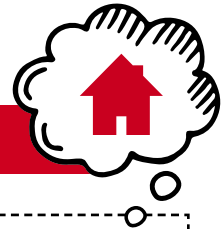


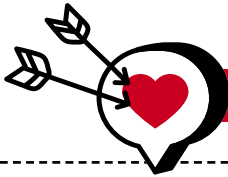
THE NEW AND IMPROVED FIRST-TIME HOME BUYER SEMINAR



The **First-Time Home Buyer Seminar** has been revamped to include new research, informative graphics, and step-by-step processes to guide you through working with first-time buyers. All of these materials have been expanded, just like [the newest edition of *Your First Home*](#). This book makes an excellent high-value touch for potential clients at your seminars or can be gifted to any lead you may want to help on the homeownership adventure.

In the **updated seminar package available on KW Connect** you will find:

- ✔ **A customizable PowerPoint presentation** to guide seminar participants through every step of the home-buying process.
- ✔ **A marketing plan** to help drive motivated buyers to attend your seminars, including email templates, conversation guides, professionally designed graphics and messages to post to social media, and a fact sheet of powerful talking points on the value of homeownership.
- ✔ **Worksheets for participants** to fill out at the seminar and take home, including a timeline plan, a lifestyle questionnaire, and a loan application checklist. Also included are worksheets for seminar hosts including a preparation checklist and demographic lead information.



What KW agents are saying about the new seminar

“The material and the book were both outstanding. The flyers and media for promoting were also both superb. I think having the lender come in was definitely a big help. The one that we chose actually did a quick DTI for everyone that attended to show them what they could possibly qualify for. It kept the people around longer and gave us an opportunity to chat with everyone at the same time one-on-one.”

– Agent Bob Pooley from Riverside, California, who opted to bring in a lender to his seminar presentation

Agents Erin Galinac of Ann Arbor, Michigan; Suzette Berkhalter of Orlando, Florida; Gena Dillon of Springfield, Illinois; Jen Davis of Springfield, Missouri; and Charlotte Savoy of Sykesville, Maryland, each had one or more attendees sign a buyer’s agreement during or directly after the seminar. Each buyer added between \$2,500 and \$9,000 to the agents’ monthly GCIs! All of these agents also had an incredible ROI, spending less than \$200 – and often less than \$100 – to host each seminar.



Download the First-Time Home Buyer Seminar Now!



When you navigate to the KW Connect link, click the “Materials” tab to find the list of free, downloadable resources.