

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\_\_\_\_\_
  - 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 1<sup>st</sup> choice
  - Postcard 2<sup>nd</sup> 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