



# Client Events

## Without the Sales Pitch

Throw something people would enjoy even if nobody talked about real estate.

The old database material treated client parties as part of a relationship system, and the marketing checklist included invitations, RSVP tracking and event confirmations. That's the useful part: an event can create a reason to see people again. It does not have to become a disguised listing presentation.

### START WITH ONE QUESTION

#### WOULD PEOPLE STILL WANT TO COME IF I WEREN'T A REALTOR?

If the answer is yes, you're probably building an event instead of a sales meeting.

### GOOD EVENTS HAVE A REASON OTHER THAN “COME HEAR FROM ME”

#### FUN

A backyard gathering, movie night, game night, seasonal activity or something families can simply enjoy.

#### USEFUL

A community cleanup, shred day, donation drive, home-maintenance workshop or another practical reason to gather.

#### LOCAL

A neighborhood business, park, food spot, local tradition or activity that gives people another reason to like where they live.

#### APPRECIATION

A simple thank-you gathering for clients, friends and people who've supported your business—without turning gratitude into a referral ambush.

**THE EVENT DOESN'T NEED TO BE HUGE.** Ten people having a genuinely good time can do more for a relationship than a room full of strangers collecting your business card.



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**MAKE THE BORING PART EASY** The source material's event mechanics were simple: invite people, know who's interested, track RSVPs and send a useful confirmation. That's enough of a system to keep a small event from becoming chaos.

|               |                                               |
|---------------|-----------------------------------------------|
| THE IDEA      | What would my people actually enjoy?          |
| THE PEOPLE    | Who would naturally fit this event?           |
| THE INVITE    | How will I invite them personally?            |
| THE COUNT     | Who's invited / interested / confirmed?       |
| THE REMINDER  | What do they need to know before they arrive? |
| THE FOLLOW-UP | Who do I want to thank afterward?             |

### WHAT NOT TO DO

- ☐ Don't make everybody sit through your market presentation before they can eat.
- ☐ Don't spend the whole event hunting for referrals.
- ☐ Don't invite 300 people if you'd rather have real conversations with 30.
- ☐ Don't choose an event because another agent did it. Choose something that fits your people.
- ☐ Don't disappear afterward. A simple "thanks for coming" finishes the experience.

### PLAN YOUR NEXT ONE

Event idea: \_\_\_\_\_

Who it's really for: \_\_\_\_\_

Why they'd enjoy it: \_\_\_\_\_

One thing that would make it feel personal: \_\_\_\_\_

**IF EVERYONE LEAVES THINKING, "THAT WAS FUN," YOU DID YOUR JOB.** They already know you're in real estate.