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JIMMY REX

GUIDE TO THROWING SUCCESSFUL CLIENT EVENTS

THROWING CLIENT EVENTS

EVENT GUIDE

Throwing Client Events has been one of the biggest impacts in my business growing and leading to a small team of three agents being able to close over 300 homes a year consistently.

In this guide, I am going to show you how to throw a successful event by teaching you exactly what I am doing to put on an amazing, awesome, and unforgettable events for my past, current, and future clients.

The number one thing that has helped me become one of the most recognized realtors in my entire state is being known as the guy that throws the most fun parties and events.

Whenever top producing agents or coaches call me for interviews or to figure out what they can implement in their business, they always ask, "how do you throw the events that you do" and that is why I wanted to write this guide for you. I know first-hand what it takes to throw these events and how to monetize it to grow your business.

The best part about throwing these events is it gives you a chance to have fun, make new incredible friends, and build your business all in one night.

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HOSTING A CLIENT EVENT

1. Be Well Prepared

When planning your event, it is crucial that you are on top of every aspect. Just as much as an event can grow your business, if the event is a failure, it can hurt your business just as bad.

But that should not scare you, use that as motivation to be able to throw a badass event. When you are planning your business, you should ask yourself these questions...

WHO: Who is going to be attending this event? Who can I invite to this event? Who is likely going to attend the event and have the most enjoyable time while impacting the future of my business? Who can I get to help sponsor this event? (lenders, local businesses)

WHAT: What am I going to be providing that will give them an enjoyable experience? What can I accomplish by throwing this type of event? What expectations do I have for myself, my business, and the outcome of the event? What is my budget for this event? What type of Value will I bring to the guests? (Food, prizes, movie, shows, etc.)

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WHERE: Where am I going to host this type of event that will bring the best value to people that attend? Think about the best centralized location for the people that you are inviting that will be welcoming and provide them the most enjoyable experience from the time they are leaving their location to the event.

WHEN: When are you going to throw this event? Pick a date and time that you feel will bring the best value to your guests as well as bring the best attendance. Make sure you aren't scheduling your events on holiday weekends and it is important that you make sure there is no other major events going on in the area or that could pull guests away (sporting events, graduations, major events, etc.)

HOW: How are you going to pull off the event? Pre-planning your event is very important. Make sure that you are well prepared with timing and make sure that all of your vendors will be ready to go multiple times. Pay attention to the small details just as much as the big ones and you will have a successful event.

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2. Choosing A Date + Time

You will want to start planning 2-3 months in advance. Once you know how to plan an event, you can start to give yourself less time, but it takes time to do the research and get the vendors in place. Venues also book up so planning ahead of time will give you the advantage to choose your first venue choice and time and save you stress. There is no right or wrong time to have this type of event, just make sure that you are aware of what else is going on and ensure that the majority of your guests will be able to attend your event.

3. The Event

Food – For events with less entertainment like a movie or easter egg hunt, it is important that you have food for your guests. This will give them a more enjoyable experience as well as it keeps people that are shy entertained and happy. For a nicer event like a charity event, sit down plated service is the way to go. However, at some places, having a buffet is more enjoyable for guests.

Entertainment – This is the important part... The entertainment piece is what will make your event rememberable and give you the leads you are looking for. If you are doing a movie theater, make sure the movie is a popular one and on or near the premier night. If you are throwing a firework show, make sure your fireworks are professional and over the top. An example of this, when I throw my Easter egg hunt, I have a helicopter do a drop of thousands of eggs, which some of them have money prizes inside. If you are doing a comedy club, make sure the comedian is well known and the food is good. If you are doing a charity event, get a good musician and a solid keynote speaker.

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4. Inviting Guests

Design – Make sure to keep your invite congruent to your brand. Simple is best. Be sure to include the basic who? What? When? Where? Why? questions, the location, time and RSVP information.

List – Now that you know who you want to invite, the best way to keep track of your invitees and attendees is on an Excel document. Put all your invitees in the document with columns for first name, last name, address, city, state, zip, email, phone and guest.

Email and Social Media – Email and social media invites are the best route. They are inexpensive to send and enable you to send out multiple times without blowing your budget. You can design basic templates on most email services... I use constant contact or Active Campaign for all of ours.

Promote – Having a landing page that they can go to for event details is always a good idea. Make sure that you post your event on Facebook as well so that they can RSVP there too.

Calls – This is the most important part. If you are throwing an event with 300 or less people, make sure that you personalize the event by calling each person to invite them.

Confirmation emails/calls – Send out a reminder or call the day before the event. Thank you for attending and sorry we missed you emails – It is a nice touch to send out an email thanking those who attended and another one to those that cancelled or didn't show. Always offer the fact that you are available for any questions or learn more about real estate.

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5. The Event

Once everyone arrives and sits down, what will you say? What will you present? Will you have a guest speaker? Will you be doing any type of giveaway? It's important to have this part of your event planned out and rehearsed.

THE BEST KEPT SECRET

Every year, I throw at least 5 different Movie Theater events, where I rent out an entire movie theater (which is around 300 seats). Throwing a movie theater event is the best way to keep in touch and impress your Sphere of Influence. This might seem obvious to some, but it is very important that you rent out the ENTIRE movie theater. Again, one of the biggest parts about finding success as an agent and specifically when throwing a client event is DO NOT BE CHEAP.

I remember to this day the very first movie event that I ever put together because it changed my entire business and helped me get to where I am at today. It was back in 2010 and the movie was Pirates of the Caribbean.

When inviting these 300 people, the number one thing to do is to CALL THEM TO INVITE THEM. You need to make phone call after phone call after phone call... One by one, inviting them. It is a very simple script. You are not calling to talk about real estate or business, you are simply calling them to invite them to a fun night with a group of people. Give them the value without asking for anything in return which includes their time. You give them the invite, let them know the details, get their confirmation, and then jump off the call.

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This is how you make someone feel like they are a “VIP Client” ... They realize that you are not there to sell them anything. You truly just want them to have an enjoyable night with their family or spouse on your dime. Doing this will grow your business because you will be making not just friends, but raving fans with your clients.

One of the key things that most people miss out on when throwing these events is the WHY behind the event. When throwing these movie events, you have 300 open spots for past clients, current clients, and future clients... The WHY behind throwing this type of event is you want to be able to interact with every single one of them on a personal level. The most important thing to do with these 300 different people when interacting with them individually is DO NOT TALK ABOUT BUSINESS. You will have clients that want to talk about the market, want to talk about selling their home, or want to discuss a current situation but you need to remember that you are there to interact with everyone on a personal level... Not a business level. What you do if you are put in that situation is tell them that you want to discuss this in further detail in a time that you are able to give them your full attention... Tell them that you will give them a call first thing the next morning and quickly make yourself a short note to give that person a call. The GOAL with throwing the event and that night should be only that all of your guests have a memorable and enjoyable time. You are throwing these events to eventually get referrals and to get repeat clients in the near future.

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A secret to helping your business grow immediately from these events... Have a way for people to give you reviews, either on Google or Facebook. What we do is we have a small card that we pass out when giving each client their set of tickets. The small card has a little QR code that allows them to access our review portal which makes it easy for them to give a review. You announce that anyone that leaves a review the night of the event gets put into a drawing to win something amazing. We usually do a vacation like Disneyland or something similar. This is a way that you can get 150 – 300 new 5 Star Reviews in less than an hour for a small amount of money in return. We live in a review society, especially when it comes to our industry. Having that many 5 Star reviews will grow your business dramatically.

THE DAY OF THE EVENT

The day of the event should be the least stressful part as long as you have been well prepared and been on top of everything since the day you started planning the event. The day of the event, your focus should be “How am I going to ensure that I am providing a VIP experience for all of my guests and make sure that they are having an enjoyable time?”

How you do this is plan accordingly but be willing to go off your plan if it means that the guests will have the most enjoyable time. Sometimes things do not go exactly as planned. Be prepared to go off of script to make sure that everyone is happy. Remember, the most important part has nothing to do with you or your business. It is solely about making sure everyone is happy and is loving the event.

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Always start at least an hour earlier than whatever time you think you need to have. You would rather be sitting there fully prepared for the event then stressing over not having enough time or not having everything ready. That extra hour will give you enough time to improvise if something didn't go as planned or a vendor didn't show up. The entire point of this event is to bring joy and happiness and you cannot provide that if you don't have it yourself.

Everything usually goes really smoothly if you plan accordingly. The day of the event, you want to make sure that all of your vendors or team members are there to help you out get set up two to three hours before the time of the event.

The entire point of throwing this event is you want it to be the place to be and you want to make it so people are going to want to come back to your next events. They're going to tell their friends about this event and they will be wanting to be in business with fun, exciting people that make their lives better. So, when you're getting your team put together this again your team if you're brand new in the business you don't have a team of agents that you're working with, but you do have loan officers and you've got your close friends that would love to help out and be a part of it. One of the things that I love to do is go to my title company even though they can't pay for the event but guess what they can do, they can give you a lot of manual labor and help you out with your event and get to know your clients that they're going to be working with anyway. This is one of the keys to working as a team is you want to work with these people especially your title Reps. They'll be more than happy to be a part of the event. They will help you out with any setup or anything

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that you need with the day of the event. Use them to your advantage and take advantage of the fact that they want to help you be successful.

One last hint I want to give you for the day of the events is you want to make sure that you have ways for people to then tag the event or tag you tag themselves on their social media channels. Sometimes this will happen with no extra effort, but it is not worth the risk. You want to make sure that you are getting the most tags possible at your events. Couple ways that we've done this, and you can to... Number one way you can do this is search on google to find a local photo booth company in your area and make sure that they are a main feature at your event. This will not be expensive at all and will ensure people are taking pictures that are quality and that they will want to share at your event. The second way we ensure we are getting tagged in pictures is we have signs that we place all around the event. These signs are simple little yard signs that you can get in large quantity for very cheap and you want to make sure that these signs have a hashtag with your company name and all of your social media handles in a way that is very noticeable and easy to read.

This is going to be so fun. If you implement what you have learned in this guide and start throwing these amazing events, your business is going to grow but that isn't the important part. You are going to be able to meet and grow relationships with so many people that you never would have expected. I have made the most amazing friendships with people that I care and love so much simply from throwing these events. I know you can do this too. It is not hard as long as you prepare and have the right mindset and goals. I can't wait to see and hear about the events

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that you are going to be throwing now. I want you to send me your videos. Connect with me on Instagram, @mrjimmyrex and send me a message saying you just went through this guide and are going to start throwing events so that we can get further connected and so I can be a helping hand for you in case you have any questions.

Thanks,

Jimmy Rex