Android: Walking Farm

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Step 1: Create an Area to Farm

1. From the Home Screen of the application select **More…**
2. Select **Neighborhood Farm**
3. Select **Find a Farm Area**
4. Change how you wish to view the map: Standard, Satellite, or Hybrid:
   - ![Map View Options](image)
   - ![Standard Map](image)
   - ![Satellite Map](image)
   - ![Hybrid Map](image)
5. Locate an area on the map you wish to farm
   - Drag your finger on the map to move the map, pinch in/out to zoom in/out
   - Or, search by city/state/zip using the search bar at the top of the screen
6. Select **Draw**
   - Tap to drop connecting points on the map around your farm area
   - Close your shape by clicking on the first point
   - Select **Done**
7. To apply filter criteria, select **Filters**
   - When you are done applying filters select “map” to return to the map screen.
8. Select **Get Report Count** from the bottom navigation
   - You will receive the property count, and turnover rate
   - The turnover rate is calculated based on *full transfers* over the past 12 months in
the area you defined. Turnover rate does not take into account any filters you may have applied.

*The maximum report size is 500 properties. If your area contains more properties, refine using filters, or create a new shape.*

9. **Select Get Report**

   Selecting Get Report will use your farm credits and compile the report.

10. **Type a name for your report and select OK**
Step 2: Designate a Walk Order

1. From the report options screen, select **Walking Farm**
2. Select the **Map Icon** in the upper-right corner
3. Default view is **Owner Occupied** status, or toggle between **Lead Status**
4. Select **Draw Walk Order**
5. Drag your finger on the map across the pins to draw the order you wish to walk the neighborhood

- **TIP:** Draw your line **ON** the house pins for best results

  *If your farm is missing properties when you sort, it is possible that the line you drew missed some of the properties. This is common when a user is trying to sort a very large farm (a hundred to several hundred properties) – the line does need to be drawn quite close to the map pins, and in a very crowded map this can be difficult to do. A “best use case” for walking farm is to sort a list of properties you plan to walk that day. This allows you to “zoom in” on the map to a smaller area, and draw a more concise line.*

- Select **Done** to apply the walk order
- Select the **first pin** in your order, and **tap the address flag** to begin walking
- Or, tap the **Back** button on your **device** to return to the list view, and select the first property
**Step 3: Walking Your Farm**

1. In the steps above, you should have created a walk order for your farm
2. Going back to the **List View**, selecting a property row opens the **Detail View** for that property.
3. The **Subject Property Detail View** contains a split-screen:
   1. Scroll the **top-half** of the screen to view property characteristics and information.
      
      Edit any details on the property to reflect current, accurate details. Changes auto-save on entry.

      Navigation: **Map Icon** shows you the subject property on a map, **House Icon** allows you to change the Lead Status of the property.

   2. The **bottom-half** of the screen contains:
      
      An area for **notes** which auto-save on entry.

      Request a **Property Profile** report.

      Navigation to go to the next, and previous properties in the list.
About the Property Lead Status

Lead Status was designed to provide a way to indicate properties you have visited, ones you may need to return back to, as well as possible leads.

The “default status” is Not Contacted for all properties

There are two ways to update the Lead Status:

1. List View: Tap the House Icon and select the status from the list
2. Detail View: Tap the House Icon and select the status from the list
Using the Map View

Tap on any pin for more info
Tap on the address flag to open the detail view for that property
1. Select the **Map Icon** in the upper-right corner of the Walking Farm List View
2. By default, the map shows the **Owner Occupied** Status
3. Toggle between **Owner Occupied** status and **Lead Status** using the top buttons
4. Return to the list view by selecting the **Back button on your device**
5. Open the **Detail View** on any property by **tapping on the pin**, and then tapping on the **address flag**
Printing Your Farm

1. Select the **Share Icon** in the upper-right corner of the Walking Farm List View
2. Select **PDF**
3. Within 5-10 minutes, your farm will be delivered to the e-mail address specified
4. The farm cover page has your sales rep’s contact information, along with the report name (number of records, and turnover rate) from the Walking Farm app
5. Each subsequent page contains two properties, with a large area for easy note-taking, and checklist for lead status
6. If you have previously created any notes, or updated the lead status of any property it will print with this document
Exporting as a Spreadsheet

Option 1 – From Walking Farm List View

1. Select the Share Icon in the upper-right corner of the Walking Farm List View
2. Select CSV
3. A dialogue will open for you to select a program to open it in (if available); or email the spreadsheet
4. If you have previously created any notes, or updated the lead status of any property, it will be reflected in the last 2 columns of the export
Option 2 – From Saved Report Main Screen

1. Select the **CSV** button

2. A dialogue will open for you to select a program to open it in (if available); or email the spreadsheet

3. If you have previously created any notes, or updated the lead status of any property, it will be reflected in the last 2 columns of the export
Mailing Labels

Mailing labels are compatible with “Avery 5160”. Look for 5160 on the package of the labels package.

Labels include the **Owner Name**, phrase “**Or Current Resident** and the owner’s **mailing address**

Please note that the data provider, Black Knight Financial Services, does not scrub for “Do Not Mail”

1. Select the **Avery Labels** button
2. A dialogue will open for you to select a program to open it in (if available); or email the spreadsheet
Delete a Farm Report

- From the Application Home Screen, select More...
- Select Neighborhood Farm
- Select Farm Reports
- Swipe left over the row of the report you wish to delete

**Important! This action cannot be undone.**

### Status Key

#### Lead Status

- ![Not Contacted](image)
  - Not Contacted (Default)
- ![Lead](image)
- ![Prospect](image)
- ![Not Interested](image)
- ![Not Home](image)

#### Owner Occupied Status

- ![Owner Occupied](image)
- ![Not Owner Occupied](image)