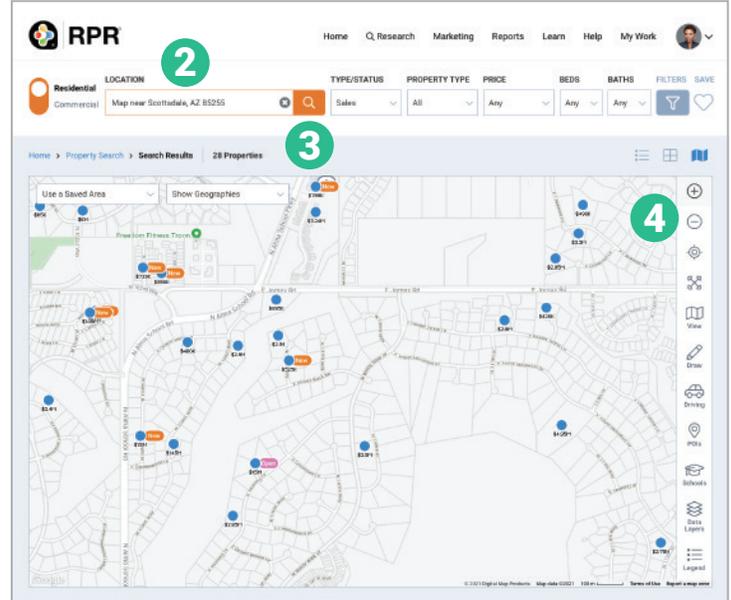
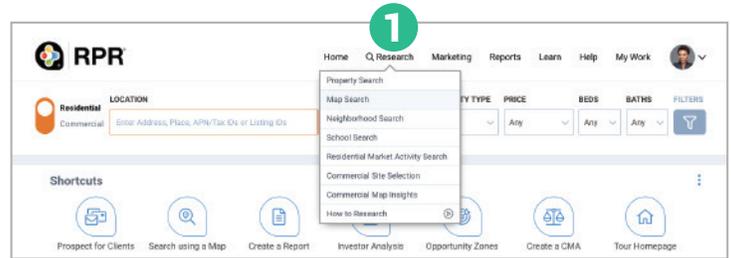


Printable: Geographic Farming

How do I define and save a geographic farm area?

- 1 Select *Research* and then select *Map Search*.
 - 2 Enter the geographic area (*Neighborhood*, *ZIP* or *City*) near your farm area.
 - 3 Select the orange magnifying glass to search.
 - 4 Using the Map, pan and zoom to center your farm area in the window.
- Choose the geographic farm boundaries. This can be accomplished a few different ways:

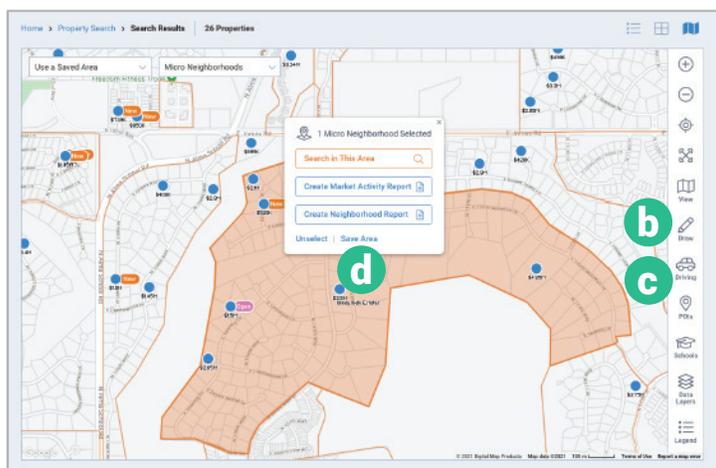


Identify pre-defined neighborhoods:

- a From *Show Geographies* dropdown choose a predefined area such as *Intermediate*, *Minor* or *Micro Neighborhoods*.
- Now select the geographic area that matches your potential farm. The area will turn orange.

Draw your own shape or travel time:

- b Draw: *Freehand*, *Radius*, *Polygon* or *box*.
 - c Driving: *Travel Time* or *Distance* to define a specific area.
 - d With your defined area selected, click *Save Area*.
- Type a name for the area. Select *Save Area*.



How do I analyze the results of my farm area?

Steps 5-14 will review how to calculate key metrics for your farm area. To help get you started, we created a template worksheet which can be [downloaded here](#). Follow the steps below to complete the document.

- 5 Identify the number of homes in the farm area. From the search area, above the map select the *Type/Status* dropdown and choose *Public Records*. Now with the neighborhood selected, choose *Search in This Area*.
- 6 The count will be shown directly above the map. Record the count in your template worksheet.
- 7 Determine the number of homes sold in the farm area over the last 12 months. Again click the *Type/Status* dropdown and choose *For Sale* and select *Closed*. Also check the box *Include public records solds*. Then click the mini-calendar icon to the right of *Sold and choose Last 12 months* and click *Apply*.
- 8 Look for the count of sold properties above the map. Record the count in your template worksheet.
- 9 Identify the number of homes currently listed in the farm area. Click the *Type/Status* dropdown. Now select *For Sale*, and below that select *Active*. All other status should be unchecked. Now select the orange magnify glass to search.
- 10 The number of For Sale properties is now displayed above the map. Record the count found under the map.
- 11 Now to create a *Market Activity Report* for additional metrics.
- 12 With your defined farm area selected, choose *Create Market Activity Report*. This will take you to the Report Generation page, with *Market Activity Report* selected.
- 13 Now generate the report to find additional metrics such as *Median Estimated Listing Price*, *Median Estimated Home Value* and *Median Days in RPR*.
- 14 Using your template worksheet, enter your estimated cost per mailing. This number does not come from RPR. It is the average per-piece marketing cost for each home in the farm area. Not sure? Try using the [USPS Every Door Direct Mail calculator](#).



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