

BOOKING BRENT!

Primary events to 'book' are:

'eXp eXplained' (for eXp agent to invite guests to learn about the model. Time: 45 - 60 min)

'Agent Attraction Bootcamp' (for eXp Agents ONLY or guests that have seen the model and are very interested in joining eXp. Time 90 min)

Additional Real Estate Training events are:

'Mega-Open House' (60 - 90 min)

'How to Build a Team' (60 min)

'How to write Winning Offers and Never Lose again' (60 min)

The following is a guideline to follow with 'who is responsible' for what and how to have a successful event.

Step 1 - Event Approval

a. For event approval please text Brent Gove @ 916-223-5555 and James Stroup @ 916-223-5391 on a text thread and provide the following:

1. Type of Event (from titles above)
2. Date & Time of the Event
3. Desired Size of the Event
4. Address of the Event
5. Type of Food you will have

b. Event will be approved and placed on calendar, when all 5 items have been discussed and confirmed on this text thread.

Step 2 - Event Preparation and Marketing your Event

MARKETING

a. 'You' create 'Event' flyer...we have several templates....and email to rob@justsayitwell.com (Marketing Director for Brent Gove Real Estate). Also, the 'Agent Attraction Bootcamp' is an eXp agent only event...so a different 'Agent' Only flyer should be made for this event and a front facing 'Lunch and Learn' Flyer should be made for your 'Guest' event.

b. 'You' create Eventbrite - with 'Your' own account - any questions email rob@justsayitwell.com

c. 'You' post on your Social Media

d. Who is invited?

One Team one dream at eXp. If we are coming to your area. ALL eXp agents in your area will be invited. This is not an exclusive event...it is inclusive. We play by the 'do the right thing' as it relates to sponsorship at eXp. We teach on this in our Agent Bootcamp, there is no poaching of other agents at these events...this is why we teach the Agent Bootcamp...very important!!

e. Identify your local leaders and get them involved!! Have them invite guests and make sure they are there themselves. creates momentum. Same principle if you have 50, 100, or 500. You can fill a room with 500 people, but if the room holds 1000's everyone feels deflated or a flop.

TECH

Questions:

Is the presentation on a TV or Projector?

If TV...what is the size?

If Projector....please take a picture

- a. 'You' provide the projector - If you need one...please let us know at rob@justsayitwell.com
- b. 'You' provide the computer - if you need one...please let us know at rob@justsayitwell.com
- c. 'You' provide the clicker - if you need one...please email us at rob@justsayitwell.com
- d. 'You' provide a HDMI cord - if you need one...please email us at rob@justsayitwell.com
- e. 'We' provide the latest powerpoint presentation for your event...please email us at rob@justsayitwell.com

ROOM DYNAMICS

1. Room Dynamics - Very important to use a professional environment.
2. NO RESTAURANTS - We have done dozens at restaurants and have never had a good experience. Why? Way to many distractions with the service of food and the noise of the restaurants. When that many distractions occur you lose control of the message.
3. Set LESS...prepare for more or Stack'em and Pack'em. No MATTER the size. If 20 people are signed up...Set up 10 chairs and make sure your room hold 15 only!!! No problem if it is crammed, it creates momentum. Same principle if you have 50, 100, or 500. You can fill a room with 500 people, but if the room holds 1000's everyone feels deflated or a flop.

FOOD

- a. Lunch and Learns. 'We' suggest sandwiches with bottled water. 'You' provide the sandwiches, water, plates, napkins & any utensils. Same for Breakfast and Learn....small Breakfast Buritto's with OJ and Water. 'You' provide the food, plates, na
- b. Dinner or Wine and Learns. 'We' suggest light dinner and cheap...not a large cost should be associated. Wine and Cheese, Meats, a bit of fruit. 'You' provide food, drink, plates, napkins, and cups

CHARGE OR FREE

- a. Depending upon the size of your event you can charge \$5, \$10, or \$20 in your eventbrite or Free if you want to have your leaders pitch in and share the cost. If you run out of space...place a SOLD OUT message out and have standing room only...this is a positive thing and the more leaders that have to stand up around the room provide a much better atmosphere.

We look forward to working with you for an EPIC event!!!



small **EVENT** CHECKLIST

- Event Name
- Date of event
- Event Schedule/Timeline
- Location
- Event Registration link
- Event Contact person
- Name/
- Email/
- Phone/

- Number of attendees:
- Projected Budget

- Bottled water/Free water service?
- Speaker bottled water
- Food/Can we bring our own food in?
- PA/Wireless mic
- Pre/Post event music
- Projection type (cords, computer)
- Slide deck(s) prepared
- Pens/Pads/Handouts
- Seating number and chart
- Seating type (theater, classroom)
- Recharge station
- Set up and tear down time
- Video/Audio Capture/Lighting set up
- Registration table/people
- Greeters
- Vendor Liaison

