

BREAKING BARRIERS



Cultivating and Maintaining
Land Lord Relationships

Top Producer
SUMMIT

#TPSummit19

**BREAKING
BARRIERS**

Who is Bailey Family Farm?

Top Producer
SUMMIT

#TPSummit19

Relationships Are Everything!

- This is not a family relationship class, but maybe it should be...
- How well do you know your Land Owners?
 - Do you communicate with them like they are a spouse or a family member?

Relationships Are Everything!

- How much do you know about your Land Owners?
 - Birthdays
 - Anniversaries
 - Children, their birthdays, anniversaries, etc.

Relationships Are Everything!

- Does your communication with Land Owners end with the current owner?
- Who will manage this land when it changes hands?

Relationships Are Everything!

- Start a folder for each and every contact that you have.
- Maintain that folder a few times a year.

Two-Way Communication is Key!

- How often are you in contact?
- How do they want to be contacted?

**BREAKING
BARRIERS**

Two-Way Communication is Key!

- Who initiates your conversations?

**Top Producer
SUMMIT**

#TPSummit19

**BREAKING
BARRIERS**

Build on THEIR Legacy.

- Shift the Focus to THEIR Legacy and Heritage.

**TopProducer
SUMMIT**

#TPSummit19

**BREAKING
BARRIERS**

Build on THEIR Legacy.

- **SHOW THEM!**

Top Producer
SUMMIT

#TPSummit19

**BREAKING
BARRIERS**

Be Genuinely Invested!

Top Producer
SUMMIT

#TPSummit19

**BREAKING
BARRIERS**

Contact Info

Zach Bailey

618-237-4442

zach@baileyfamilyfarm.com

Cole Bailey

618-237-3526

cole@baileyfamilyfarm.com



FAITH | FAMILY | FARMING

ADDRESS 104 E BROADWAY ST IOLA, IL 62838

PHONE 618-245-6533 FAX 618-245-6612 WEB BAILEYFAMILYFARM.COM