Strategy 3: Throwing the Perfect Event: A GUIDE FOR REALTORS

As a realtor, hosting an event can be an excellent way to engage with potential clients, strengthen relationships with current ones, and showcase your expertise in the local market. Here's a step-by-step guide to help you throw the perfect event:

1 Define Your Goal

Before planning any event, it's crucial to know what you aim to achieve. Are you looking to generate new leads, nurture existing relationships, or simply boost your visibility in the community? Defining your goal will help you tailor the event to meet your objectives.

2 Choose the Right Type of Event

Select an event type that aligns with your goals and appeals to your target audience. Consider options such as:

★ **Open House:** Show off a new listing and allow potential buyers to experience the property firsthand.

★ **Networking Mixer:** Invite local professionals and community members to mingle and build connections.

★ **Educational Seminar:** Offer valuable insights on the housing market, financing options, or home improvement tips.

3 Plan Ahead

Successful events require careful planning. Start by setting a date and time that works for your audience. Avoid holidays and major events that might compete for attention. Create a detailed timeline that includes all necessary preparations, such as booking a venue, sending out invitations, and arranging catering.

4 Budget Wisely

Determine your budget early on and stick to it. Consider all potential costs, including venue rental, refreshments, promotional materials, and any guest speakers or entertainment. Look for ways to cut costs without sacrificing quality, such as partnering with local businesses for sponsorships or in-kind donations.

5 Promote Your Event

Effective promotion is key to attracting attendees. Utilize a mix of marketing channels to spread the word:

★ **Email Marketing:** Send personalized invitations to your contact list.

★ **Social Media:** Create event pages and share regular updates on platforms like Facebook, Instagram, and LinkedIn.

★ **Local Advertising:** Use community bulletin boards, local newspapers, and real estate websites to advertise your event.

6 Engage Your Audience

Make sure your event is engaging and provides value to attendees. Prepare a schedule that includes time for networking, presentations, and Q&A sessions. If hosting an open house, provide detailed information about the property and be ready to answer any questions.

7 Follow Up

After the event, follow up with attendees to thank them for coming and provide any additional information they may need. This can be done through personalized emails or phone calls. Use this opportunity to gather feedback on the event and identify potential leads.

8 Reflect and Improve

Take time to review what worked well and what could be improved for future events. Collect feedback from attendees and team members to make adjustments and enhance your event planning skills.

By following these steps, you can throw a successful event that not only meets your goals but also leaves a lasting impression on your attendees.
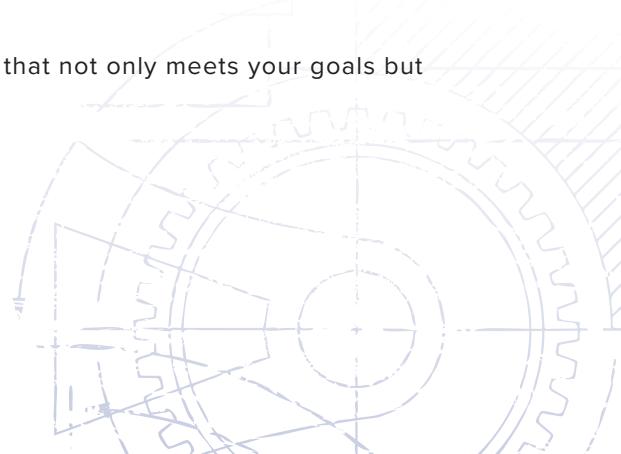
Event *WORKBOOK*

**Ready to throw an event for potential clients or referral partners?!
This workbook will help you get all your ducks in a row and throw
awesome events!**

Describe your event:

What is the goal of your event:

» *Teaching first time home buyers the ins and outs of real estate so they can find their dream homes!*
» *Bringing together real estate professionals to help each other grow!*
» *Etc.*

How do you want your guests to feel when they hear about the event:

Event Name:

Event Theme Ideas:

Location Ideas:

Create *BUZZ!*

Write a flyer for the event following this formula:
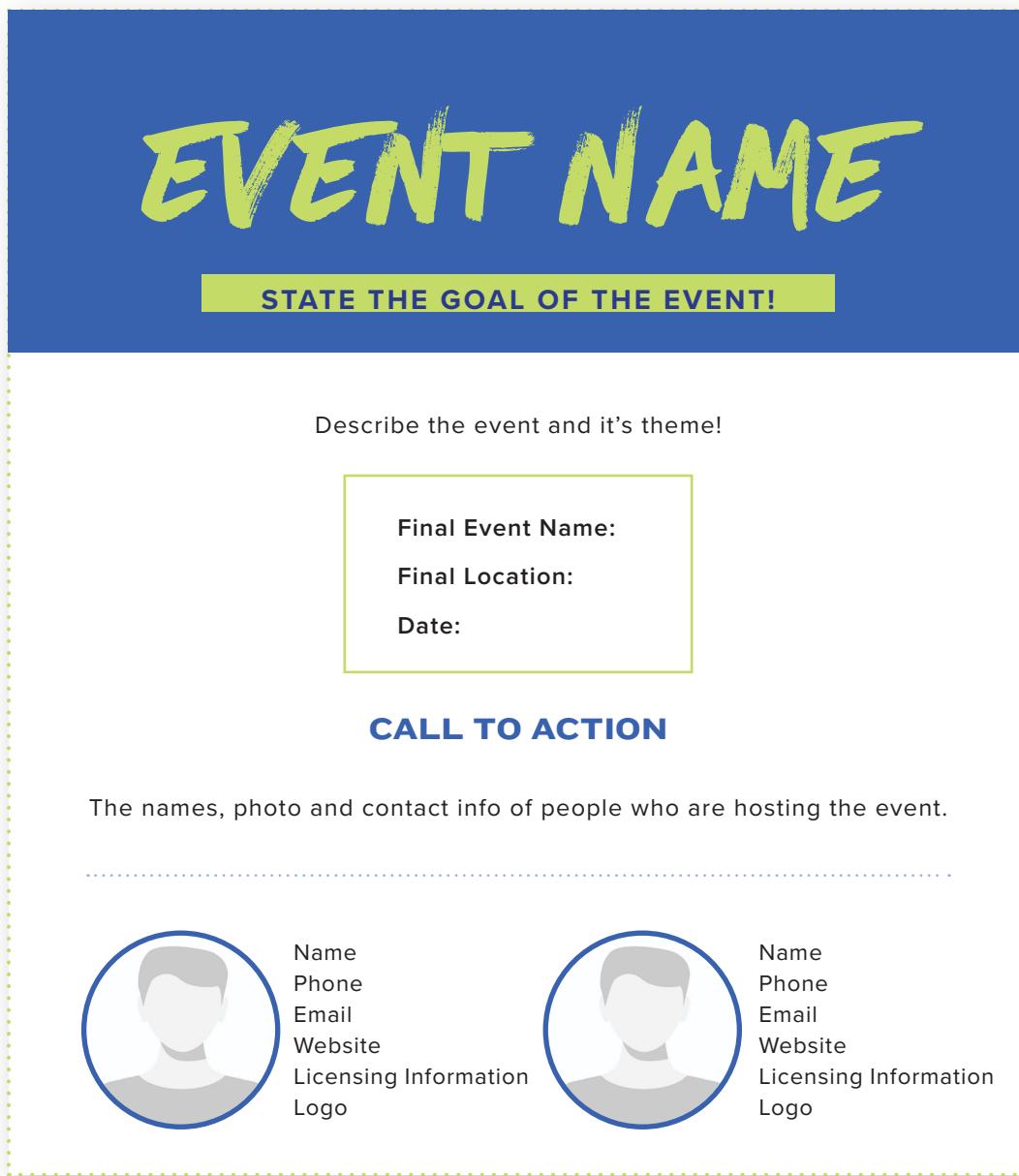
EVENT NAME

STATE THE GOAL OF THE EVENT!

Describe the event and it's theme!

Final Event Name:

Final Location:

Date:

CALL TO ACTION

The names, photo and contact info of people who are hosting the event.

Name
Phone
Email
Website
Licensing Information
Logo

Name
Phone
Email
Website
Licensing Information
Logo

Event *CHECKLIST*

TASK	NOTES	DONE
PRE-EVENT PLANNING:		
Date and Time:		
Select a Venue: » Choose a venue that is accessible and appealing to your audience. » Ensure there is adequate parking and amenities.		
Event Theme:		
Design Invitations:		
Set up an easy RSVP system (e.g., Google Forms, Eventbrite):		
Promote the Event: » Post on Social Media: » Send Emails:		

Event *CHECKLIST*

TASK	NOTES	DONE
EVENT PREPARATION:		
Prepare Materials: » Print business cards » Brochures » Giveaways » Informational materials		
Prepare a welcome packet for attendees:		
Other Considerations: » Will there be food? » Do you need decorations?		
DAY OF THE EVENT:		
Set up Décor:		
Run a Technology Check: » Test all audio/visual equipment (microphones, projectors, etc.). » Ensure Wi-Fi is available and functioning.		
POST-EVENT:		
Thank You Messages: » Send personalized thank you emails or notes to attendees.		
Post Event Email Journey » Create 4 to 6 emails to send each attendee every 2 weeks with home buying tips and market news.		