A good first step in marketing a new listing is to zone-farm the surrounding neighborhood. The concept of contacting seven houses on either side of the listed property and fourteen houses across the street is an excellent marketing tool and a great prospecting tool. Your objective is two-fold. First, you want to encourage the neighbors to help find a buyer for your listing. The rationale is simple. They have decided to live in this neighborhood and they may know someone else, or run into someone else in their travels, who may also want to buy a home in the same neighborhood. The second reason you put forth this much energy in zone-farming is to impress the surrounding neighbors with your marketing efforts. Normally, a neighbor must call the listing office to find out how much the home is listed for. You go out of your way to inform the entire neighborhood what it is going on with the listed home. You only contact the neighbors in person twice. All other contact is through the mail. Although it's time consuming to set up, once you have developed a systematic approach to zone-farming, you will find it not that labor intensive but, more importantly, rewarding.

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