

How to Host a Great Homebuyer Seminar!

Offering educational sessions to your community is a great way to create a large network of your own referrals. This puts you in charge of the referral vs. waiting on others to send you a lead. This type of marketing takes a little time and effort, but for those who stick with it, the reward is sweet!

First Things First:

The Contents of Your Invitation – You may be surprised by the number of people who miss details on their invitation, so use this checklist.

- Name of your seminar
 - Brief description
 - Day, date, beginning time and ending time
 - Address
 - Room number or specific location
 - Deadline for registration & cost
 - Where to register
 - Where to park
 - Your name, contact information and appropriate disclaimers
- Before you select a date, consider your audience and what is happening in your area to avoid low attendance or conflict with another event. For instance, young professionals might like a cocktail hour right after work. Corporate employees will likely prefer lunch time.
 - Invite early, invite often!

Promotion Ideas That Work!

- Each of our homebuyer courses offers answers to 20 questions. Together, that is 40 quick videos on Facebook that you can use to promote your sessions. Keep the video to less than 30 seconds and be sure to invite them to the seminar!
- Homeownership promotes stability in the workplace. Never hesitate to offer your homebuyer lunch and learns in the corporate setting. After all, what is the worst that can happen? They say “no”?
- Work with your partners. Real estate agents, builders, tax preparers, attorneys and financial planners are looking for the same clients. Suggest combining your resources and connections to get people to attend.
- Mail invitations to the apartment complexes in your area. You don’t need to buy a list. Just drive through the complex and note the street name, building number and unit number. Once you’ve put in the initial effort you can use the addresses over and over again!

- Exercise your community network such as church bulletins, and other local organizations. All community groups benefit from members who are homeowners because this stabilizes their member base.
- Promote heavily on your social media feed. Ask people to share your event.
- Pay for a target ad on Facebook. It's not expensive and will give your event exposure outside of your network.
- Create an "Event" on Facebook and invite your network.
- Ask other companies in your community to share your invitation or event on Facebook. Most people are looking for content to post!
- Post flyers on your community boards – grocery stores, recreational centers, stores that will allow your flyer.
- Consider incentives such as prizes, coupons, or a one-to-one meeting.
- Offer child-care services. There are great children's games that teach about money. Pay a local high school student to teach the children about money while you educate the parents about homeownership.
- Select a location that doesn't require parking fees and has adequate parking.

Tips for The Day of Your Seminar:

- Require registration. It does you no good to have people there without knowing how to follow up with them.
- Give attendees a notebook and pen along with your business card.
- This is an educational session. The goal is to position you as the subject matter expert so that when your attendees think of home financing, they think of you!
- Educate, Don't Sell! Attendees will tune out if they sense a sales pitch.
- Stick with it! Anyone that is successful with seminars will tell you that you may be disappointed in the beginning by the number of attendees, but you will always be happy that you were persistent in the end.
- Promote your next event at the time of the first event, and give them incentives to sign up or bring a friend!

Follow Up, Follow Up, Follow Up! Did we say that enough?

Invite attendees to connect with you on LinkedIn, follow you on Instagram, or become friends on Facebook. Although they are unlikely to see all of your postings, they will see some.

This may be a long sales cycle that requires a consistent marketing campaign, or a quick sale because someone is ready to buy now. You will likely experience a mixture of both. Your goal is to keep your name in front of them, and continually position yourself as the subject matter expert. If not, they will quickly forget who you are and give their business to the next bright shiny object they see.