

Fidelity Total Farm

Don't change the way you are doing business, simply plug in the first-of-its-kind, extremely valuable farm data. Fidelity Total Farm 4.0 continues to produce.

In addition to the same great features, Fidelity Total Farm 4.0 has added a host of new components so you can better target your marketing efforts and grow your business.



Micro Farms

- Detailed explanation for each Micro Farm
- Renovate Filter – Properties with large lots and smaller homes perfect for renovation projects including ADU
- Custom Filters – Create filters to target specific types of properties or generate new marketing strategies



Creating Farms

- Create a Farm – When drawing a polygon, Total Farm will provide the total number of properties within the selection, the number of residences and the turnover rate
- Subdivision – Now shows the number of properties within a subdivision and the turnover rate
- Heat Map – Now create a radius farm within the Heat Map tool and pull those farms for the hotter areas



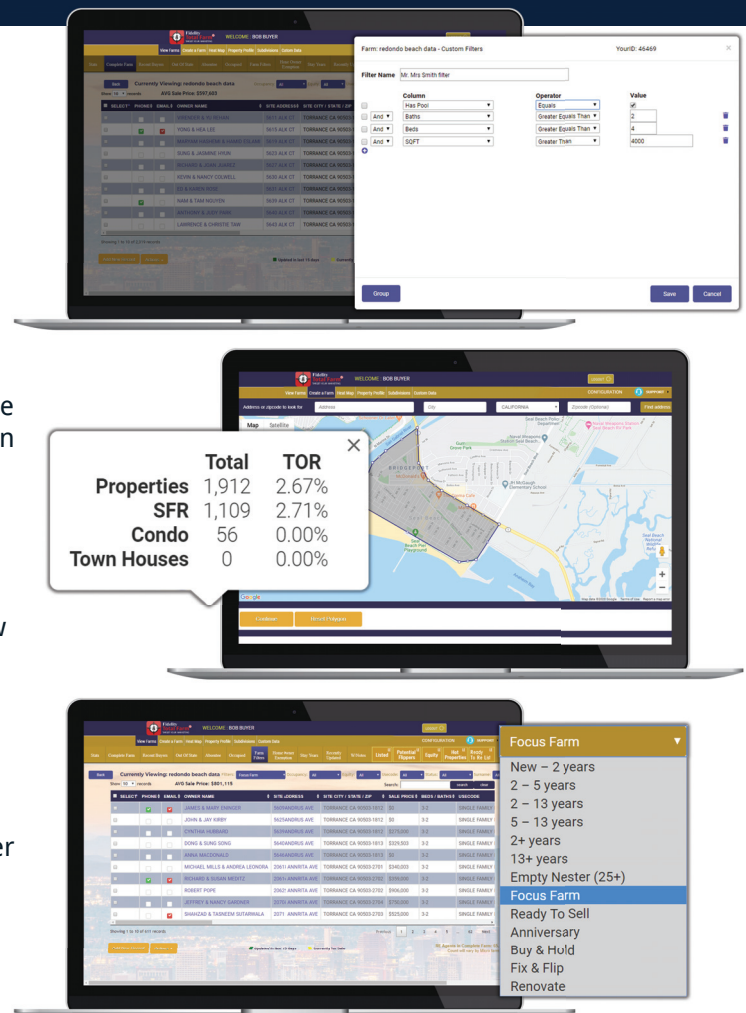
LE Subscribers

- Each Farm will show you at the bottom of the screen how many Realtors will be removed from the farm
- Equity filters will now allow you to filter by +60%, +40%, +20% and owners with negative equity
- New Ready to Re-List Micro farm



Deep Dive

New paid for service that will allow the purchase of a number of different data points from birthdays to lifestyles and interests to financial



www.fidelitytotalfarm.com



Fidelity National Title

FNT-TFF