

Real Estate Agent Mastermind Event – Outline

Why you would do this kind of event

Mortgage lenders have received a certain “rap” in real estate circles that all they do is talk about themselves, how great their rates are, how they have the best customer service, and they will help agents grow their referral business because, “Hey, if I the lender does a great job during the transaction, then clients will refer the agent.” That just doesn’t work anymore. At least it doesn’t work if you are trying to stand out and be different. And by different I mean Add some serious value to your Real Estate partner’s business.

Who would you invite to this event and why?

It’s important to have real estate agents who know you, love you and trust you and also agents that you know but might not be getting their business today. That is a good mix because for the agents that know you already, you are strengthening your current relationship and there is also a comfort factor as well. There is also a “credibility factor” that occurs here. The agents that already love you will demonstrate their affinity for you through their language and that will create credibility for you amongst the agents you don’t know as well. For agents you might know but don’t do any business with, here is your opportunity to bring some real value to them and create an opportunity for referrals in the future. After all, their current lender partner isn’t adding value like this!

You also want to consider room chemistry. If you are aware that two or more agents have a rift or don’t like each other or are highly competitive in the same market and have type A personalities, consider only 1 of them for the event and save the other for a future event.

Selecting the *right* people, continued

Having good people in the room is important and what is even more important is not having the wrong people. You need to avoid toxic and negative participants that are not willing to share. That is why the initial upfront call with the participants you need to talk about the outline of the event and what you are looking for when it comes to how people show up to the event. You are looking for open, honest, transparent, and vulnerable participants who are going into the event willing to share more than they get out of it. They also need to respect everyone’s opinion and even if you feel you do it better, understand that might not work everyone. Remember, one toxic participant could change that experience for everyone in the room. Choose wisely!

Where would you host this event?

You want to put some time into picking a venue that is going to fit your needs but also creates an atmosphere that encourages a space to share and be uplifting. A place with windows, food and drink services, etc.

Upscale hotel or country club or private room of upscale restaurant or beautiful conference room with windows and no distractions.

How would you uncover context to put on the most powerful event you could?

Uncovering context is the secret sauce with this type of event. To be able to find out where people are currently in their business, where their opportunities are, where their struggles are and where they are really doing well could make the whole event. All of this information is gold in order to orchestrate an event that could really move the needle in your partner's business. When you know who is struggling in one area and at the same time you know who is totally crushing it, you can show a lot of value there.

ASK POWERFUL QUESTIONS

CREATING AGREEMENTS in the first 10 minutes of the event to create the room powerfully?

- Not a sales pitch for the loan officer
- The loan officer not knowing the answers is actually ok
- Agreement # 1: Everyone in the room has committed to showing up, sharing best practices, and being open, honest, and transparent.
- Agreement # 2: Everyone is to respect each other's opinion and just because you do it one way, doesn't mean it works for all.
- Agreement # 3: Everyone needs to take responsibility to get what you need out of this event.
- Be strong and tell people that you are there to create a powerful experience for people. Own this by giving an example "hey, if I see the conversation digressing, I'll pull it back, and it might sound or look like this [give example]"

Have someone there capturing the content so it can be repurposed.

Make sure you bring someone with you so they can take notes and capture all of the good ideas that are shared so that you can get that information back out to the participants. This person should help with the food, drinks, taking pictures at the event, etc.

Facilitation

The event requires real leadership from the host/facilitator. Without this, the room will get away from you and strong personalities will dominate, people will get frustrated with long-winded peers, digressions will rule the time. Don't let that happen.

- Manage expectation upfront that you will keep the conversation flowing and moving forward in a positive direction.
- Engage people who aren't talking with questions like "what do you think? What's your experience? How do you handle that?"
- Call on people: "John, I know you really rock converting your listing appointments; will you tell us your process?"
- Give direction. Use language to guide the conversation by saying things like "be efficient"
- Keep track of the time and move it along when you need to, but don't cut off a great conversation just to get to the entire agenda.

How do you follow up with everyone after the event?

You want to make sure you get out any notes your assistant took at the event and follow up with any links / articles or anything you committed to get out to the participants. One thing you might consider is following up with a book you think might serve that participant. You also want to get out information on the next event while the client is still excited about the last.

The follow up call after the event should be VALUE based AND is an opportunity to further your relationship. You want to match up the notes that speak to someone's context and set up a time to review and offer implementation ideas. This will naturally lend itself to a person being open to the idea of working with you, including referring business.

How to do you create interaction even after the event?

Keeping the agents engaged even after the event is important and can be done in a few different ways. I created a private Facebook page for everyone involved and encouraged the participants to use it to share ideas, what results they got from ideas from the event, sharing referrals between each other, etc. Make sure you are constantly encouraging conversation on the FB.

What's next?

Start planning your next event. Plan the next 3 or 4. There are plenty of topics that agents need work on and when your event gives them a lot of value they will move mountains to be at the next event. The information that you are able to learn at these events will then allow you to work one on one with other agents knowing how people are doing things well in certain categories. You will be known as a great source for ideas for agents that need a little tweak in their business.

NOTE: I would say upfront that this is what you might call an "advanced" strategy. It requires industry knowledge and experience and credibility and a LOT of confidence. You have to show up as a powerful leader. If you don't, the event can really fall flat. However with the "risk" comes BIG reward: a powerful experience here can create multiple new referral partners really fast.