

FIRST-TIME HOMEBUYER WORKSHOP (COMMUNITY)

Create piece-of-mind by educating first-time homebuyers about the process of purchasing a home. This free workshop is designed to teach potential homebuyers the process so they can move forward with confidence. Your workshop shouldn't be full of sales pitches. That will be a turn-off. Instead, focus on teaching the steps and the rest will follow. This is a time for you to show off your knowledge and prove you're a trustworthy expert. If they like you, they'll naturally reach out to you when the time is right. You'll also want to bring in other professionals to help with this workshop. Consider asking a rep from a title company, loan officer, home inspector, attorney, or insurance agent to share their knowledge and offer helpful tips. And if you want to generate additional interest from prospective attendees, consider a hook to get them there. Giveaway prizes like free interior design service, or a spending spree at a local furniture store.

WHO TO INVITE

Hosting a first-time homebuyer workshop is a great way to generate new leads and establish yourself as a knowledgeable pro. Get the word out to your existing clients who may have friends or family members looking to buy their first home. Let them know you've put together this worthwhile event to educate first-time homebuyers and take the fear out of the process. Also consider promoting where first-time homebuyers hang out, like apartment communities, bridal shops, gyms, or daycare centers. Make sure you advertise on social media and ask event partners to advertise to their clients as well.

TIMING

Although you can host a first-time homebuyer workshop any time, we really like the month of June because it's National Home Ownership Month. When you choose your date, make sure you're picking a time that will work with most people's schedules. The majority of participants are likely to work full-time or have children. Consider hosting the workshop on a Saturday morning or afternoon. And take into consideration any holidays or major sporting events that could negatively impact your attendance.

VENUE

Host the workshop at your brokerage firm. This will establish you as the expert and portray you as a true professional. If your office is too small, consider reserving a conference room at an area hotel or securing a larger space at one of your co-sponsor's offices.

AGENDA

It's always good to have a well-outlined plan to keep you on track. The following is a general timeline of events for the day of your First-Time Homebuyer Workshop.

1. Pre-Event Rehearsal
2. Check-In/Distribute Class Materials
3. Icebreaker
4. Presentation
5. Q & A
6. Thank You for Coming

WHAT YOU NEED

Supplies

The following are some key supplies you'll need for your workshop. Depending on where you host, the venue may provide some of these items for you.

- ☐ Sign-in sheet
- ☐ Nametags
- ☐ Sharpies
- ☐ Folders (for take home materials)

Also be sure to check out our [Party Planning Checklist](#) to make sure you have all your bases covered.

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- ☐ Notepads
- ☐ Pens
- ☐ Class materials (checklists, step-by-step processes, contact info, etc.)
- ☐ Chairs
- ☐ Microphone
- ☐ Sound system
- ☐ Extension cords
- ☐ Video camera
- ☐ Laptop computer
- ☐ Podium
- ☐ Projector
- ☐ Screen
- ☐ Table (for check in)
- ☐ Easel (to hold sign)
- ☐ White board
- ☐ Tables (for food and beverage)
- ☐ Table linens
- ☐ Balloons
- ☐ Balloon weights
- ☐ Curling ribbon (for balloons)
- ☐ Hot beverage dispensers (for coffee and hot water)
- ☐ Serving platters
- ☐ Small baskets (for food)
- ☐ Plastic cutlery
- ☐ Serving utensils
- ☐ Insulated cups
- ☐ Coffee sleeves
- ☐ Coffee stirrers
- ☐ Beverage coolers (to keep drinks chilled)
- ☐ Bags of ice
- ☐ Raffle box
- ☐ Raffle tickets
- ☐ Raffle prizes
- ☐ Phone or camera (to take pictures)

Food & Drink

Your event is likely to be scheduled for 2-3 hours on a weekend morning or early afternoon. Consider providing your guests with the following to enjoy at their convenience.

- ☐ Bagels
- ☐ Cream cheese
- ☐ Fresh fruit
- ☐ Single serve yogurt
- ☐ Pastries
- ☐ Cheese sticks
- ☐ Iced Tea
- ☐ Bottled Water
- ☐ Coffee (with individual creamers and sugar packets)
- ☐ Herbal Tea

GOOD VIBES ONLY

Icebreaker

Kick-off your workshop with a game called "Meet Your Neighbors." Set a timer for 2 minutes and ask everyone to turn to the people around them and share the following:

- ☐ What is your name?
- ☐ Where do you currently live?
- ☐ Where do you want to buy?

Music

The right inspirational songs can motivate you to accomplish your goals. As people are arriving at your event, play tunes like "Don't Stop Believing" by Journey or "Imagine" by John Lennon. There are also some great playlists on Spotify you can download. This will definitely get people pumped up and in a positive mindset for your workshop.

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HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

- ☐ Personal phone calls
- ☐ Invitations (mail to clients with adult children)
- ☐ Flyers (preschools, bridal shops, gyms)
- ☐ Door hangers (apartment communities)
- ☐ Bulletin board posters (high traffic businesses)
- ☐ Social media

Collateral

Further promote your personal brand with the following:

- ☐ Volunteer T. Shirts
- ☐ Event banner
- ☐ Water bottle labels
- ☐ Stickers (folder cover)
- ☐ Business cards
- ☐ Thank You cards
- ☐ Local market update
- ☐ Social media (post pictures of event and give shout outs)