

REM 103 Community Outreach Prep Exercise

Background:

Many individuals attend community outreach events, trade shows, etc. without the proper materials or a clear understanding of what success looks like.

A successful day at any community outreach event or trade show is the Realtor® leaving with as many new leads as they possibly can. A new lead is not someone receiving your flyer or business card. A new lead is you leaving with the prospects contact information in your hand.

Every interaction at a community event or trade show should be done with this in mind. Most booth hosts stand around waiting for people to come visit them. The My Town Gurus system has the Realtor® interacting with the crowd inviting them to participate in one of the strategies below to collect as many prospects contact information as possible.

Strategies:

Raffles:

Have 2 or 3 nice prizes (something that will attract people to your booth) to give away and then some less expensive prizes. Many local restaurants or featured vendors from your My Town Gurus page will be more than happy to donate prizes as they get free advertising and goodwill in the community.

Examples of good prizes are:

- \$50 gift card to a popular local restaurant
- Free Massage
- Wine Basket
- Spa Treatment
- Electronics (TV, iPod, etc)

Invite attendees to come over to your booth and enter to win. To enter, they must provide you with their name, email address, and phone number on a raffle ticket and place it in the basket.

While they are filling the raffle ticket out, introduce yourself and give them a business card, flyer, and any other items you may have.

The day after the event, call each contact. Congratulate the winners and offer them a free Home Market Evaluation. Call the prospects that did not win and tell them although they did not win one of the Grand Prizes, they did win a free Market Evaluation of their home.

Add EVERY contact to your sphere of influence database and send them your newsletters and call them quarterly as you would your other contacts.

Roulette Wheel: Use the same method as above except make them fill out a raffle ticket before they spin the wheel. Each of the spokes should have a prize but only one grand prize should be available at a time. The rest should be inexpensive My Town Gurus promo items such as tee shirts, pens, calendar magnets, hats, etc. One great idea is to find a local massage therapist trying to build their business. They can set up a massage chair and give away free 5 or 10 minutes massages as one of the prizes. Make sure you give their business cards away with yours to every contact.

The day after the event, call each prospect, tell them you were glad to meet them, and that for playing they also won a free Market Evaluation for their home.

Add EVERY contact to your sphere of influence database and send them your newsletters and call them quarterly as you would your other contacts.

Determining ROI:

Many community outreach events are free to attend. Some trade shows and bigger events have an entry fee. You have to decide where to best spend your resources then determine if an event is worth attending again.

To determine ROI, calculate the amount of the entry fee and cost of materials. Divide that number by the number of prospects names, email addresses, and phone numbers you capture. That will provide you with your ROI for the leads.

Example:

Entry fee \$100

Materials \$150

175 Prospects information captured

$\$250/175 = \mathbf{\$1.43 \text{ per prospect}}$. This would be a very reasonable price to have 175 additional prospects that you contact quarterly and with your other materials such as your newsletter.

A sale or referral from one of these prospects would pay for you to go to the event for years to come and should happen from almost every event you attend if you follow the My Town Gurus system properly.

The key with these prospects is to build a continued relationship with them and ensure that you get as many of them as possible to see you as their Realtor®, the person they call or refer friends to when someone is looking to buy, sell, or rent.

Materials:

Having the right materials with you at a community event or tradeshow is critical for success. Sadly most Realtors® are inexperienced in working these types of events and forget at least an item or two. Use the checklist below to ensure you have all of the materials you need.

Checklist:

- My Town Gurus Banner
- Flyers
- Business Cards
- Raffle Box or Roulette Wheel
- Raffle Tickets
- Prizes
- Tent
- Table
- Chair
- Tablecloth
- Candy/ Giveaways
- My Town Gurus Promo Items
- Zip Ties
- Scotch Tape
- Duct Tape
- Computer or Tablet and Internet Hotspot or Wifi
- My Town Gurus DVD's of the town