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:
  - 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.
  - Now select the geographic area that matches your potential farm. The area will turn purple.

- Draw your own shape or Use a map pin:
  - Use one of the map drawing tools (box, radius or polygon) or map pins (drive time or distance) to define a specific area.
  - 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.


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.