

Know Your Neighbors
Brad Billings uses tech for hyperlocal marketing.



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- The Value of Reverse Prospecting
- Throwing an Epic Event

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**Are You Ready
to Switch Brokerages?**

**THE DANGERS OF
POCKET LISTINGS**

THROW A PARTY!

EVENT MARKETING GENERATES LEADS AND REFERRALS

Follow these tips for a terrific event.

BY LISA A. BEACH

When a married couple wanted to buy their first home in Jacksonville, they thought it would be impossible. The husband, an active Navy serviceman and his wife were living on base at Naval Station Mayport with their two young girls and two dogs. They wanted a spacious, affordable property someplace close to the base.

Their dreams turned into reality after attending a VA Homebuying Seminar, an event conducted by Nury Cunha, a sales associate with eXp Realty in Jacksonville. In a little more than a month, the couple found the perfect property, made an offer and signed a contract on a three-bedroom, two-bath home just 15 minutes away from Mayport.

Event marketing paid off for the couple and for Cunha, a proud military spouse herself. But, she stresses, “you must come from a place of contribution, educating buyers about the market.”

If you're considering event marketing, Cunha offers these tips for success:

1. WORK OUT LOGISTICS.

Secure a space, set a date and create a schedule. Cunha holds events at her local Golden Corral restaurant and provides free breakfast. “Target a location that wants to work with you and give back to the community,” she says.

2. PUBLICIZE.

“You need three weeks to market effectively,” explains Cunha, who promotes through

social media, emails and fliers. The restaurant allows her to hang banners and distribute postcards.

3. JOIN FORCES.

Work with other real estate professionals. Tap lenders, inspectors, insurance agents and title companies as event sponsors. Let each expert present for 20 minutes, followed by a Q&A session. “It’s a one-stop shop where buyers meet local experts,” Cunha notes. Since she specializes in military buyers, Cunha brings experts who are well-versed in VA



Nury Cunha
eXp Realty
Jacksonville

loans and other homebuying programs for active military and veterans.

4. PROVIDE VALUE.

“Events allow you to connect with people in an intimate setting,” Cunha says. Rather than giving a heavy sales pitch, offer helpful information in a stress-free environment. For example, Cunha’s onsite lender pre-approves on the spot, so attendees know what they can afford.

Cunha’s last event alone produced one buyer, who is

“When it comes to event marketing, come from a place of contribution, educating buyers about the market.”

—NURY CUNHA, EXP REALTY

closing, and another who is under contract. Clearly event marketing works, but, she stresses, it all comes down to trust and relationships. “Prospects want to work with people they know and trust. Once they’ve seen the sponsors and me, we feel like a team.”



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THROW A HOLIDAY PARTY. Rent out a nightclub. Raise money for a good cause. Those are just three of the event ideas from the Real Estate Marketing Dude. Check out the website at realestatemarketingdude.com

Watch This! Listen to That!

VIDEOS:



**Client Appreciation
Event Ideas for Realtors:**
https://youtu.be/Q2VVjGCu0_w



**Real Estate Event Marketing—
Selling the Lifestyle!**
<https://youtu.be/8tt3QWm7Fq0>



**How to Throw a Successful
Client Appreciation Party:**
<https://youtu.be/BTa0TXFqnMc>



PODCASTS:

**Leads You Love for Real Estate
Agents With Chris Angell:**
*Episode 19: How to Put on
Amazing Events to Grow Your
Business*

**Real Estate Rockstars
With Pat Hibin:**
*Episode 558: Get Business by
Giving Back: How to Hold
Charity Events*

*Episode 587: Get 500+ Referrals
Annually: Hosting Events for
Your Entire Database*

IN HER WORDS EVENT MARKETING BUILDS RELATIONSHIPS



BY MARGUERITE CRESPILO

I got my license in 1993, and I knew from the start I didn't want to cold call, door-knock or work FSBOs. I know they work for some, but it just wasn't my style.

I started holding annual customer events early in my career as a way to meet with buyers and sellers and show my appreciation. I had no idea how successful they would be and how many referrals they would generate.

The first events started small with only 15 to 20 people. But each event would grow, like my Outdoor Movie Night. Now, my Annual Summer Carnivals top 300+ guests and are



One of my recent events yielded six referrals in three hours, which turned into \$47,832 in commissions.

what could be improved.

- Make sure you have the correct permissions to show any copyrighted movies.

The bottom line is, real estate is all about relationships. The more you can connect, the more likely people are to continue to work with you and send you referrals. One of my recent events yielded six referrals in three hours, which turned into \$47,832 in commissions.

There is no better way that I've found in 23 years of real estate to generate more referrals than holding a client event.

Marguerite Crespillo is an agent owner of eXp Realty in Roseville, Calif., and a real estate coach with MasterClassRealEstateAcademy.com.

typically paid for by participating sponsors.

Regardless of the event you hold, keep these tips in mind:

- Client events can be an excellent source of referrals but shouldn't be the only reason you hold one.
- Interact with your guests and make them feel welcome.
- Don't let client events consume you. Ask for help or hire it out.
- Start off small and build on each event.
- Take time during the event (if possible) and after to write down thoughts on

CALLING ALL REALTORS

RECRUITING EVENTS

Events can do more than drive prospects to your business. They also can serve as a recruiting tool. Realtor Craig Wilburn, team leader of Team Dynamo at Keller Williams Gainesville Realty Partners holds special networking events to do just that.



Each event (for which he secures sponsors) gives attendees the opportunity to

learn more about becoming a real estate agent. It also covers the latest industry happenings and looks at new tools and trends in real estate.

Wilburn gets even more bang for his buck by opening the session to anyone interested in buying or selling real estate. He touts it as "a great opportunity to meet local agents who can help you find what you're looking for or get your property listed on the market." Brilliant!