EVENT PLAYBOOK | REALTOR OUTREACH

STOP CHASING REALTORS, START ATTRACTING THEM (www.RealtorEventPlaybook.com)

THE BIG IDEA: Events are your door opener. No pitch. No CTA. Just genuine connection — let the relationship do the work.

PART 1: SOCIAL & NETWORKING EVENTS

Happy Hour Mixers (David Holland, Chris Bridge)	Monthly/Quarterly casual networking at bars/restaurants. Budget: $500–800 | 15–25 guests *Pro Tip (Casey Constant): Choose a brewery with a semi-private space.*
Themed Happy Hours (Dan Andersen)	Take 5–6 agents to unique venues such as a speakeasy or wine bar. Serve light appetizers and drinks in a relaxed, non-work-focused environment to build authentic relationships. *Budget: $300–600 | 5–8 guests — intimacy builds trust faster*
Golf Tournament	Annual/semi-annual scramble with prizes. Great for competitive agents. *Budget: $2,000–5,000 | 40–80 guests*
Top Golf / Axe Throwing	Fun, unconventional, memorable. Budget: $800–1,500 | 15–25 guests
Bowling Night	Casual team competition with food & drinks. *Budget: $600–1,200 | 20–40 guests*
Paint Night (Dan Andersen)	Invite a group of 5–6 agents out for an evening of painting. Several local companies offer these at local eateries or paint venues. This is a great way to connect with a smaller group. *Budget: $200–400 | 5–8 guests.*
Cooking Class	Interactive culinary experience. Hands-on = great conversation. *Budget: $1,200–2,000 | 12–20 guests*
Wine Tasting	Private tasting room or vineyard. Elegant and memorable. *Budget: $1,000–2,000 | 20–30 guests*
Escape Room	Group problem-solving — great for bonding and laughs. *Budget: $400–800 | 8–15 guests*
Golf Simulator Happy Hour (Casey Constant)	3 years running. "Kick-Off to Spring" in early March. Add some competition with longest drive & closest-to-pin competition with gift card prizes. *Budget: $800–1,500 | 15–25 guests*

PART 2: EXPERIENCE & ADVENTURE EVENTS

Food Tour (Jeremiah Phillips)	Pick 5 local spots, visit each and share a pizza, a Philly Cheesesteak, etc. Once the tour is complete you can vote on the best. *Turn it into a competition — agents love to debate favorites.*
Business/Networking Walk	Tour local small businesses while networking. Introduces agents to the community.
Community Parade (Dan Andersen)	Partner participation in local parades with branded giveaways: koozies, cups, bubbles, fans, drawstring backpacks. *Budget: $300–800 | Great brand visibility.*
Children's Zoo Family Event (Dan Andersen)	Family friendly outings with group tickets + light catering + branded stuffed animal giveaway. *Budget: $1,000–2,000 | Agents + families*
Ice Cream Social (Mike Scimeca)	Sponsor an ice cream truck at a broker's office. Invite agents to bring past clients. *Budget: $300–600 | Double exposure!*
Luxury Car Dealership Party	Cocktail party at a Bentley/Rolls-Royce dealer. Aspirational + unforgettable. *Budget: $1,000–3,000 | 20–40 guests*
Sporting Event Suite	Luxury box for NBA/NFL/MLB. Premium investment for top agents. Budget: $3,000–8,000 | 12–20
Concert or Theater Night	Group tickets to a popular show. Works great as a VIP reward. *Budget: $2,000–4,000 | 15–25 guests*

PART 3: EDUCATIONAL & VALUE-ADD EVENTS

Market Update Breakfast	Quarterly: market data, rate trends, economic outlook. *Budget: $400–700 | 20–35*
CE Credit Workshop	Partner with title/attorney for continuing ed credits. Agents need hours — you deliver. *Budget: $300–600 | 25–50 guests*
Panel Discussion	Appraiser, inspector & contractor for expert Q&A. This can be held at a local brewery/bar when they are closed. The meeting can begin mid-afternoon, followed by a happy hour networking. *Budget: $500–1,000 | 30–60*
First-Time Buyer Workshop	Co-host with Realtors to educate buyers together. Makes you a true partner. This can be held at the agents office, the loan officers office, title company, or even via Facebook Live or Zoom. *Budget: $200–400 | 15–40*
Mortgage Mad Libs (Lindsay LaBonte)	Interactive "Build-a-Buyer" session: fill blanks to create a fictional homebuyer. *Agenda: Intro (5 min) → Mad Libs: Build-a-Buyer (25 min) → Mortgage 101 Key Takeaways (15 min) → Q&A & Next Steps (10 min)*
Canva & Coffee (Dan Andersen)	Casual Canva training sessions with coffee + pastries. Branded templates are provided after the event for immediate use. *Budget: $100–200*
Realtor Kit Workshop (Dan Andersen)	Hands-on workshops where agents build a fully stocked Realtor toolkit using provided marketing essentials and branded totes. *Budget: $400–800 | 15–25 guests*
Realtor Pop-By Gift Workshop (Dan Andersen)	Seasonal workshops where agents create 10 ready-to-use client pop-by gifts in popular themes such as s'mores or popcorn. *Budget: $300–600 | Agents love taking home ready-to-use tools.*
Virtual Lunch & Learn	Zoom - market trends presentation. *Budget: $0–100 | 20–50 | Monthly*
Investment Property Seminar	Focus on investor clients and strategies. *Budget: $400–800 | 20–40*

PART 4: CREATIVE & THEMED EVENTS

Social Media Content Day (Jeff Shealey)	Bring a videographer to a model home or some other nice location. Each agent gets 2–3 simple scripts. The videographer shoots the content, edits, and sends it back to the Realtors to post on their social media. *Budget: ~$500 | Max 10 RSVPs. Partner with builder (lunch) + insurance agent (video).*
Valentine's: Love at First List(ing) (Mike & Shelbie Whiteaker)	Mimosas + make-your-own bouquet bar + lunch + education session + "Pass the Prize" game tied to a story in which the guests pass left/right as mentioned in the story. An entry into a drawing for guest who registers and attends *Mix: Realtors + local insurance agents = great cross-networking.*
Mother's Day Brunch & Blooms (Dan Andersen)	A curated brunch for top agents with spring flowers to take home and a branded takeaway item paired with a Mother's Day card. *Budget: $800–1,500 | 20–35 guests*
Father's Day Burgers & Brews (Dan Andersen)	A casual lunch at a burger restaurant/brewery with memorable branded takeaway such as grilling accessories. *Budget: $600–1,200 | 20–35 guests*
Happy Hour and Charcuterie Making (Casey Constant)	4-year running tradition where the agents love combining the happy hour with an activity. Selecting a favorite brewery that has a semi-private space. They also allow us to bring in our own charcuterie making supplies which helps manage costs. *Best timing: 1–2 weeks before Thanksgiving. 75 agents attended last year!*
Trivia Night (Dan Andersen)	An evening at a local pub featuring pizza, trivia, and drinks. Ideal for office-wide engagement and team interaction. *Budget: $400–800 | 20–40 guests*

Magician / Special Entertainment (Jeremiah Phillips)	Book a magician or electric violin artist. Instant conversation starter. *Unique entertainment = the event people talk about.*
Monthly Holiday Themed Party	Everyone loves a party. News Year's Brunch or Resolution Roast, Galentines/Valentines, St Paddys Day shamrock-themed bash, April Spring Picnic with fun children's play activities, May Farmer's Market Dinner Party or Mother's Day, June Father's Day burgers and brews, July Patriotic BBQ, August/September Back to School supplies for those in need, October Coven Dinner Party, Costume Party or harvest/pumpkin-carving night, November Friendsgiving Pot Luck filled with gratitude, December Friendsmas, cookie swap, ugly sweater party Think -. Festive, generous, memorable. *Budget: Differs with each idea, along with the number of guests*
Summer BBQ	Outdoor gathering with lawn games. *Budget: $1,200–2,500 | 40–80 guests*
Super Bowl Watch Party	Private room at a sports bar. Perfect Feb timing for the pre-spring market. *Budget: $1,500–3,000 | 30–60 guests*

PART 5: LOW-BUDGET / HIGH-IMPACT OPTIONS

Coffee & Connections	Early morning networking at a coffee shop. *Budget: $100–200 | 8–12 guests | Bi-weekly*
Morning Walk & Talk or Bicycling	Outdoor walking/riding group at a local park. *5-10 participants weekly*
Office Lunch Drop-Off	Deliver catered lunch to busy brokerages. *Budget: $200–300/visit | Monthly*
Book Club for Realtors	Monthly discussion of business books. *Budget: $100–200 | 6–12 guests*
Pop-By Visits with Treats	Drop off coffee or donuts at brokerage offices. *Budget: $50–100/visit | Weekly*
Realtor Appreciation Day	Open house format with food, games, and prizes. *Budget: $300–600 | 20–40*
Agent Pizza Party via Zoom	Send agents' favorite pizza before the meeting. Lead a mastermind after. *Budget: $100–200 | 5–6 agents*

PART 6: VIP & PREMIUM EXPERIENCES

Private Chef Dinner	Intimate dinner at a private home or event space. *Budget: $2,500–5,000 | 8–12*
Destination Retreat	Weekend getaway for top partners. *Budget: $5,000–15,000 | 10–15 guests*
Top Producer Recognition Dinner	Honor Realtors who sent the most referrals. *Budget: $1,200–2,000 | 20–30*
Annual Client Appreciation Party	Invite top referral partners + families. *Budget: $2,500–5,000 | 50–100*

THE GOLDEN RULES OF EVENT HOSTING

BEFORE	DURING	AFTER (The Magic Happens Here)
• Plan 4–6 weeks in advance • Craft compelling, specific invitations • Curate your guest list strategically • Set goals: new connections + follow-up meetings	• Greet every guest personally • Be the host — NOT the salesperson • Make strategic intros between guests • ZERO sales pitches. Zero cards pushed.	• Send thank you texts within 24 hours Send handwritten notecards within week • Share & tag photos on social media • Schedule one-on-one follow-up meetings • Track which events generate most traction

Events build relationships • Relationships generate referrals • Referrals create revenue