

FOR ARIZONA LISTING AGENTS

The Neighborhood Farm Playbook

Pick a farm with lock-in-era math, know your break-even before the first postcard, and run twelve months of touches that make you the name neighbors call first.

2026 selection math

Break-even worksheet

12-month AZ calendar

Every stat sourced



WHY THIS MATTERS

Farming in a market where nobody moves

Only 28 of every 1,000 US homes changed hands in 2025, the lowest turnover in at least 30 years (Redfin, October 2025). The standard advice, find 6 to 8% turnover and mail patiently, now filters out nearly every neighborhood in Arizona. This playbook recalibrates the math instead of pretending the old rule still works.

Redfin Home Turnover Report, October 2025

2.8%

of US homes changed hands in 2025,
a 30-year low

Redfin, October 2025

11 years

the typical seller's tenure before
selling, a record high

NAR 2025 Profile

18.1%

drop in an owner's odds of selling for
every point rates sit above their
locked rate

FHFA, 2024

THE OPPORTUNITY HIDING IN THE FREEZE

Scarcity raises the value of being the default: 80% of sellers contacted only one agent before listing (NAR 2025 Profile). When a farm neighbor finally sells, there is usually no interview and no bake-off. There is one phone call, and it goes to the name they already know. Fewer sales does not make farming weaker. It makes owning the default slot worth more.



Farming manufactures repeat and referral

The typical Realtor got 20% of business from repeat clients and another 21% from referrals (NAR 2025 Member Profile). A farm builds that same familiarity, on purpose, with hundreds of owners you have not met yet.

Wins: listing flow you own



Post-settlement, listings are the durable side

Since the August 2024 practice changes, buyer-side income runs through written agreements and negotiated compensation. Farming is the classic listing-side machine, and sellers now have more marketing options to explain than ever. Be the neighbor who explains them.

Wins: the side that survives

PICK YOUR FARM

Choose the neighborhood with math, not vibes

The old screen, 6 to 8% turnover or walk away, predates the lock-in era and now fails almost everywhere. The modern craft screen is relative: farm turnover at or above your metro average, computed from your own MLS. In 2026, anything above 4% is a strong farm.

Turnover = sales in the last 12 months divided by total homes, from your MLS

- 1 Size it 200 to 1,000 homes.** Big enough to produce sales, small enough to afford monthly. Smaller and consistent beats big and sporadic every time.
- 2 Screen turnover against your metro, not a myth.** Pull 12 months of sales from your MLS and divide by total homes. At or above your metro average works. Above 4% is strong in this market.
- 3 Check the incumbent before you commit.** If one agent already holds 15 to 20% or more of the farm's listings, pick the next subdivision. You want open ground, not a trench war.
- 4 Pick a place you already pass.** You should roll through it on normal errands. Proximity makes the door knock, the preview, and the coffee meeting cheap.
- 5 Score the place, never the people.** Farm selection is geography, homes, and turnover, period. Choosing or pitching a neighborhood based on who lives there violates fair housing law. Describe streets, floor plans, and amenities, not residents.

SCORE EACH 1 TO 5	1 LOOKS LIKE	5 LOOKS LIKE
Turnover vs metro average	Below your metro average	1.5x your metro average or better
Size	Under 150 or over 1,500 homes	200 to 1,000 homes
Price band	Far from your average sale	Matches it, or sits one step above
Incumbent agent share	One agent holds 20% or more	No single agent above 10%
Your proximity	You never pass through it	On your weekly routes, or home
Absentee-owner share	Unknown	You know it and have a list plan

SCORING KEY

24 or higher: commit for 12 to 18 months. 18 to 23: maybe, keep comparing. Under 18: next subdivision. Top score is 30. Be honest with the pencil; the farm you want is not always the farm the math wants.

PICK YOUR FARM

 The growth-corridor play

Queen Creek grew 8.1% in a single year, Arizona's fastest and 23rd in the nation, and Buckeye has added roughly 34,000 residents since 2020 to reach about 125,000 (US Census Bureau, May 2025). New master-planned communities have no entrenched farm agent yet, and resale waves tend to arrive 3 to 7 years after build-out. Planting the flag early is cheap.

Wins: farms nobody owns yet

 The absentee-owner reality

In snowbird country (Sun City, Sun Lakes, Green Valley, much of the East Valley) the owner often is not behind the door. The county assessor's public site (Maricopa, Pima) shows out-of-state tax-billing addresses. EDDM hits every door on a route and cannot cherry-pick, so absentee owners need list mail on top.

Wins: the owners EDDM misses

THE BUDGET

Know your break-even before the first postcard

Farming fails in the wallet before it fails in the mailbox. The craft rule is \$1 to \$2 per door per month, committed for 12 to 18 months before you judge. Run this worksheet before you spend a dollar: the output is what the math has to look like, not what you are promised to earn.

Example numbers are illustrative. Every commission rate is negotiable.

LINE	YOUR FARM	EXAMPLE: 400 HOMES
Expected sales per year	[homes] x [turnover %]	400 × 4% = 16 sales
Your listings at target share	[expected sales] x [target share %]	16 × 20% = about 3 listings by year 3
Revenue per listing	[farm median price] x [your listing-side rate, negotiable]	\$525,000 x [your rate]
Annual touch cost	[homes] x [\$ per door] x [touches per year]	400 x \$1.25 × 12 = \$6,000
The break-even test	[annual cost] divided by [revenue per listing]	One listing should cover the year with room left. If it does not, shrink the farm or cheapen the touch.

\$0.26

per piece for EDDM Retail postage, up to 5,000 pieces per day per ZIP, no mailing list or permit needed

USPS, 2026

10 sides

the typical Realtor's entire 2024 production. Three farm listings a year is a different business

NAR 2025 Member Profile

WHAT MOST AGENTS GET WRONG

They quit at month four. Mailing three times and declaring farming dead is the most common failure, and here is the honest part: no published research guarantees a payback timeline. The 12-to-18-month commitment is craft consensus from agents who have done it, not a lab result. So decide on day one that the first year is the cost of entry, and budget the entire year before you print piece one. If the worksheet math cannot survive twelve quiet months, fix the math, not the calendar.

THE CONTACT ENGINE

Twelve months of touches, planned in one sitting

Content beats frequency. A postcard carrying the neighborhood's actual numbers, pulled from your MLS, outperforms a recipe card twelve months a year. Mail monthly as the floor, then layer the online channel and the door on top; the layers are what compound.

JAN TO JUN	IN THE MAIL	THE LOCAL HOOK
JAN	[Neighborhood] year-in-review: every sale, average price, days on market	Owners check their equity in January. Be the source they quote.
FEB	Spring-market preview: what is coming and what it means here	Spring training season, the Valley fills up and attention rises
MAR	Just-listed or just-sold card, or a Q1 stat update if the farm was quiet	Peak season. Even a neighbor's sale by another agent is your content.
APR	Pre-summer maintenance one-pager: AC service, irrigation, shade	Last mild month; owners are outside and actually reading mail
MAY	Q2 market note, plus a neighbor-preview invite if you hold a listing	Nationally, homes listed in late May sold for a 1.6% premium, about \$5,600 (Zillow, March 2025)
JUN	Summer survival guide: watering, shade, west-facing exposure fixes	Triple digits outside. Useful beats salesy when nobody wants to move.

JUL TO DEC	IN THE MAIL	THE LOCAL HOOK
JUL	Monsoon prep checklist: roof, drainage, patio furniture tie-downs	First haboob season. The most-kept mailer of the year.
AUG	Mid-year report: [neighborhood] vs the metro, six-month numbers	Owners hear scary headlines; hand them their own street instead
SEP	Fall preview: why the next 90 days matter for [neighborhood] sellers	The heat breaks and snowbirds start planning the drive back
OCT	Lights-back-on season note plus a community events roundup	Patio weather returns and the whole neighborhood is outside again
NOV	The window card: Phoenix homes listed in late November sold for a 1.4% premium, about \$6,400 (Zillow, March 2025)	Snowbird demand peaks while inventory naps. Timing evidence, not a promise.
DEC	Holiday card, zero pitch, with a one-line January report teaser	Warmth in December buys attention in January

THE CONTACT ENGINE

From: You · To: Your [neighborhood] list · First Tuesday, 7:45 AM

[Neighborhood] market note: [month]

- 1. Hi neighbors, quick numbers from [neighborhood] this month:
- 2. [N] homes sold · average \$[price] · [N] days on market · [N] active right now.
- 3. What it means: [one plain-English sentence, e.g. move-in ready is commanding a premium while project homes sit].
- 4. Pulled from the MLS on [date]. Want your home's specific number? Reply and I will run it, no strings.
- 5. [Your name] · [phone]

The monthly note in five lines. Same skeleton every month; only the numbers and the one-sentence read change. 46% of Realtors already use AI to draft content (NAR 2025 Technology Survey). Fine. Every

COMMUNITY CONTENT

Become the neighborhood's media channel

The mailbox is half the machine. 36% of sellers found their agent online, double the 2018 share (Zillow 2025 Consumer Housing Trends), and social media is agents' top source of quality leads at 39% (NAR 2025 Technology Survey). Give the farm something to find.

The monthly note, posted

The same five-line market note you mail becomes a carousel and a 60-second talking post. One MLS pull, three formats. Consistency, not cleverness, is the whole trick.

Effort: 30 minutes a month

A community photo gallery

Parks, trails, ramadas, the mountain view at dusk. Owners love sharing beautiful photos of their own neighborhood, and every share carries your name with it. ListerPros builds these galleries for Arizona communities (listerpros.com/community-photos).

Effort: one shoot, reused all year

Local business spotlights

The coffee shop, the taco window, the bike shop that fixes a flat fast. Spotlight places, not people, and tag the business; their audience becomes your audience.

Events and amenity coverage

Food trucks, farmers markets, pool openings. In a master-planned community the amenity calendar writes your content for you; post it before the HOA newsletter lands.

THE NEXTDOOR NUMBER

1 in 3 US households is on Nextdoor, with 105 million+ verified neighbors across 350,000+ neighborhoods (Nextdoor, 2025). Claim your business page, answer real questions like a neighbor, and never blast listings. Gated farms are the big win here: where door knocking is prohibited, the feed and the mailbox are the only two ways in.

EIGHT POSTS THAT ARE NOT LISTINGS

"What [neighborhood] homes actually sold for this quarter."

"The west-facing patio problem, and three shade fixes that work."

"The three best walking loops in [neighborhood], mapped."

"HOA landscape rules, translated into plain English."

"Monsoon prep: five things to do before the first haboob."

"New signal, new turn lane: what changed on [street] this month."

"What the [nearby development] build-out means for our home values."

"October in [neighborhood]: lights back on, patio season begins."

DOORS AND WORDS

Scripts for the walk and the mailbox

Cold contact in a farm happens at the door and in the mail. Steal these word for word, swap the [brackets], and keep each one under fifteen seconds out loud.

THE DOOR, AFTER A NEARBY SALE

Hi, I'm [name]. I'm the agent who just sold [address], right around the corner. It went [result: under contract in six days with three offers]. I'm not here to list your house. I put together a one-page report on what that sale means for values on [street]. Want a copy? Great. If you ever want your own home's number, it is on there. Enjoy your [Saturday].

THE ABSENTEE-OWNER LETTER OPENER

I will keep this short, since this letter is reaching you in [their city]. I work [neighborhood], where you own [address]. [Nearby address] just sold, and that sale moves your home's value. I send [neighborhood] owners a one-page market note each month. Want the version with your property's numbers on it? Text [phone] or email [email] and I will send it wherever you are.

THE NEIGHBOR-PREVIEW INVITE

You will see my sign go up at [address] this week. Before the public open house, I am holding a neighbors-only preview on [Thursday, 5 to 7]. Come see the house before the crowds, grab the new [neighborhood] market report, and if you have ever been curious what that floor plan looks like inside, this is the guilt-free way to find out.

THE NEW-RESIDENT WELCOME

Welcome to [neighborhood]! No pitch, just the cheat sheet I wish someone had handed me: trash day is [day], the HOA office is [contact], and [local spot] is worth the line. I sell homes here and send a short monthly market note. Want it? Text WELCOME to [phone]. Either way, glad you are here.

PLAY IT STRAIGHT

Door and mail only for cold contact. Scrub any list against the federal Do Not Call registry before dialing, treat cold texting as TCPA risk, and talk to your broker before calling or texting a farm list. Respect no-soliciting signs, city solicitation rules, and gates; many Arizona HOAs prohibit door-to-door entirely, which is exactly why mail and community content carry gated farms. If your mailing list came from an MLS export, check your MLS rules on prospecting use. And keep every word about homes, streets, and amenities, never about who lives there: that is fair housing law, and it is also just better marketing.

THE FLYWHEEL

Turn one farm listing into the next three

Your first farm listing is not the payoff. It is the marketing event. Homes that go pending in week one are 2.6x as likely to sell above list (Zillow, April 2026), and a strong launch gives the entire farm something to watch. The launch week itself is its own guide: The Listing Launch Playbook at listerpros.com/playbook.

- T-14

Sign, then book media as one visit
Photos, video, aerial, and floor plan in a single shoot. With ListerPros, photos are back within 5 hours of the end of the shoot, so the photo set never holds up your launch.
- T-10

Enter Coming Soon, tease the farm
ARMLS Coming Soon runs up to 30 days, then auto-flips to Active and never renews (ARMLS 8.25, May 2026 update). Tucson agents: check current MLSSAZ policy. Drop a coming-to-[street] card at the surrounding 100 doors.
- T-3

Neighbors-only preview
Send the preview invite script. Neighbors surface the buyer more often than you would guess, and every attendee leaves holding your market report.
- DAY 0

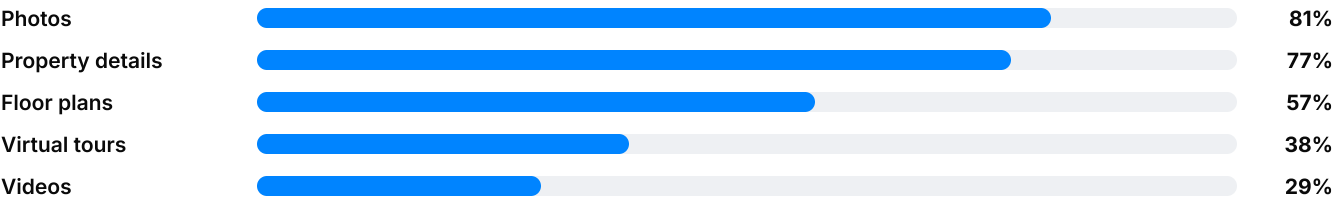
Launch complete, not partial
Full photo set, floor plan, and details live on day one. A new listing pulls 3.4x the views of a price-dropped one (Redfin, 2019), and you only get that spike once.
- WK 1

Open house, plus the surrounding streets
Knock the blocks around the sign with a personal open-house invite. You are not selling those neighbors a house. You are showing them the agent who works their street.
- SOLD

The just-sold report to every door
Not a brag card. A one-pager: what it listed for, what happened, and what that means for the street. This is the mailer neighbors actually keep.
- +30

Convert the win
Ask your sellers for the review and the referral, add every preview and open-house visitor to the monthly note list, and recompute your farm share: your listings divided by total farm sales, every quarter.

WHAT BUYERS RATE VERY USEFUL ON A LISTING



NAR 2026 Generational Trends

THE COMPOUNDING TRUTH

Farming manufactures the referral effect. 66% of sellers listed with an agent who was referred to them or whom they had used before (NAR 2025 Profile). A worked farm makes you feel like both to owners you have never actually met. Twelve months from now, somebody in your farm will decide to sell and make exactly one phone call. This whole playbook is about whose number that is.

PRINT IT, PIN IT, RUN IT

The neighborhood farm checklist

- ☐ Pull 12 months of sales for three candidate neighborhoods from your MLS
- ☐ Score all three on the six-factor scorecard; commit only at 24 or higher
- ☐ Map your EDDM routes, then pull absentee owners from the county assessor's site
- ☐ Claim your neighborhood presence online and post the first market note
- ☐ Hold a neighbors-only preview on your first farm listing
- ☐ Compute turnover for each: sales divided by total homes, against your metro average
- ☐ Run the Farm Math Worksheet and set a 12-month budget you can survive
- ☐ Write months 1 to 3 of the content calendar in one sitting and book the print dates
- ☐ Walk the farm after any nearby sale with the one-page report in hand
- ☐ Recompute your farm share every quarter: your listings divided by farm sales



ListerPros

ListerPros has photographed Arizona real estate since 2013, for thousands of agents across Phoenix and Tucson. One visit captures photos, vertical video, aerials, 3D tour and floor plan, and everything is back within 5 hours of the end of the shoot. Guaranteed.

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