

The Housewarming Party

Hosting a Housewarming Party for one of your clients is a great way to show your clients and their guests how you take care of them, not only before and during the transaction, but afterwards as well.

It is also an opportunity to meet their sphere of influence and grow your database.

Sample Dialogue

“Clint and Alice, I want to tell you about a service I offer to my clients. 60 to 90 days after you move in, I would like to help you host a Housewarming Party to celebrate your new home with your friends and family. All I would need from you is a list of names of the people you would like to invite, and I will take care of the invitations. We can decide on a date that works best. Does that sound like something you would like me to do for you?”

How Tos

- Together with your clients, choose a date that works best for both of you.
- Decide in advance what costs you will cover and let your clients know what you will provide.
- Obtain your client's invitation list with names, addresses, and emails. Take a photo of your clients in front of their new home to include. Prepare envelopes (ideally handwritten) and send invitations. Include an RSVP to you.
- Email to confirm attendees.
- The day of the party:
 - Arrive 45-60 minutes early to help set up.
 - Attend the party and make it a point to speak to each guest.
 - Stay afterwards to help clean up.
- After the party, send a personal note to each attendee thanking them for being there (include your business card).
- For those who expressed an interest in your services, follow up. Use The Mayor Campaign Dialogue to add them to your database.

The Housewarming Party (continued)

A template to create your
Housewarming Party Invitation is available
in the Online Resource Center.

*Clint & Alice
have purchased a home!*

It was my privilege to represent them in this purchase. They would love to have
you attend their housewarming party, which I am hosting with them.

Sunday, September 23

Noon to 5 p.m.

4454 Timberbrook Lane
San Francisco, CA 94143

Please give me a call to let me know if you are coming and the number of
people in your party. Bring your appetite! Come, enjoy yourself
welcome Clint, Alice, Sara and Jack.



YOU ARE INVITED TO A
Housewarming Party