

NEW NEIGHBOR HAPPY HOUR (NEIGHBORHOOD)

Connect with people in your area by hosting a happy hour in honor of new neighbors. This is a wonderful opportunity to get acquainted with new residents and reacquainted with the old while strengthening your relationships at the same time. Best of all, if some of these neighbors are your past clients, it's likely they'll tell others how you helped them. To get started, spread the word. Depending on how big you want your party to be, send out flyers, post on social media, or make some personal phone calls. We recommend a casual event with easy appetizers and drinks outside. Make it an open house format so people can stop by and say hello at their convenience. And if you feel comfortable, invite the kids to come too. For families with little ones, they'll love arranging those future playdates with their newfound friends.

WHO TO INVITE

Your guests of honor will be new neighbors who have recently moved into the community. This is an opportunity for them to get to know others in the area. Focus on inviting neighbors who live near the new residents. And, if you feel comfortable having a larger party, open it up to everyone. Also, if you've heard of any neighbors considering a move, be sure to ask them as well. This will give you the chance to remind them you're in real estate.

TIMING

A great time to host this party is in the summer. Depending on where you live, the weather will be getting nicer and you'll have a better chance of being able to host outdoors. We suggest hosting in June, which is National Moving Month. It's a time when many homeowners move and the perfect time for you to get on their radar.

VENUE

Host the party in your backyard, at a neighborhood clubhouse, or in an area park. It's always nice to host outside because it's less wear and tear on your home and if families are invited, the kids can run around and play.

AGENDA

It's always good to map out a plan ahead of time. We recommend following this agenda to keep your event on track.

1. Welcome/Distribute Nametags
2. Mix and Mingle
3. Thank You

WHAT YOU NEED

Supplies

- | | |
|-----------------------------------------------------|-----------------------------------------------------------------|
| <input type="checkbox"/> Plastic cups | <input type="checkbox"/> Balloons |
| <input type="checkbox"/> Small paper plates | <input type="checkbox"/> Balloon weights |
| <input type="checkbox"/> Paper napkins | <input type="checkbox"/> Curling ribbon (for balloons) |
| <input type="checkbox"/> Serving utensils | <input type="checkbox"/> Outdoor games (if hosting outside) |
| <input type="checkbox"/> Serving platters | <input type="checkbox"/> Nametags |
| <input type="checkbox"/> Tables for food & beverage | <input type="checkbox"/> Sharpies |
| <input type="checkbox"/> Bags of ice | <input type="checkbox"/> Guest tables & chairs (just a few) |
| <input type="checkbox"/> Beverage bucket(s) | <input type="checkbox"/> Trash cans |
| <input type="checkbox"/> Bottle opener | <input type="checkbox"/> Recycle bin |
| <input type="checkbox"/> Wine opener | <input type="checkbox"/> Garbage bags |
| <input type="checkbox"/> Flowers | <input type="checkbox"/> Welcome/Come-In Sign (if at your home) |
| | <input type="checkbox"/> Sound system/speaker |
| | <input type="checkbox"/> Phone or camera for taking photos |

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

Awkward Agent®

Food & Drink

It's not a party without food and drinks. For your New Neighbor Happy Hour, keep it casual and simple. Keep in mind, people will be walking around and talking so finger foods are best. Some popular drinks and appetizers for you to consider include:

- ☐ 7-layer dip
- ☐ Artichoke and spinach dip
- ☐ Sliders
- ☐ Baked chicken wings
- ☐ Bacon wrapped water chestnuts
- ☐ Deviled eggs
- ☐ Pigs in a blanket
- ☐ Slow cooker party meatballs
- ☐ Caprese bites
- ☐ Veggie platter
- ☐ Fruit skewers
- ☐ Red wine
- ☐ White wine
- ☐ Beer
- ☐ Soda
- ☐ Bottled water
- ☐ Seltzers

GOOD VIBES ONLY

Icebreaker

Help your neighbors get to know each other by giving each of them a nametag to wear. Encourage them to write a "fun fact" about themselves like "What's the most useless talent you have?" Questions like this are sure to spark conversation and provide entertainment for those who wish to demonstrate their unique skills.

Music

Playing music in the background adds a festive vibe to any party. Consider creating a friendly and upbeat playlist ahead of time with music you think your guests will enjoy. Or find a Pandora station to play in the background. Be sure to keep the volume at a reasonable level so people can hear each other talk.

HELPFUL TIPS

Get the Word Out

We recommend advertising your event with the following:

- ☐ Invitation
- ☐ Community newsletter
- ☐ Social media
- ☐ Text messages
- ☐ Emails
- ☐ Personal phone calls

Collateral

Further promote your personal brand with the following:

- ☐ Create a neighborhood directory
- ☐ Neighborhood market update
- ☐ Wine labels
- ☐ Beer labels
- ☐ Water bottle labels
- ☐ Snack labels
- ☐ Thank You cards
- ☐ Event posts on social media with shout outs

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