

RECOMMEND MIN. # OF EVENTS PER YEAR.

2 to 4. Ideally, 2 Customer Appreciation & 2 Community events. Once every quarter. Systematize the process, find 4-7+ vendor partners to sponsor the events, & invite your top 50 past clients plus those individuals who would or do refer you business. Community Event: do a targeted Facebook/Instagram Ad to attract people or set up booth at an existing community event.

OVERCOMING FEAR

Complexity, Anxiety, Expense.

With every event, you will develop a checklist that will simplify the process. The more you do events, the more fear will subside because you will have been there and done that! You should have no out-of-pocket expenses when you have strong partners by your side.

WHAT TO DO FOR YOUR EVENT

Do what you like to have fun, or deliver an experience.

Take people into spaces they don't usually see. Have a guest speaker, do a wine walk, tour a historic home or museum, host a pub crawl, make dinner at your home, partner with local businesses for a community event. Most of all remember its a party - have fun.

BUDGET

Pick your venue, get the cost of food & beverage, then ask. Once you know where you want to hold the event and project how many potential guests will come, you will know how much you need. Then, you can ask your vendors for money. Bonus: If you want your vendors to attend, eat, and drink, make sure to include them in the initial projected headcount for budgeting purposes.

HOW TO ASK

Change your mindset. You're not "asking" them for money—you're allowing your partners to meet a large majority of your clients at once as a sponsor of your event. Write a letter, a postcard, ask for a phone call, or a lunch meeting. Ask for a specific amount of money. Ask those to whom you have given or will give business soon.

WHO TO ASK

- Mortgage Lenders
- Title Company
- Home Inspector
- Insurance Co.
- Home Warranty
- Roofer
- HVAC Company
- Plumbers
- Landscaper
- Landscaper
- Staging Company
- Home Organizer
- Real Estate Attorney
- Moving Company
- Painters
- CPA/Accountants
- Financial Planners
- Moving Company
- Painters
- CPA/Accountants
- Financial Planners
- Irrigation Company
- CPA/Accountants
- Financial Planners
- Home Renovation
- Pressure Washing
- Kitchen Cabinet
- Bathroom Renovator
- Pool cleaning

NEXT STEPS

Create an 8.5' x 11' Invitation Flyer on Canva. Create a Banner 2160 x 1080 pixels for Eventbrite and 960 x 350 pixels for Facebook Event. Then create an Eventbrite Event, which gives you a URL. Go back into Canva, create, & add a QR code to your invitation. Create a Facebook event and invite your friends. Email your invites with a flyer with a link to Eventbrite. Send text with PNG of the Flyer & call to Invite frequently. Consider sending Postcard mailing for a community event.

BONUS

Be the Community Expert & Be Remembered.

An agent's business should follow the Prato Principle (80/20 rule). 80% of your energy, time, and money should be allocated to your Sphere and database. The agent's goal is to be 100% referral—and repeat business-based. 20% should be allocated to new leads and prospecting. Events will get you seen; it's a high-level touch, great ROI,

