

HOMEBUYERS WORKSHOP



Your Homebuying Workshop: A Comprehensive Guide to Partnerships, Locations, Driving Attendance, Tools & Resources, and Follow-Up

1. PARTNERS

- Lender – find a local lender who specializes in working with first-time homebuyers and has resources to promote attendance and for helping buyers work on their credit and leverage low down payment programs.
- Other potential partners include anyone a buyer will encounter as part of the process: Title rep., Insurance rep., appraiser, home inspector, home warranty rep.
- Any community partners that have a group with members interested in home ownership. Churches, schools, large employers, cities, and chambers of commerce all have groups with members interested in home ownership. They can help drive attendance and often have a meeting room.

2. LOCATION

- Local REALTOR® association
- Partner office location (see item 1c)
- Community center, restaurant event room, brokerage office

3. DRIVE ATTENDANCE

- All partners should be on board to advertise the event to their network and database.
- HOA newsletters and community news
- Local / hometown newspapers
- Social media

4. TOOLS & RESOURCES

- Registration tools such as a QR code that redirects to a google form or jot form to collect registrant contact info.
- Registration reminders to increase attendance
- Sample flyer(s) and social media posts
- Sample agenda
- REALTOR® PowerPoint
- NAHREP 10 card
- <https://www.nar.realtor/first-time-homebuyers>

5. FOLLOW-UP

- Create a plan with the lender on follow-up procedure so each attendee receives a thank you call and invitation to engage in next steps.
- Send a workshop survey after the event
- Thank participating partners