

# Go From Farm to Friend

Disen and Abby Cai, San Francisco, CA

Disen moved to the United States from China in 1997. He moved back to China after high school and was recruited to sell insurance. Quickly realizing he wasn't interested in insurance, he went on to sell real estate. When he moved back to the U.S. in 2013, he decided to continue to sell real estate. With only five contacts in his phone, he dove head first into every training class the market center offered, including Ignite and BOLD, to help him generate more leads. After soliciting advice from a top agent, he began door knocking a specific area. His first 300 leads came from door knocking and open houses! In 2020 he merged his team with an incredibly talented agent, Abby Van Horn, who is now his wife. Together they have built a 150M+ team.

## #1 Pick Your Farm

Disen chose a farm that he was familiar with. It was the neighborhood where his high school was located. It had roughly 1,200 homes and the price point at the time was \$1.5M. Today that same farm area's average price point is closer to \$3M! While the neighborhood had a fairly low number of sales, he felt comfortable in the area and decided that it was going to be his farm!

## #2 Be Active in the Neighborhood

Disen went all in and door knocked every day after 4 p.m. and hosted open houses as often as he could. Because of his consistency, a large portion of his sales came, and still do today, from referrals from homeowners in the neighborhood who see him, know him, and like him!

## #3 Do More Than Just Sell Houses

Rather than asking if the homeowner was interested in selling their home, Disen came from a place of contribution and simply introduced himself and positioned himself as a real estate resource. He was so involved with building relationships that every Wednesday for four years he would drive an elderly woman who lived in the neighborhood to the salon. When she passed, her family trusted him to care for the sale of her home.

This farm area became the trunk of what turned into a growing tree of opportunities. The three steps above led Disen and Abby to continue to thrive in this farm area. Today their tree has four branches driven by the relationships they nurture within the farm.

1. Community Giving
2. Open Houses
3. Listings and Buyer Clients
4. Referrals

