

Teach Your Way to Success – With Homebuyer Seminars!

Who says prospecting has to be painful? Why can't it be fun, fast and free? Holding educational seminars for your community, local corporations and non-profit groups can literally open the doors to a home for prospective buyers... and open the doors to new clients for you!

Here are ten tried and true tips to make your seminars successful:

1. **Determine your target market.** Want to reach first-time homebuyers? Market your seminar to newlyweds, parents-to-be and renters. Perhaps you want to reach subprime homebuyers? Hold a seminar on credit requirements and credit counseling. You may want to target your marketing to former bankruptcies and less than perfect credit individuals. Yearning for those "A" market homebuyers? Consider a seminar focused on investment property, tax implications of various mortgage products or on vacation homes. Target your market *then* market your target!
2. **Team up for effectiveness.** When you team with another professional – be it another loan officer, Realtor, financial planner, assessor or home inspector – you double your marketing effectiveness and make the presentation more interesting and valuable.
3. **Offer an incentive.** It always helps to sweeten the pot... perhaps offer a coupon towards closing costs, a free credit report, or even pizza!
4. **Capture information.** Have attendees fill out a short form giving you an idea of what they are planning to buy and what their time table is. That way you'll know exactly when to contact them next, or whether to add them to your database for your regular client mailings.
5. **Find free facilities.** Whether it be your office or another's conference room, a local library, church or community center, there are many avenues for finding free rooms for community enriching activities. A little research can save you loads of money.
6. **Get the word out.** Ads in local papers, group newsletters or bulletins can be very effective. Flyers are practically free, and press releases *are* free! Most papers and radio stations love to promote educational classes, especially when there is no charge to attend.
7. **Don't waste your marketing efforts.** Make sure to encourage a phone call or email even if people can't attend the seminar. Offer free educational booklets and encourage those interested to call you for them.
8. **Offer free handouts.** It's always a good idea to send people home with a little something to remember you by. It could be recipe postcards you've collected from your mailings, an amortization schedule, a brochure or your business card.
9. **Sell the sizzle, not the steak.** Make sure to present your seminar as exciting and informative. Here are some sample titles:

"Homebuyer Secrets Every First-Time Homebuyer Should Know"
"Home Financing Insider Tips"
"15 Costliest Mistakes First-Time Homebuyers Make... and How to Avoid Them"
"Ten Ways to Save \$\$ on Your Next Home Mortgage"
10. **Do it regularly.** The mortgage and real estate professionals who are successful at seminars hold them on a regular basis. Be it monthly, weekly, or every other Tuesday, if people know you're having them, they'll refer others to them and come when it works into THEIR schedule. It may take a while to build a nice class size, but the effort and the wait will be worth it!



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