

CLIENT EVENTS

FOR REAL ESTATE AGENTS LOOKING TO COME FROM
CONTRIBUTION IN THEIR COMMUNITY



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WHY COME FROM CONTRIBUTION?

We coach a lot of the highest producing real estate teams, broker owners, and solo agents in North America, and they all have this in common – they come from contribution. They're staying in front of all their people, whether it's on social media, or by email, phone calls, client events, you name it. They're doing it in a way that adds value to their people.

Successful Realtors that use social media are not just trying to shake their people down for business through their posts. They're trying to come from contribution. Through giving back and helping their communities, they are ensuring that their communication is well received.



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WHO?



THESE ARE YOUR PEOPLE.

We must remember that our sphere of influence is the most important tool in our toolbox. Always. SOI controls 80% of all real estate sales conducted in the in North America. Despite the advent of technology and despite leads going online, 80% of all business is still conducted through a Realtor someone knows, or a Realtor that someone they know recommends. This percentage went up when the Internet became a tool people use to search for real estate. This percentage is based on numbers from surveys conducted by large trade and industry groups in the real estate services sector. They report this every single year.



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HOSTING AN EVENT SHOULDN'T BREAK YOUR BANK.

Real estate agents are just a small piece of a transaction, and the vendors you work with the most are also your most valuable assets when it comes to client events. Loan Officers, Insurance Agencies, and Home Warranty companies can earn 10x-40x their investment with one sponsored client event, which is what truly separates the Top Producing agencies from the mediocre ones. Think about the math behind a typical real estate transaction: a \$500 client event that produces a client who buys a home for \$250,000 loan amount at 1% commission will earn \$2,500 for that Loan Officer. That type of ROI is unheard of in most businesses, which is why smart vendors will happily sponsor client events.



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HOLIDAY/SEASONAL

EVENTS AROUND THE HOLIDAY SEASON



SPRING

- Photos with Easter Bunny
- Easter Egg Hunt
- Cinco de Mayo Taco Truck
- Prom



SUMMER

- Poolside Party
- Ice Cream Social
- Fourth of July Parade Watch Party
- Summer Soiree
- Luau Party
- Party in the Park
- Concerts in the Park
- Backyard Party
- Chili Cookoff
- Barbeque Party



FALL

- Back to School Supplies Drive
- Harvest Party
- Pumpkin Patch
- Halloween Party
- Thanksgiving Pie Give-Away



WINTER

- Photos with Santa Claus
- New Years Eve Party
- New Year Party
- Valentine's Day Dance
- Groundhog Day
- St. Patrick's Day

FEATURED EVENT: PHOTOS WITH SANTA

This event is easy to organize, low cost, and high reward! This event is perfect for clients with families because everyone wants to get their yearly Santa photo with their kiddos. You can hire someone to be your Santa and find a local small business that is willing to host your photo session. Serve hot chocolate and snap a photo of each kid with Santa. Send the photos via email after the event -- which provides you with another "touch" to your clients.



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FOOD/DRINK

EVENTS AROUND FOOD AND DRINK



BREAKFAST

- Pancake Breakfast
- Pastries and Donuts
- Coffee Truck
- Mom's & Mimosas



LUNCH

- Brunch Party
- BBQ in the Park
- Food Truck
- Picnic at the Park
- Wine & Cheese



DINNER/DRINKS

- BBQ in the Park
- Taco Tuesday
- Chili Cookoff
- Happy Hour at Bar & Grill
- Taco Tuesday
- Cocktail Hour
- Beer Tasting
- Wine Tasting
- Cocktail Tasting



DESSERT

- Ice Cream Truck
- Ice Cream Bar
- Pie Eating Contest
- Frozen Yogurt
- Cookie Exchange



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FEATURED EVENT: TACO TUESDAY

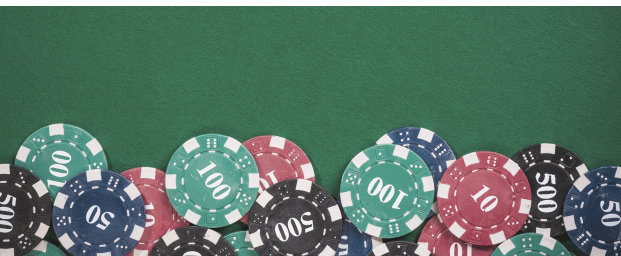
Everyone loves tacos. Hire a local taco truck (or any food truck, for that matter) and have them come to your office parking lot or a local park. You can set up a drink station, too, and make sure to take photos of your clients enjoying the fun food at atmosphere! Set up a photobooth with props for bonus points. You can even hire a local band to play, or set up some speakers for ambiance. Cornhole or other similar lawn games can be a fun addition to your Taco Tuesday party.



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ADULTS ONLY

EVENTS FOR THE 21+ CROWD



- Sport Event Watch Party at Bar & Grill
- Coffee Truck or Coffee Shop (free coffee on specified day/time)
- Rent out a Night Club or Bar (before busy hours)
- Beer or Wine Tasting
- Parlor Game Night (darts, pool, shuffleboard, foosball, etc.) at local bar
- Golf Tournament
- Casino Night
- Summer Soiree
- Ladies' Night Out
- Blue Jeans and Bling Night Out
- Black Tie Party
- VIP Red Carpet Event for Charity
- Poker or Bunco Night
- Cocktail Party (themed)



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FEATURED EVENT: COCKTAIL PARTIES

There are so many different ideas for hosting cocktail parties. Here are a few themes to get your brain going.

- Sangria
- Cosmo
- Bubbles and Brunch
- Margarita Madness
- Wine Tasting (Wine & Cheese)
- Martinis & Munchies
- Happy Hour
- Mojito Madness
- Muffins & Mimosas
- Champagne Brunch
- Bloody Mary Brunch
- Beer, Brats & Bling
- PB&J – Pizza, Beer & Jewelry



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FAMILY FRIENDLY

EVENTS TO BRING YOUR KIDS TO



- Sports Event Tailgate or Suite/Skybox
- Bowling Alley Party
- Neighborhood Block Party (real estate farms)
- Party in the Park (w/ face painters, balloon animals, local band, Cornhole boards & other games)
- Food Truck Events
- Movie Theater Night
- Exclusive Tours (local museum, zoo, or public institution)
- Cooking Classes
- Boat Ride
- Parade Watch Party
- Fishing Derby
- Hot Air Balloon Ride Party
- Airport Hanger Party
- Mother/Daughter Tea Party
- Father/Daughter Dance



QUICK TIP

Family-friendly client events are very popular because it allows your clients the option of bringing the kids along. You will likely get a better turnout to family-friendly client events because no one had to hire a babysitter or figure out childcare.



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FEATURED EVENT: PARADE WATCH PARTY

This idea is pretty simple because the main event, the parade, is already planned (and not by you!) Invite your clients to meet at a certain spot, and you can set up seating ahead of time so they have a good spot to view the parade. Bring snacks and beverages to share, flags or decorations, and of course, sunscreen! Take photographs of your clients and have a backdrop set up with your logo. You can send these photos to your clients later. People love a photobooth!



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CHARITY/COMMUNITY

EVENTS FOR THE GREATER GOOD



- Mobile Blood Drive Van
- Local Non-Profit Fundraising Event
- Canned Food Drive
- Winter Coat Drive
- Toys for Tots
- Relay for Life Sponsorship
- Mobile TSA Pre-Check-in Registration Van
- Back to School Supplies Drive
- Giveaways that support local businesses (gift cards for local restaurants)
- Collect donations to local homeless shelter or soup kitchen



QUICK TIP

Everyone loves to feel like they are "giving back" so find a way to involve your clients in the giving. Provide ways that they can participate. Maybe your event is around serving food at a local shelter. Think about a need in your community and provide an opportunity for your clients to get involved with you.



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VIRTUAL

EVENTS FOR WHEN YOU CAN'T BE IN PERSON



- **Back to School Supplies Drive.** You can organize via social media and pick up school supplies, clothes, etc. for back to school and donate to those in need.
- **Mobile Blood Drive Van.** Post to social media and work with a local blood drive organization.
- **Non-Profit Fundraising Event.** (Canned food, coat drives, etc.)
- **Front Porch Portraits.** Take photos of your clients on their front porch during stay-at-home orders. Drive local photographer around to take photos of families.
- **Charity Videos via Zoom.** Host a Zoom meeting, invite a spokesperson for the charity, and your clients to join as well.
- **Neighborhood Sign Campaigns.** Can be geared toward community support, holidays, or birthday/celebration.
- **Sponsor a Senior.** Reach out to your SOI for senior nominees in your community. You can deliver necessities, call on the phone to check in, or get a local band/choir to perform outside of their home.
- **Support a Graduate.** Nominate a graduating student and start a college fund or scholarship.
- **Goodwill Donation Picks-Ups.** Perfect for clients who have been spring cleaning during the lock down and have donations for you to pick up and donate on their behalf.
- **Virtual Happy Hour.** Announce a date and time and host via video conference.
- **Comedian Cocktail Hour.** Hire a local comedian to do a show via video conference.



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FEATURED EVENT: FRONT PORCH PORTRAITS

Take photos of your clients on their front porch during stay-at-home orders. Drive local photographer around to take photos of families. This is in lieu of a physical client party and it gives clients a family photo.



QUICK TIP

Remember to build a social media campaign around an event like this. Sharing these family photos is perfect for social media! Or, ask your clients to post their photos and tag you for a chance to win an additional prize. Build up your community and grow your SOI in the process!



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SOCIALLY DISTANCED

EVENTS FOR WHEN YOU NEED TO BE 6 FEET APART



- **Drive-in theater buy-out.** Play a sports event or a family-friendly movie. Clients can come and enjoy the movie "together" from the safety of their cars.
- **"Coming Out" party.** A play on words to come out of your house when the stay at home order lifts. Hire a local photographer to take photos as families bolting out of their front door as part of your promo for the event.
- **Ice Cream Social Distancing Party.** Rent an ice cream truck so your clients can enjoy some ice cream as the warmer weather hits us!
- **Cocktail Station Party at the Park.** This can apply to any beverage, food, or even games. Anything that you can set up as stations. Host at a local park and involve local businesses and restaurants.
- **Free Coffee Hour.** When the stay at home order is lifted and people go back to work, collaborate with a local coffee shop. Have a number of coffees ready for pick up. This idea works well for smaller communities.
- **Ladies Night Out.** Structure with social distancing in mind. For ladies/moms who need a night out after being stuck at home with their partner/kids for too long.
- **Adults Only Cocktail Hour.** For clients who have been cooped up at home with the kids too long.
- **Outdoor Yoga.** Work with a local studio to enjoy the good weather and support local businesses. It's easy to spread yoga mats out six feet apart!



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GENERAL TIPS

FOR HOSTING A CLIENT EVENT



We Missed You Notes – Reaching out to people who couldn't make it. "It wasn't the same without you." A kind way to say sorry you couldn't make it, and you are important to me. Don't miss an opportunity to interact with your clients even if they were unable to participate.



Thank You Notes – Jot a personal note to those who attended to make them feel like their presence really mattered to you! Be thoughtful! It will have a big impact on each recipient.



Send Photos – You can also send out a follow up "thank you" card with a photo of them from the event. You can use apps like SendOutCards to do this easily and inexpensively.

Join our Facebook group: Real Estate Agent Round Table. Client event ideas are shared to the group all the time by top real estate agents, teams, and brokers from across North America. It's a great place to brainstorm, collaborate, and ask for advice!



FACEBOOK GROUP:

**REAL
ESTATE
AGENT
ROUND TABLE**



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CONTACT PLAN

FOR CLIENT EVENTS

Week 12 - 12 weeks prior to event

- ☐ Save the Date email (1)
- ☐ Save the Date mailer (2)

Week 11

- ☐ Start SOI Invitation Phone Calls - 5 per day until complete (3)

Week 10

- ☐ Save the Date sent to SOI w/ Direct/Personal Messages on FB (4)
- ☐ Continue SOI invitation calls

Week 9

- ☐ Formal Invitation mailed (5)
- ☐ Continue SOI invitation calls

Week 8

- ☐ Formal Invitation email (6)
- ☐ Continue SOI invitation calls

Week 7

- ☐ Formal Invitation to SOI w/ Direct/Personal Messages on FB (7)
- ☐ Continue SOI invitation calls

Week 6

- ☐ Post Event Invitation on FB Business Page (8)
- ☐ Continue SOI invitation calls

Week 5

- ☐ Share Event Invitation on FB Business Page on personal FB pages
- ☐ Continue SOI invitation calls

Week 4

- ☐ Event Reminder Email (9)
- ☐ Continue SOI invitation calls

Week 3

- ☐ Continue SOI invitation calls
- ☐ Bulk Text event reminder (10)

Week 2

- ☐ Event Reminder Email (11)
- ☐ Sly Dial/Sly Broadcast event reminder bulk voice message to SOI (12)

Week 1

- ☐ Re-Post Event Invitation on FB Business Page and Personal Pages
- ☐ Event Reminder Email (13)

Post Event

- ☐ Thank you email (14)
- ☐ Thank you letter (15)
- ☐ FB Post w/ event photos – tag all attendees in post.

