

Presentation Outline for Local Real Estate Lawyers

There are a number of items that must be considered and attended to if you wish to host seminars in your market place. It is felt that the most interested audience would be home buyers (first time or resale), so your efforts would be better recognized in this area.

Action Required	Completion Date	Comments
In Preparation		
<p>1. Decide on the venue:</p> <ul style="list-style-type: none"> ▪ local library ▪ local meeting hall ▪ Lions/Rotary/Kinsmen Club hall ▪ restaurant meeting facility ▪ local hotel meeting room ▪ law library ▪ law association <p>Some of these venues may be available at no cost while others will be available for a flat fee</p>		
<p>2. Decide on date:</p> <ul style="list-style-type: none"> ▪ this will depend on your market, but spring is good for first time buyers ▪ if you live in an area where there is a high concentration of manufacturing and new employees are being relocated, then there are many year-round opportunities 		
<p>3. Decide on time of day</p> <ul style="list-style-type: none"> ▪ morning is not good as most interested parties work ▪ lunch isn't great unless your target is business/professionals and they would find a lunch session attractive ▪ evening sessions are best, at around 7 pm. Sessions should not run for more than 1.5 hours 		
<p>4. Decide on food/refreshments:</p> <ul style="list-style-type: none"> ▪ people don't expect much 		
<p>5. Decide on audience to be invited:</p> <ul style="list-style-type: none"> ▪ 1st time buyers ▪ resale clients 		

<p>6. Decide on who else should participate/present:</p> <ul style="list-style-type: none"> ▪ real estate professional ▪ local lender ▪ CMHC/GE Cap rep ▪ TitlePLUS 		
<p>7. Consider other sponsors (for a cost and allow them to have a booth – trade show oriented):</p> <ul style="list-style-type: none"> ▪ home security company ▪ various lenders/brokers ▪ real estate professionals ▪ appliance/furniture dealers ▪ home insurance agents ▪ moving companies 		
<p>8. Develop invitation list and invitation to be mailed (see sample attached as Exhibit 1):</p> <ul style="list-style-type: none"> ▪ previous/existing clients ▪ ask other presenters for names as they usually have prospects ▪ lenders and real estate agents always have large lists of prospects 		
<p>9. Develop invitation ad to be placed in local papers and other trade/professional publications:</p> <ul style="list-style-type: none"> ▪ ad should be clear about where, when, of interest to whom, why and what they will learn ▪ ensure an RSVP section and contact name exists 		
<p>In Execution (sample PowerPoint presentation attached)</p>		
<p>1. Welcome and thank attendees for coming</p>		
<p>2. Introduce self</p>		
<p>3. Explain reason for seminar</p>		
<p>4. Discuss agenda</p>		
<p>5. Introduce guest speakers</p>		
<p>6. Complete presentations</p>		
<p>7. Open floor to questions</p>		
<p>8. Invite attendees to approach presenters and to visit booths (if applicable)</p>		
<p>9. Adjourn</p>		

NOTES:

- Ensure that hand-out material is available (especially business cards).
- Pens and post-it notes as take home items should be considered.
- Make sure that all questions are answered properly.
- Consider having a guest book signed or have a registration form available. This will allow for names/addresses to follow-up. A letter thanking them for their attendance is a nice touch.
- Be over prepared.
- Be warm, courteous and informal.