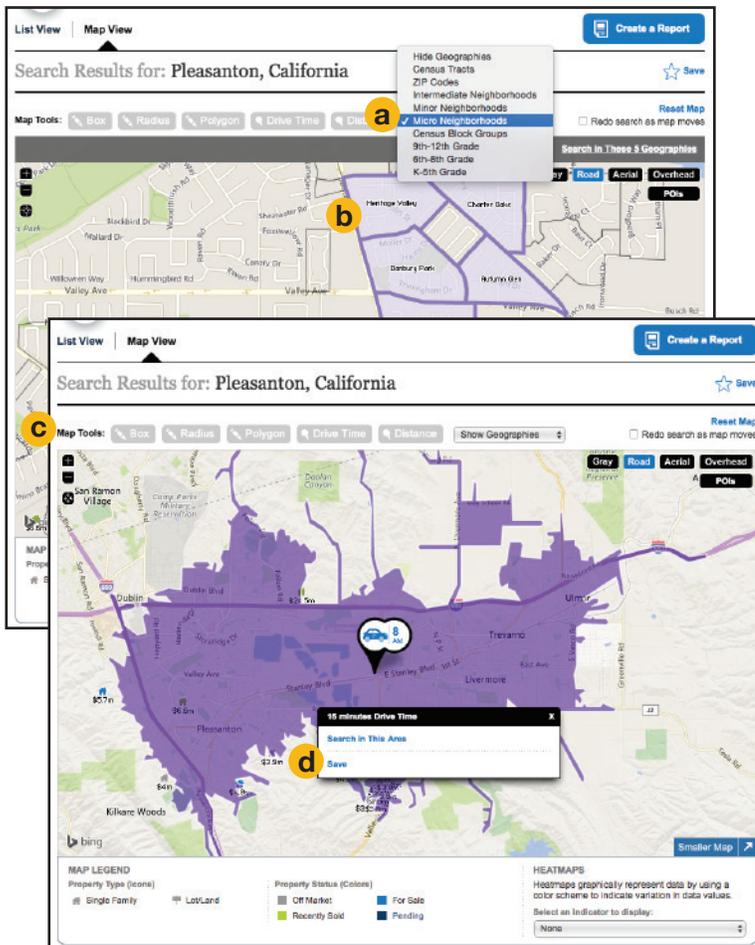
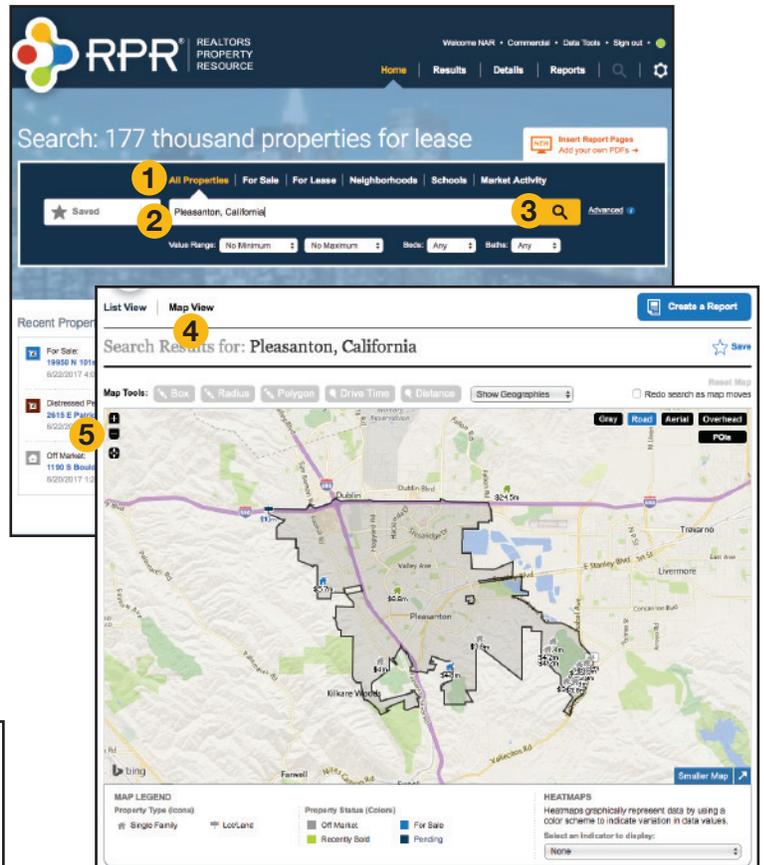


## How do I define and compare geographic farm areas?

- 1 Select *All Properties* above the search bar.
- 2 Enter the geographic (Neighborhood, ZIP or City) area representing your potential farm area.
- 3 Select *Search*.
- 4 From the search results page, switch to *Map View*.
- 5 Pan and zoom the map 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* (located above the map), choose *Intermediate* or *Micro Neighborhoods*.
- If either option is not available, try zooming the map in and checking again.
- b Now select the geographic area that matches your potential farm. The area will turn purple.

### Draw your own shape:

- c Use one of the map tools (box, radius or polygon options found above the map) to define a specific area.
- d Once the shape is set, choose *Save*.

# How do I analyze the results of my farm area?

Steps 7-15 will go through how to calculate key metrics for your farm area. To get you started we have created a template worksheet which can be [downloaded here](#). Follow the steps below to complete the document.

- 7** Identify the number of homes in the farm area. With the neighborhood selected, choose *Search in This Geography*. The count will be shown to the bottom left of the map.
- 8** Determine the number of homes sold in the farm area over the last 12 months. Under the map, uncheck *Active* and *Pending*. Also enter a *Sold Date Range* of the last year. Choose *Apply*. Record the count in your template worksheet.
- 9** Identify the number of homes currently listed in the farm area. For this, we'll change the search we did in step #1 to a For Sale search. Enter the neighborhood name.
- 10** Choose *Advanced Search* and uncheck *Pending*. Select *Search*.
- 11** Record the count found under the map.
- 12** Choose *Create a Report* above the map on the right. This will take you to the *Report Generation* page.
- 13** Select *Market Activity Report* to find additional metrics such as *Median Estimated Listing Price*, *Median Estimated Home Value* and *Median Days in RPR*. The metrics will be found on page 2 of the report.
- 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](#).
- 15** Lastly, with your numbers added to the template worksheet the *12-month turnover rate* is calculated.



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