

Theme of event:

That the *Home Values in Town* are, and can be further influenced by:

- a) How the Town is Marketed and Promoted
- b) How homes are maintained and improved impacts on the Value of ALL homes in Town
- c) How to move up within Town
- d) What buyers are looking for
- e) How their Town is being rated and reviewed on the web and HOW they can participate...and WHY they should
- f) Real Estate trending info for the Town
- g) Planning board information
- h) How to appeal property taxes
- i) Neighbors Know Best permission form to fill out
- j) Children Know Best form or link to bring home to have children fill out with Guest Speaker (*bullying prevention/keeping communities safe*)
- k) Survey: "What should Real Estate agents do to better market Town(s) to buyers and businesses?"
- l) Real Estate Financial planning information
- m) Affluent Towns: Estate or Tax planning speaker
- n) Professional Stagger (or other related speakers)

Post-Meeting

- Pictures/Press Release sent to local newspaper
- Social Media posts
- Emails to Event Collected Emails (*Real Estate Town Advocates Network*)
- Hand written email/note to all attendees
- Questionnaire: "How can I help you this year?"

In order for Real Estate Town Advocates to significantly insert themselves into the consciousness of Town Residents, they must have an *Integrated Strategy* that combines both off and online efforts.

HomesInYourTown provides each Real Estate Town Advocate Member with both the Resources and Coaching needed to actualize these important goals.

There is no substitute for face-to-face networking within Town(s). You now have the credibility as the selected Real Estate Town Advocate for your Town or Towns with resources (Town website, direct mail post cards, scripts and coaching, etc.) to make this happen.

This face-to-face networking compresses the equivalent of twenty years of seeking Town-based Real Estate-related Relationships into one event!

You now have the most Natural and Town-centric system to prospect and network both off and online...Exclusively! You deserve this success. NOW, make it happen! We are here to help and ensure that you do.



Real Estate Town Meetings

Member Guide

Keys to

Real Estate Town Advocates' Real Estate Town Meeting Success

There are a *variety of reasons* why Real Estate Town Advocates should create, facilitate and lead **Real Estate Town Meetings**:

1. The residents and all others who are interested (either in a particular Town, Real Estate info in general or for Personal Networking purposes) have made a decision to be there.
2. Real Estate Town Meetings, hosted by Real Estate Town Advocates (or RETAs), are relaxed and informal. This friendly atmosphere lends itself to consumers being more receptive to the content being provided.
3. Attendees are keenly aware of how important Towns are to their quality of life and home value. Thus, they attend with an inherent respect for the premise of the meeting.
4. Attendees can remain anonymous...yet are encouraged to be known and connect with others around a common interest.

Questions:

What should the content consist of?
Who should be invited?

Answers:

Content should include (*but not be limited*) to the following:

- a) How Town Residents believe RETAs should best promote and position the Town's value...especially from a Real Estate perspective
- b) An overview of the HomeInYourTown website and role of the Real Estate Town Advocate
- c) A statistical overview on Real Estate activity, sales, trends, etc.
- d) Real Estate financially-related information (an invited Mortgage representative is suggested)
- e) Guidelines on how to improve value of homes
- f) How the town ranks educationally
- g) How to appeal Real Estate taxes
- h) What can be done to make the town more valuable from a Real Estate...marketing and media perspective
- i) Questions and answers directed to a Realtor (RETA) and/or Town Representative (ie. Mayor, Town Council)

Objectives of Real Estate Town Meeting Events

1. Introduce the RETA's role gain trust through conveying their message to Home sellers and Merchants in Town
2. Encourage attendees to participate in Neighbors Know Best and Children Know Best
3. Display both the RETA's local expertise and commitment to the Town, its Residents and Merchants
4. Network with other businesses
5. Generate listing/buyer-direct leads, referrals & good will
6. Learn what local consumers want
7. Separate and distance RETAs from all other Realtors

The Real Estate Town Meeting: Planning Stage

(*What to do before RETA hosted event!*)

- a) Timing of event – ideally, advance preparation for a HIYT RETM event begins at least 5 weeks prior to event date.
- b) The Date is as critical as Location – events held on Fridays, Saturdays, Sundays or Mondays traditionally do not yield best results.
- c) Never plan date without resolving potential conflicts with holidays or competitive events.
- d) Develop an email and offline mailing list and marketing campaign.

This list should include: all Town Residents, Homeowners, relatives, friends, local businesses, attorneys, doctors, and local media.

- e) Create invitations and flyers for email and mail.
 - f) Design flyers as an event hand out.
 - g) Arrange to have equipment for Power Point and video.
 - h) Seminar evaluation form (which HIYT will provide)
 - i) Create an agenda.
 - j) Arrange for refreshments.
 - k) Set up a registration table and make sure one or two assistants to manage the registration and hand-outs.
- Invitations typically yield 10% of household response of which 75% attend (ex. 2000 households yields 200 responses with 2 adults/ households or approx. 300 – 400 adults which leads to 200 – 300 attending homesellers/enters.*

Possible Event Locations

- Restaurants
- Banks
- Libraries
- Schools
- Colleges
- Hotels
- Offices
- Houses of worship
- Country Clubs
- Developments
- Town/City hall

Possible Annual Sponsors

- Mortgage Companies
- Banks
- Title Companies
- Insurance Companies
- Builders/Developers
- Home Depot/Lowe's
- Town Merchants

Sponsors logos should appear on all flyers, ads, website and emails

One Week prior to Real Estate Town Meeting

- Name tags
- Pencils
- Speaker Bios
- Developed Power Point
- Room Set-up Plan
- 'Classroom' preferable yet 'Round Table' for networking (*also feasible as secondary option*)

One Day prior

- Contact facility
- Double check location (*visit to learn if everything is in order*)

The Event

- Arrive at least 90 mins. prior to start time
- Start on time
- Welcome audience
- Explain how you are the HIYT RETA (*We will provide scripts and video*)
- Review agenda (*Promise the audience when the event will end and "That for those who would care to stay and ask additional questions or meet fellow residents and merchants, time has been specifically scheduled toward that end. Explain that "Nobody will be selling anything" and if town residents wish to do business, please arrange to do so at a different place and time*)
- Introduce speakers