TEAM EVANS
CROSSCOUNTRY MORTGAGE™

SMART HOMEBUYERS *PLAYBOOK*

"By sharing the benefits and simplicity of purchasing a home, we can empower families to begin their journey of homeownership and wealth creation"

scottevansmarketing.com

STEP 1

Click Here to Request Your Custom SMART Homebuyer Website and Flyers!

or visit scottevansmarketing.com

*Site will show you as the Host and will be updated frequently with new event dates and locations.

*All registrants will be tracked and provided to you regularly.

*Flyer will include a QR code linked to your personal website where buyers can register.

STEP 2

Promote an Upcoming Event!

Send an email to your database promoting your new Smart Homebuyer Website!

Click Below to use our scripts and video marketing materials to promote upcoming events and re-engage prospective buyers!

"Reawaken The American Dream" Video
Share this powerful video when inviting buyers to an event!

"Real Estate Ice Breaker"
Ask the 3 key questions that can shift any buyer's perspective!

"Ideal Home Database Call"
Use the Ideal Home Exercise to show prospective homeowners and previous clients the value in selling and buying today!

"Strategic Open House"
Host an open house within proximity to the date and location of an upcoming event where you will distribute your printed flyers!

STEP 3

Register Yourself and Guests!

While guests can register themselves via your website, agents have increased their results by personally registering any buyers and sellers who showed interest.

1. **Register via website or Scan QR code on flyer.**
2. **Register yourself and each guest separately**
3. **Select "Realtor" or "Homebuyer" to specify.**

DAY OF EVENT

Arrive on location 15-20 minutes prior to start time and find a designated table and coordinate with your guests on where to meet you.

Food will be served from 6:00-6:30pm. The show will begin immediately after and end at 8:30pm.

Scott Evans will cover powerful topics that motivates over 80% of attendees on average to take action and get pre-approved.

Attendees will have the option to apply on-site with one of our pre-approval coordinators or complete a Call Request Form and schedule an appointment.

Agents will be notified immediately about any guests who complete an application.

Call requests will be distributed to agents the following day to confirm interested buyers.