



How to be a better Farmer

Top 10 reasons to use ReboGateway's Tract Utility
Where to plant your seeds and be a more productive Agent

How to Uncover Listing Opportunities

- How to predict which home owners are most likely to move
- How big should your farm be
- How to select the farm that is right for you
- What percentage of turnover should you be looking for

Where Should You Plant Your Seeds?

Tract Utility breaks geographic areas down from Census Tracts to all the way to the housing tracts that homes are built into.

ReboGateway, Tool #1:

The Database of Targets that have reason(s) to sell

ANY Agent that wants to expand their reach and increase their closed transactions.... Should use DATA to find more probable sellers, and THEN use the SAME marketing techniques they use at other addresses at these addresses – **It's SMART and SIMPLE!**

Any Agents that spend money on postcard mailers or are spending time door-knocking or telemarketing – Will have much more success by improving their odds by calling on the correct folks.... *It's not an opinion, it's now a known fact – data usage works for all businesses, not just real agents businesses.*

1. A Database of Targets That Have Reasons To Sell

Know Who you want to send your message to...

Know What your message should say...

Five Ways to Find Seller's



Tract Utility

Tract Utility is the very popular and powerful farming tool from Benutech, Inc. and ReboGateway. Tract Utility provides Agents with instant turnover rate (Annual sales rates on groups of homes). Now, Agents have five convenient ways to determine the best areas to farm, based upon turnover rates in their local communities.

Housing Tracts

Not all homes are part of a housing tract, but most are. The tract number and lot number are recorded by the Assessor if the home is built within a housing tract. These are normally smaller groups of homes, from 20 – 200 homes within a tract.

Census Tracts

Larger groups of homes that are relatively permanent statistical subdivisions of a county or equivalent entity that are updated by local participants prior to each decennial census as part of the Census Bureau's Participant Statistical Areas Program.

Tax Rate Areas

The Assessor groups properties into Tax Rate Areas. The Tax Rate Areas are numbered and appear on both secured and unsecured tax bills based upon taxation by taxing agencies, such as the County, cities school districts and various special districts.

Every Door Direct

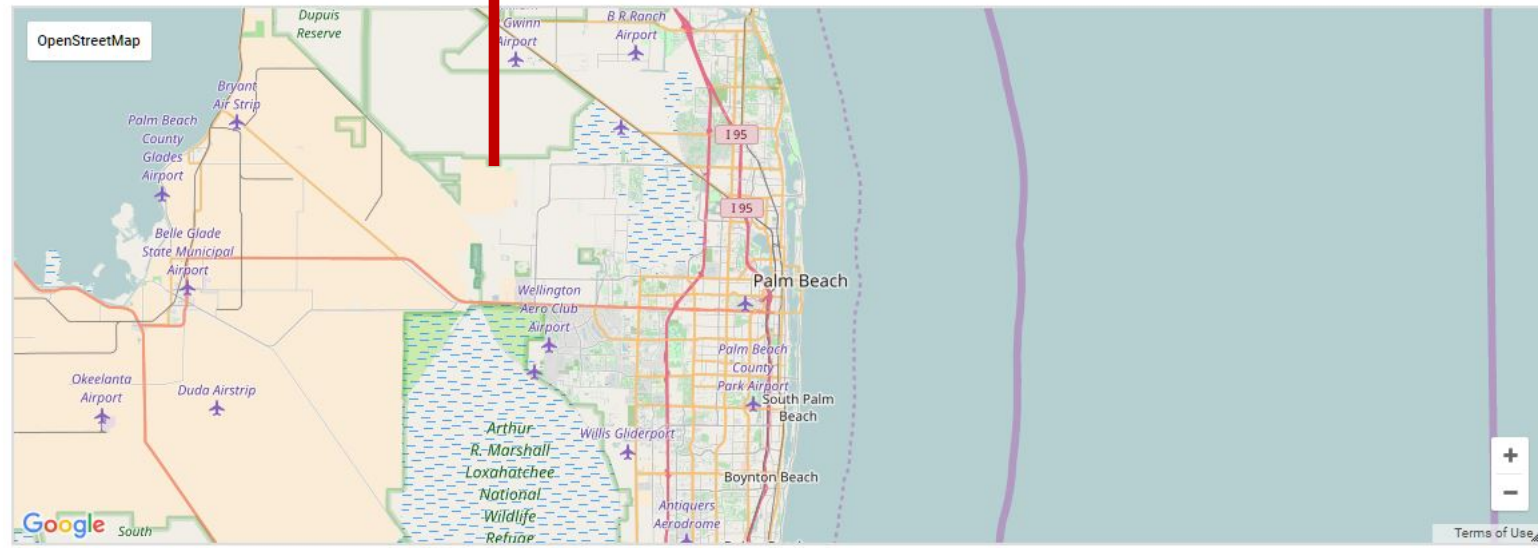
More accurately, this grouping is comprised of homes grouped by "Carrier Route", which are most often used for "Every Door Direct" mailings with the US Post Office. Carrier Routes are grouped into tight geographic areas of 250 – 600 homes, perfect for farming.

Zip + 4

This refers to the 5-digit ZIP code plus a "4-digit add-on" number which identifies a geographic

Palm Beach, FL

Property tract #



[Manual](#)

2. Search By County

Search by the whole county or city or zip code

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leads / farms

tract utility

upload

account

logout

Palm Beach, FL

County Search

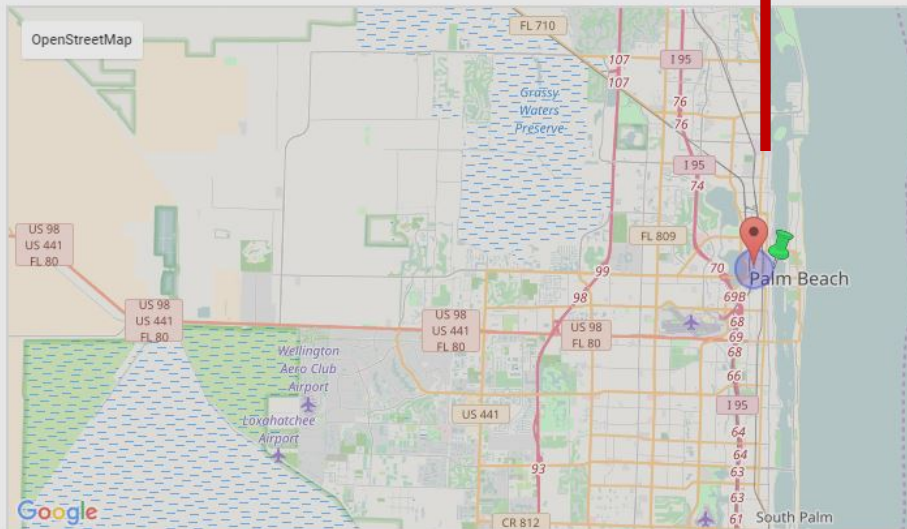
Radius Search

Boundary Search

Find Tract

Property tract #

Search



Please enter the address you would like to search around.

Address

City

State

Zip

Submit

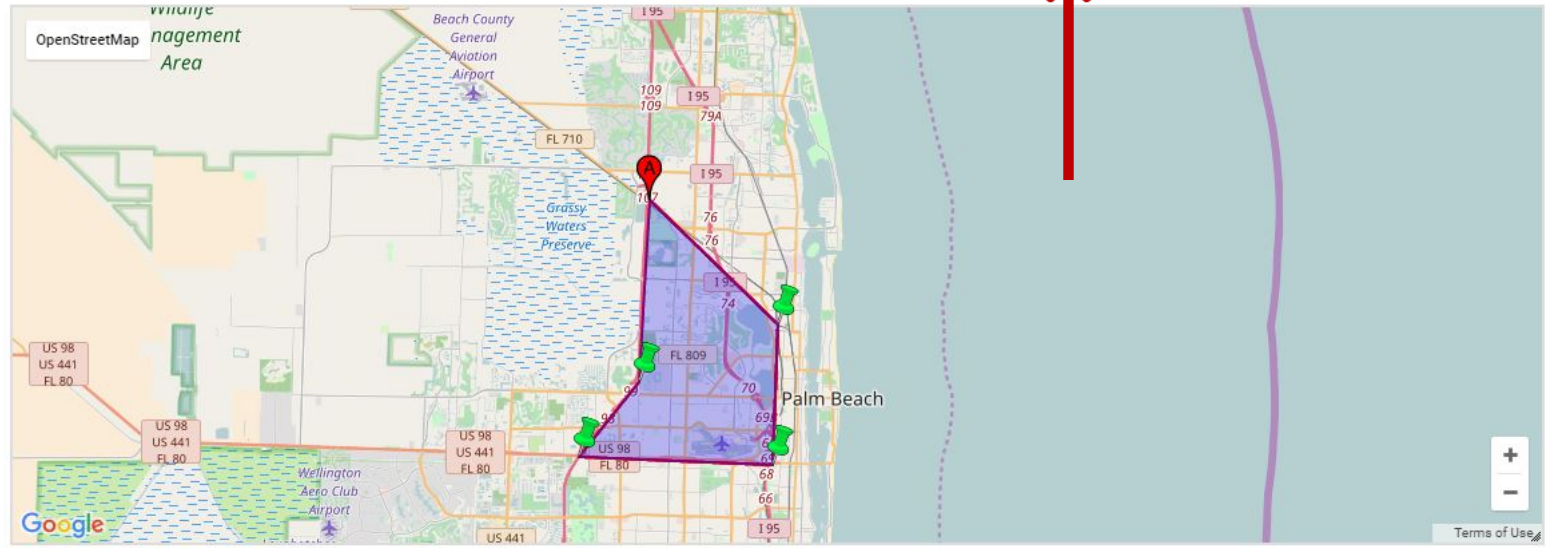
[Manual](#)


3. Search By Radius

Search the area around your listing for potential sellers

Palm Beach, FL County Search Radius Search **Boundary Search** Find Tract

Property tract # Search



Please click on the  to complete your polygon! [Clear Polygon](#)

4. Boundary Search

Search the area you choose to market or work around.

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leads / farms tract utility upload account logout

Palm Beach, FL County Search Radius Search Boundary Search Find Tract

Property tract # Search

OpenStreetMap

Filter	Minimum	Maximum	Filter	Selection
# Units			All Properties	<input checked="" type="checkbox"/> Single Family Residence <input type="checkbox"/> Condominium
Average Sales Price (\$)			Controlled	<input type="checkbox"/> Omit Agent w/ > 1 sale <input type="checkbox"/> Omit Broker w/ > 1 sale
Turn Over Rates (%)			Tract Type	<input checked="" type="radio"/> Property <input type="radio"/> Census <input type="radio"/> Tax Rate Area <input type="radio"/> Every Door Direct <input type="radio"/> Zip+4
Non Owner Ratios (%)				
Average Years Owned				
Average Turn Over by Years				
Days On Market			<input type="button" value="Submit"/>	

Map showing Wellington Aero club Airport and surrounding areas with a red polygon being drawn.

Please click on the to complete your polygon! [Clear Polygon](#)

5. Set Your Search Criteria That Is Right For You

Determine the area search by Sales Price, Turn Over Rate, Non-Owner Rate, Average Years Owned, Property Type or Tract Type

Filter

Filter	Minimum	Maximum
# Units	100	
Average Sales Price (\$)	300000	
Turn Over Rates (%)	5	
Non Owner Ratios (%)	15	
Average Years Owned		
Average Turn Over by Years		
Days On Market		

Selection

All Properties	<input checked="" type="checkbox"/> Single Family Residence <input checked="" type="checkbox"/> Condominium
Controlled	<input type="checkbox"/> Omit Agent w/ > 1 sale <input type="checkbox"/> Omit Broker w/ > 1 sale
Tract Type	<input type="radio"/> Property <input type="radio"/> Census <input type="radio"/> Tax Rate Area <input checked="" type="radio"/> Every Door Direct <input type="radio"/> Zip+4

Submit

#	Tract Number	24 Month Trends (2015-16)	City	Zip	TGNO	Turn Over	# of Units	Total Active	Total Sales	Average Price	Average DOM	Non Owner Ratio	Additional Info
1	C022	Count: 25 Diff: 108% Price: \$373,794 Diff: 111%	LAKE WORTH	33462	n/a	6.73%	401	0	27	\$416,761	n/a	15.71%	Export
2	C027	Count: 14 Diff: 57.14% Price: \$328,893 Diff: 122%	LAKE WORTH	33462	n/a	5.67%	141	0	8	\$401,938	n/a	32.62%	Export

6. Quickly determine the trend of the Farm

- Green = Trend is moving Up
- Red = Trend is moving Down

➔ Type: Every Door Direct Name: C022

All Owners

Comps-Public

Comps-MLS

Statistics

Investors

Empty Nester

Next Seller(s)

Control Info

Save Farm

Export Farm

Complex Info:

Turn Over:	6.73
Avg Price:	416761
(Type)Units:	401
NOO:	15.71
DOM:	
TGNO:	
Sales:	27
Active:	0

15.	257 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	MICHAEL MILLER	owner	05/09/2011	3	5	4617	SFR
16.	261 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	WILLIAM C MITCHELL	owner	11/28/1994	0	3	2982	SFR
17.	265 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	RYAN S W CORDERO	non-owner	12/04/2015	0	2	3556	SFR
18.	269 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	RAPHAEL G WAKEFIELD	owner	08/09/2013	3	3	3978	SFR
19.	273 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	CLEMENS A SUDOL	owner	12/07/2015	0	3	2741	SFR
20.	277 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	DWAYNE R KOUF	owner	08/31/1992	0	2	1965	SFR
21.	281 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	HERNAN RAMOS	owner	08/21/2009	5	4	3966	SFR
22.	285 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	PAUL D SHAVINSKI	owner	06/16/2016	0	4	2249	SFR
23.	301 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	DANIEL E BADT	owner	02/05/1998	0	3	2659	SFR
24.	305 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	KRIS M REDDY	owner	01/01/1976	0	2	3236	SFR
25.	309 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	PETER S DONOHUE	owner	06/24/2016	3	3	2286	SFR
26.	313 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	BYRNE,JOHN J SR TRUST	owner	08/01/2000	3	3	2521	SFR
27.	317 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	ELLEN R WHITAKER	owner	?	3	3	2801	SFR
28.	401 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	QUEST IRA INC	non-owner	07/09/2012	3	2	2679	SFR
29.	405 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	KAREN FITZGERALD-LANGOLF	owner	08/04/2015	2	2	1949	SFR
30.	409 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	ROBERT M LOHMAN	owner	09/06/2016	0	3	3540	SFR
31.	413 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	JEFFREY A BARNHILL	owner	10/13/2015	0	3	4489	SFR

7. Determine Who To Target in Your Farm

Within each Farm you get the Specific Information:

Tract name, Turn Over Rate, Avg Price, Number of Units, Non Owner Occupied, Number of Sales

Type: Every Door Direct Name: C022

- All Owners
- Comps-Public
- Comps-MLS
- Statistics
- Investors
- Empty Nester
- Next Seller(s)
- Control Info
- Save Farm
- Export Farm

Complex Info:

Turn Over:	6.73
Avg Price:	416761
(Type)Units:	401
NOO:	15.71
DOM:	
TGNO:	
Sales:	27
Active:	0

48.	590 N COUNTRY CLUB DR	LAKE WORTH	FL	33462	ANDREW C MACKAY	non-owner	03/26/2012	3	3	3128	SFR
49.	108 WESTWOOD CT	LAKE WORTH	FL	33462	DAVID D CANTLEY	non-owner	02/04/2015	5	4	3339	SFR
50.	237 GLENEAGLES DR	LAKE WORTH	FL	33462	SUSAN F SCELIA	non-owner	06/05/2008	0	2	1479	SFR
51.	225 GLENEAGLES DR	LAKE WORTH	FL	33462	2015-3 IH2 BORROWER LP	non-owner	06/26/2015	3	3	2537	SFR
52.	213 GLENEAGLES DR	LAKE WORTH	FL	33462	FREDERICK GEORGE	non-owner	06/15/2002	0	2	2294	SFR
53.	205 GLENEAGLES DR	LAKE WORTH	FL	33462	H RUDOLPH HIRSBRUNNER	non-owner	12/05/2011	0	3	1996	SFR
54.	229 SUDBURY DR	LAKE WORTH	FL	33462	YVON GUILLETTE	non-owner	11/09/1999	0	2	1671	SFR
55.	221 SUDBURY DR	LAKE WORTH	FL	33462	LOUIS F DONAGHUE	non-owner	03/01/2012	0	2	1600	SFR
56.	220 GLENEAGLES DR	LAKE WORTH	FL	33462	MITCHELL P WARNER	non-owner	06/04/1998	0	3	1912	SFR
57.	228 GLENEAGLES DR	LAKE WORTH	FL	33462	JARRED SCHUMER	non-owner	10/18/2016	0	2	1831	SFR
58.	232 GLENEAGLES DR	LAKE WORTH	FL	33462	2015-2 IH2 BORROWER LP	non-owner	07/02/2015	0	2	2394	SFR
59.	236 GLENEAGLES DR	LAKE WORTH	FL	33462	QUINLAN, KAREN A TRUST	non-owner	02/14/2001	0	3	2138	SFR
60.	241 WALTON HEATH DR	LAKE WORTH	FL	33462	JOANNE B O'DONNELL	non-owner	02/04/2016	0	2	1986	SFR
61.	236 WALTON HEATH DR	LAKE WORTH	FL	33462	THOMAS W DUKE	non-owner	12/15/2015	4	4	3579	SFR
62.	344 GLENBROOK DR	LAKE WORTH	FL	33462	ALEXANDRA SMIGIEL	non-owner	08/13/2014	8	7	6832	SFR
63.	111 GLENBROOK CT	LAKE WORTH	FL	33462	NABHAN, HAROLD G & VIOLET A TRUST	non-owner	03/01/1984	0	3	3647	SFR

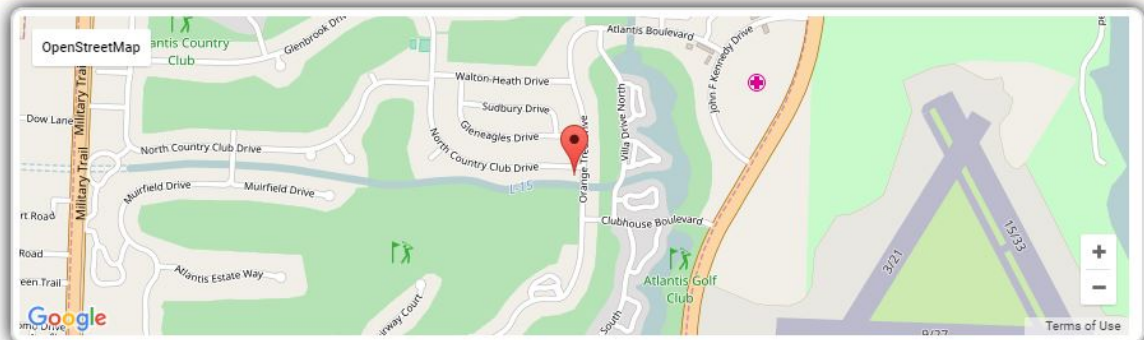
8. Determine the Specific Seller You Want to Select

Non Owner Occupied = Investor, Second Home, International.

Any home without a Homestead Exemption

Type: Every Door Direct Name: C022

- All Owners
- Comps-Public
- Comps-MLS
- Statistics
- Investors
- Empty Nester**
- Next Seller(s)
- Control Info
- Save Farm
- Export Farm



Complex Info:

Turn Over:	6.73
Avg Price:	416761
(Type)Units:	401
NOO:	15.71
DOM:	
TGNO:	
Sales:	27
Active:	0

148.	317 GLENBROOK DR	LAKE WORTH	FL	33462	SAUL HERBST	owner	01/01/1980	0	4	4079	SFR
149.	392 GLENBROOK DR	LAKE WORTH	FL	33462	ALBERT J ENDRUSCHAT	owner	01/01/1980	0	3	3513	SFR
150.	398 GLENBROOK DR	LAKE WORTH	FL	33462	JAY W FELDMAN	owner	01/31/1996	2	3	3251	SFR
151.	379 GLENBROOK DR	LAKE WORTH	FL	33462	KENNETH E BOHANNON	owner	03/07/2001	0	3	3070	SFR
152.	373 GLENBROOK DR	LAKE WORTH	FL	33462	SONJA A ARBUSE	owner	08/07/2000	0	3	3641	SFR
153.	367 GLENBROOK DR	LAKE WORTH	FL	33462	GERSON,THEODORE F TRUST	owner	04/01/1984	0	2	3017	SFR
154.	112 GLENBROOK CT	LAKE WORTH	FL	33462	MARY A FINN	owner	03/01/1984	0	4	4023	SFR
155.	106 GLENBROOK CT	LAKE WORTH	FL	33462	MARVIN A KOHN	owner	07/31/1992	0	5	4922	SFR
156.	102 GLENBROOK CT	LAKE WORTH	FL	33462	STEPHEN C MOORE	owner	04/01/1987	5	8	6659	SFR
157.	101 GLENBROOK CT	ATLANTIS	FL	33462	JAMES P KINTZ	owner	09/22/2000	4	4	5479	SFR
158.	103 GLENBROOK CT	LAKE WORTH	FL	33462	B RAJCOOMAR	owner	12/01/1987	3	3	3694	SFR
159.	107 GLENBROOK CT	LAKE WORTH	FL	33462	MAY F OBRIEN	owner	04/21/1995	3	4	3566	SFR
160.	111 GLENBROOK CT	LAKE WORTH	FL	33462	NABHAN,HAROLD G & VIOLET A TRUST	non-owner	03/01/1984	0	3	3647	SFR
161.	113 GLENBROOK CT	LAKE WORTH	FL	33462	JOHNSON, BARBARA P TRUST	owner	?	0	3	3537	SFR
162.	428 GLENBROOK DR	LAKE WORTH	FL	33462	ROBERT M SILVA	owner	08/01/1981	0	3	2813	SFR
163.	434 GLENBROOK DR	ATLANTIS	FL	33462	NANCY E HOGAN	owner	?	4	3	3234	SFR



Search for the Empty Nester

Empty Nester = Owners in Their homes for over 20 yrs

Type: Every Door Direct Name: C022

All Owners

Comps-Public

Comps-MLS

Statistics

Investors

Empty Nester

Next Seller(s)

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Export Farm

Complex Info:

Turn Over: 6.73

Avg Price: 416761

(Type)Units: 401

NOO: 15.71

DOM:

TGNO:

Sales: 27

Active: 0

16. 644 CYPRESS KEY DR LAKE WORTH FL 33462 ISABEL CESTERO owner 08/21/2003 0 2 2110 SFR

Bd High	Bd Low	Bd Median	Ba High	Ba Low	Ba Median	Yr High	Yr Low	Yr Median	Sf High	Sf Low	Sf Median	Yr Owned Median	Yr Owned Average
8	2	3	8	2	3	2007	1961	1978	6956	1479	2872	13.48	13.48

22.	217 GLENEAGLES DR	LAKE WORTH	FL	33462	DAVID ZYLSTRA	owner	11/23/2004	0	2	2320	SFR
23.	248 GLENEAGLES DR	LAKE WORTH	FL	33462	MICHAEL CORBIT	owner	12/18/2003	0	2	1973	SFR
24.	237 WALTON HEATH DR	LAKE WORTH	FL	33462	GWENDOLYN K JAMES	owner	10/13/2004	0	2	1850	SFR
25.	201 WALTON HEATH DR	LAKE WORTH	FL	33462	ELIZABETH PARR	owner	05/22/2003	0	2	1635	SFR
26.	212 SUDBURY DR	LAKE WORTH	FL	33462	DAN R QUEENER	owner	11/30/2004	0	3	2537	SFR
27.	252 SUDBURY DR	LAKE WORTH	FL	33462	JOHN PELLECCIA	owner	06/03/2003	0	4	1763	SFR
28.	264 GLENEAGLES DR	LAKE WORTH	FL	33462	JASON J KANE	owner	12/30/2004	0	2	2203	SFR
29.	256 WALTON HEATH DR	LAKE WORTH	FL	33462	MARY JO CAPO	owner	09/04/2003	0	3	1923	SFR
30.	212 WALTON HEATH DR	LAKE WORTH	FL	33462	WILLIAM J FOX	owner	09/11/2003	0	4	2406	SFR
31.	368 GLENBROOK DR	LAKE WORTH	FL	33462	GENE S LEVI	owner	10/03/2003	0	5	4484	SFR

Search for the Next Seller

Probable Next home based on the Number of Years Owned

Type: Every Door Direct Name: C022

All Owners

Comps-Public

Comps-MLS

Statistics

Investors

Empty Nester

Next Seller(s)

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Complex Info:

Turn Over: 6.73

Avg Price: 416761

(Type)Units: 401

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Sales: 27

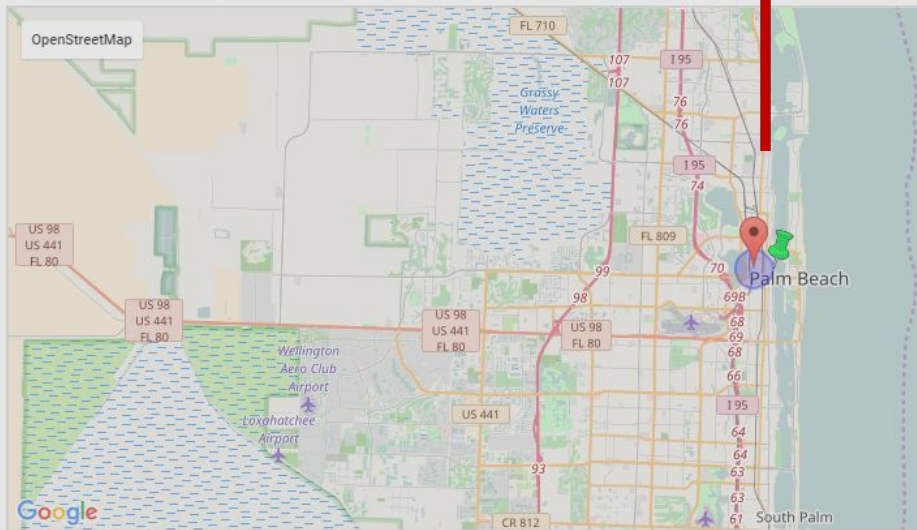
Active: 0

Property Info:		Character Info:		Purchase Info:		Description Info:	
Primary:	ATLANTIS REALTY TRUST	Beds:	0	Purchase Date:	02/08/2003		
Secondary:		Baths:	2	Land Value:	145444		
Address:	241 N COUNTRY CLUB DR	Type:	SFR	Structure Value:	181584		
City:	LAKE WORTH	Sqft:	2166	Combined Value:	327028		
State:	FL	Lot Size:	14523	Mail:	15 BEDFORD AVE		
Zip:	33462	Year:	1965	Mail City:	WORCESTER		
APN:	02424436110010110	Fire Place:		Mail State:	MA		
		Pool:	Y	Mail Zip:	01604		
		Stories:	1				
		Units:	1				

9. Detailed Home Owner information

Information on the property, physical address and mailing address

Palm Beach, FL County Search Radius Search Boundary Search Find Tract
Property tract # Search



Please enter the address you would like to search around.
Address
City
State
Zip
Submit

[Manual](#)

10 . Search for Your move up Buyer

Search the area around your listing for potential move up sellers:
NAR statistic Home Buyer and Seller Report
people usually move within 7 miles of where they live now.



ReboGateway Tract Utility • In-depth data and sales analytics on housing tracts or census tracts in market areas

1. From the MIAMI Gateway, select ReboGateway
2. Request a password via email
3. Check email, log-in and begin

BONUS!

FREE service offered by Miami Association of REALTORS

Free service offered to Members of Miami Association of REALTORS – JTHS Council

ROCK
the
MARKET



MIAMI
Association of REALTORS®

JTHS
REALTORS®

Wyndham Grand Jupiter at Harbourside Place



**Know who's behind the
door before you knock**

**ARE YOU TARGETING HOMES
THAT ARE MOST LIKELY TO SELL?**

ReboGateway
bridging your real estate resources

Big data tools = Realtor results

Patrick Bissett

Phone:

Email:

Business Development

954-283-7276

pbissett@benutech.com