In today’s market, reaching out to groups of people at a time and showcasing your skills as the local expert are good strategies for building your book of business.

Here are three viable topics on which to conduct your workshops: **Seniors and the Real Estate Market, First Time Home Buying, and Need to Know Facts About Short Sales and Foreclosures.**

These seminars have proven very effective in bringing out potential home buyers and sellers. Spread the word in your local communities, schools and businesses via social networking channels, email, flyers — and of course, postcard invitations! See strategies below for finding candidates best suited for your specific niche and always be sure to include your Sphere of Influence customers when mailing so they can happily refer anyone they know to attend your event as well.

**Senior Market Workshop:** Invite a mortgage professional specializing in reverse mortgages and working with seniors to also attend your workshop. Find out if any local attorneys or CPAs specialize in this particular market as well. It’s a great way to truly create a robust learning experience as well as share networks of customers and prospects with other area professionals. To learn more about working with seniors read this article: Specializing in the Silver Tsunami on our blog at blog.prospectspplus.com. You may also consider getting your SRES designation—learn more about that at www.seniorrealestate.com.

To get a targeted list of seniors in your market area, follow these easy steps:

1. Log on to www.prospectspplus.com/data
2. Click on **SEARCH FOR DATA**
3. Click on **RESIDENTIAL NEIGHBORHOOD**
4. Enter the **STATE**, and any other geographic criteria you want (**CITY, ZIP, STREET**)  
5. Click on **STEP 2**
6. Select Home Owner: **CONFIRMED**
7. Select Age of Resident: **55+**
8. Click on **STEP 3**
9. Select the number of records you would like (minimum of 100)
10. Click on **STEP 4**
11. Enter your payment information and download your list!
FREE Report
10 Ways to Prospect to and Support Your Local PTAs!

Each year, more and more schools are built to house the growing population of students across North America. Community-conscious entrepreneurs recognize the value of building strong, long-lasting relationships with the parents, educators and faculty in their local school systems. With a nod to the premise of making a friend first and a sale later, savvy salespeople reap rewards for years to come as they build their sphere of influence and contribute to the futures of the students and teachers they support. Here are some ways that you can make a difference:

1. Become a business partner. Most PTAs and PTSAs offer business partnerships that allow local entrepreneurs and small businesses to market their products and services in return for minimal financial support.
2. Advertise in school newsletters or on websites. You might be pleasantly surprised to discover how inexpensively you can advertise in this capacity. And because these resources are used so effectively by parents and the communities that surround the school, return on investment is usually significant.
3. Sponsor a teacher function. Most PTAs and PTSAs hold several teacher functions throughout the year. Back-to-school brunches, teacher appreciation lunches and conference night pizza parties are just some of the ways you can support the teachers while winning great favor with parents and faculty.
4. Become an advocate. Many boards are comprised of hard-working stay-at-home parents who are committed to making a difference. Their passion and purpose are contagious, but very often they could use help reaching into the business community for financial or legislative help. Help them get their voices heard wherever possible. Stay current on information for this segment at www.pta.org.
5. Have some fun. Nearly every school hosts fun events during the academic year. Fall festivals, chili cook-offs, read-a-thons, book fairs, movie nights and dances are just some of the activities that generate needed revenue and bring communities together to support their schools. Jump in! Grab an apron to help with a spaghetti dinner, host a booth at the annual festival, or sponsor a DJ for the dance. Get to know the people and the kids you’re supporting. You will have a blast while gaining the respect and business of the people you meet.

First Time Home Buyer Workshop: It’s always a good idea to have a mortgage professional present for this event as most first time buyers require a little extra time and patience to determine how much home they qualify for. Tax attorneys are another great addition – they can help to reiterate how much can be saved in terms of taxes each year by purchasing a home and even investment specialists who can help those “not quite ready yet” develop a strategy to create a down payment nest egg!

Want some additional strategies for finding the right buyers for you? Check out the article: What Does Your Best Buyer Look Like? on our blog at blog.prospectsplus.com.

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4. Enter the STATE, and any other geographic criteria you want (CITY, ZIP, STREET)
5. Click on STEP 2
6. Select Home Owner: RENTER
7. Select any additional criteria you wish: (AGE, INCOME, LENGTH OF RESIDENCE)
8. Click on STEP 3
9. Select the number of records you would like (minimum of 100)
10. Click on STEP 4
11. Enter your payment information and download your list!

Short Sale & Foreclosure Workshop: This important niche is gaining more traction every month. It’s important to have collateral material available that can help consumers follow this often complicated process. Look in the FLYERS section of your ProspectsPLUS! Software for a free report: Seven Must Know Facts About Short Sales and Foreclosures. You may also want to visit www.cde.com to learn more about becoming a Certified Distress Property Expert. Read an in depth article about this niche market entitled: One in Seven Homeowners Aren’t Currently Paying Their Mortgage at blog.prospectsplus.com.

Specially lists are available for this niche market—contact the folks at CDPE to learn more—and be sure to send to your Sphere of Influence customers. According to the CEO of CDPE, that is the first place agents should turn when looking for homeowners who need their services!

Goof Proof Success Tips: Since heavy attendance is important to the success of the promotion, you want to select the best time to hold the event. Do not attempt to hold a seminar in June, July or August. Vacations and outdoor activities keep people away. Additionally, November and December are bad months because you can’t compete with the holidays.

The day of the week that you hold the event is also important to choose correctly. Assuming there are no major events on television (such as major sporting events) the best night of a typical week to hold your seminar will be on Thursday from 7:00 pm - 8:45 pm.

Monday is not a good night, as people are not yet into their business week mentality. Also, during the fall, Monday Night Football will keep a lot of people away. Wednesday is a church
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night for many people. This is especially true in the southern and central parts of the country. Friday / Saturday / Sunday are out for most obvious reasons. Your Thursday date selection will also give you four consecutive days of newspaper support advertising, beginning with the Sunday issue, which will be important to attendance.

Contact a centrally located hotel and reserve a meeting room. Have the hotel set the room “theater style” with a standing podium, microphone, flip chart, overhead projector, and a materials table. Have Coffee and water available. Many agents have also had great success hosting these meetings at local libraries, recreation and civic centers. Generally seen as a Public Service, the staff of these facilities is usually happy to help promote to their regulars.

Two weeks prior to your seminar, mail your postcard invitations. Make a list of people who call to make a reservation.

On the day of your seminar, have everyone participating in the presentation arrive at least ½ hour early. Walk through everyone’s role and explain how you see things happening. Check the microphone, put hand out materials in chairs, and look for anything that is out of place. Coffee service should be set-up and ready to go at 6:30. People will begin to arrive around 6:45, although most will come in the last five minutes (don’t get nervous, they’ll be there).

Have a registration table set up outside the room. Name tags are optional. The sign-in list is very important for following up with the attendees later. Ask for their name, address, and phone number. Start the program no later than 7:05 pm.

**Agenda:**

- Sell the audience on the topic you’re about to present
- Explain the home buying or selling process for your particular niche
- Introduce any additional experts to present their portion of the workshop
- Ask for questions
- Close

Thank the attendees for coming. For the home buying workshop, invite those who are interested in a pre-qualification or pre-approval to stay in the room; those who aren’t interested can go. Have a loan officer begin to pre-qualify or pre-approve those waiting. During this time, speak personally with those who are waiting, to introduce yourself and ask what each person’s housing needs are.

You need to keep in touch with these people. Put them into your database within 48 hours and schedule follow up calls, emails and mailings to ensure your name stays top of mind with these valuable prospects. You will find Consumer Workshops to be a highly successful way of generating many valuable leads for a very modest amount of time and money.

If you would like additional ideas on how to conduct a workshop, call us today at 866.405.3641.