



Implement a Great Seminar – Countdown Checklist

One Month Prior

- ☐ The GSM should coordinate guests from Title (Title representative and Attorneys) and Insurance.
- ☐ Place a blank Home Buyers Seminar Registration and Sign-Sheet at the Opportunity Desk each day, and prep those on Opportunity Time on inviting leads and then registering them on this form.
- ☐ Schedule Special iCall Session two weeks prior to the Home Buyers Seminar date (schedule 2 per week). Invite your Referral Associates to attend and join in these call sessions. Invite them to attend the Home Buyers Seminar.
- ☐ Order Buyer Seminar Sandwich Sign to display outside the office.
- ☐ At weekly sales meeting, hand out Buyers Seminar flyers. Encourage Associates to use this to invite guests
- ☐ Order iMail cards to be sent to local area and/or encourage Associates to iMail special Home Buyers Seminar cards into their farms.

Two Weeks Prior

- ☐ Conduct 2 Special iCall Sessions inviting past Open House Guests, potential buyers, WLN Leads, sphere, etc.
- ☐ Arrange for someone to wear the Live sign on the Buyer Seminar day (to wave in passers by).
- ☐ Release Home Buyers Seminar email to the Associates to send to their customers.
- ☐ Distribute Home Buyers Seminar invitation flyers to the Associates so they can have them for their weekend open houses.

One Week Prior

- ☐ Conduct 2 Special iCall Sessions inviting past Open House Guests, potential buyers, WLN Leads, sphere, etc.
- ☐ Conduct a "Reminder" iCall Session to call all customers who registered for the Home Buyers Seminar and remind them of the date, time and place. Ask them to invite any of their friends or neighbors who would be interested in learning more.
- ☐ Put up Buyer Seminar sandwich sign to announce upcoming seminar to all who drive by.
- ☐ Order light refreshments for the seminar guests.
- ☐ Update all Weichert Listings on the Highlighted Listings Board.
- ☐ Ensure you have enough Weichert Brochures to hand out after the seminar.
- ☐ Access your MLS and find examples of homes that sold in less than 30 days. Mark the DOM in Green magic marker with a circle around it to hold up on the slide that says "Houses that are Priced Right are Still Selling Fast." This will give your audience evidence that houses are selling and will encourage them to get off the fence when they see a house they like.
- ☐ Remind Associates who have buyers attending the seminar to attend so they can meet their clients immediately after the seminar.

Implement a Great Buyer Seminar – Countdown Checklist (Continued)

Day Before Seminar

- ☐ Set up equipment and check to make sure your LCD and presentation is “good to go.”
- ☐ Confirm Live Sign coverage.
- ☐ Confirm Sales Associates, Guest Speakers to ensure all are reminded of date and time.
- ☐ Prepare and copy the invitation flyer for the next scheduled Home Buyers Seminar.
- ☐ Prepare and copy any additional handouts (if applicable).

Day of the Seminar

- ☐ Pick up light refreshments to serve at Buyers Seminar.
- ☐ Live Weichert Sign outside the office to wave people in (30 to 60 minutes prior to the session).
- ☐ Set up the Home Buyers Seminar sandwich sign outside the office.
- ☐ Stack of Weichert Brochures ready.
- ☐ Stack of Home Buyer Seminar Invitation flyers – give one to each guest and ask them to invite anyone they know who might be interested in this future seminar.
- ☐ Ensure that an Associate is welcoming and greeting guests, asking them to sign in. (Set up Home Buyers Seminar Registration and Sign-in Sheet).

After the Seminar

- ☐ As part of the weekly feedback report, GSMs compile successes and relevant information regarding the seminar and forward to their RVP and RSM.
- ☐ Use the Home Buyers Seminar Registration and Sign-in Sheet to roll up results from each seminar. The Home Buyers Seminar Registration and Sign-In sheet is designed to be used either manually or online. GSMs should choose whichever works best for them and eMail their Registered guests and Attendees numbers to their RVPs and RSMs.
- ☐ Prepare weekly sales meeting to share the results of your seminar.
- ☐ Send an email to all who attended, with the invitation flyer for the next home buyers seminar attached. Ask them to forward this invitation to anyone they know that would be interested in the home buyer information offered at the seminars.