

- 1 Define Target Audience** Downsizers (55-75, larger homes 2,500+sq ft, 3+ bedrooms, 2 story, owned 15+years), more traditional, not tech savvy, expired, likely to sell. Use both your database and a geographical farm area.

- 2 3 Weeks Prior**
 - Social Media Ads: Create and run targeted ads, post on stories, posts.
 - Create event on Eventbrite with auto-reminders and relevant hashtags.
 - Create a dedicated website landing page with seminar details and registration link.
 - Create QR Code to be used on all marketing material that takes them to your webpage/Eventbrite event to register.
 - Event Flyer: Promote at open houses and door knocking.

- 2 Weeks Prior**
 - Mailers: Include QR code, address, phone number, and examples of successful listings.
 - Email Campaign: Develop a sequence with a promotional video.
 - Repost Social Media post on stories and posts.

- 1 Week Prior**
 - Repost Social Media post on stories and posts
 - Video text invite to your database (optional)
 - Sly dial and leave voicemail (optional)



- 3 **Venue & Date Selection** Downsizers (55-75, larger homes 2,500+sq ft, 3+ bedrooms, 2 story, owned 15+years), more traditional, not tech savvy, expired, likely to sell. Use both your database and a geographical farm area.
- 4 **Prepare Presentation Materials**
 - Create slides with market updates, buyer demographics, marketing strategies, selling tips, closing costs, and capital gains tax info.
 - Prepare handouts for attendees.
- 5 **Test Equipment** Ensure laptop, projector, screen, and microphones work properly.

ACTION ITEMS **POST-SEMINAR**

- 1 **Immediate Follow-Up** Make phone calls within 24 hours.
- 2 **Send Thank-You Email** Include event photos.
- 3 **Ongoing Communication** Nurture leads with relevant information (e.g., Homebot for personalized CMAs).
- 3 **Schedule Private Consultations** Arrange one-on-one meetings with interested attendees.