

After completing this session, the attendee will have all the PowerPoint, logistics, and promotional materials to put on landlord seminars that will dramatically grow their business.

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“How to put on Landlord Seminars that will explode your Portfolio?”

The five benefits of a landlord seminar:

1. To get attendees at the end to say Y_____ T_____ O_____
2. To look like an E_____ with your existing owners
3. It will R_____ what you do and why you do it
4. F_____ at its best (future doors)
5. It is providing education to a totally U_____ audience.

The actual content... “12 Steps To Successfully Managing Your Rental”

1. P_____ a property that is at least slightly above average.
2. P_____ it well.
3. P_____ strategically.
4. P_____ negotiable.
5. P_____ (screen, screen, screen)
6. P_____ it all in writing.
7. P_____ the deposit.
8. P_____ with all maintenance requests.
9. P_____ regularly (inspect)
10. P_____ yourself.
11. P_____ is not a dirty word.
12. P_____ Management.

Logistics

1. W_____
 - Your office, lobby, or conference room
 - Neutral site
 - Pack them in

2. W_____ul style="list-style-type: none;">- Saturday mornings 10 am – 12 pm or 1 pm – 3 pm
- Every 90 days
- No breaks
- 1 – 2 questions max after each “P”
- 2 hours max... begin and end on time

3. Offer a light B_____or Lunch
 - Coffee
 - Donuts
 - Fruit
 - Juice
 - Bagels

4. C_____ \$59
 - Has more value if there's a cost
 - Weeds out the cheapskates
 - Spouse, son or daughter is free
 - Existing clients are free

5. They also receive:
 - Hand-out with fill-ins
 - Coffee mug
 - Access to all forms (website or you can email them)

6. F_____ Form
 - Drawing at end of seminar

How to Promote your Landlord Seminar

1. D_____ M_____
 - Absentee owners from tax roll
 - Newsletter 1st choice
 - Postcard 2nd choice
 - ½ of 1% = Success (5000 mailers = 25 attendees)

2. E_____ prospects and current owners
 - My database of leads
 - My current owners
 - 2 – 3 sentences max
 - Attached seminar flyer
 - Include Bomb-Bomb video

3. T_____
 - My database of leads
 - My current Owners

4. **A second seminar... Should I Hold, Sell Or Exchange My Rental**
 - Rental real estate investment 101
 - Covers forecast of home prices, rental prices, cap rate, 1031 exchange, pros and cons of residential vs. commercial, passive investing
 - Gets owners thinking about selling or expanding
 - Free
 - This seminar always follows my “12 Steps” seminar
 - PowerPoint is available