

# HUD BUYER OUTREACH

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## Best Known Method

The Platinum Group

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# Objectives

- Educate prospective buyers about:
  - What HUD Homes Are
  - Requirements for buying a HUD Home
  - The benefits of buying HUD Homes
  - How to find HUD Homes
  - Finding a qualified agent
- Increase the number of buyers in your area by emphasizing home prices, buyer programs and interest rates that make buying easier than ever.
- Meet your BLB Resources and HUD marketing goals

# Add Value to Your Event

- Attract more attendees by offering additional information pertinent to their circumstances. Presentation examples:
  - Renters
    - Why Rent When you Can Own?
    - Credit Repair Session via a local affiliate
  - Investors
    - Shadow Inventory
    - Market Conditions
  - Owner Occupants
    - Financing options
    - Photo List/Finding the Right HUD Home
- Incentivize, Incentivize, Incentivize...
  - Consider purchasing an iPad, Big Screen Television, gift certificate, etc., and holding a drawing for attendees.

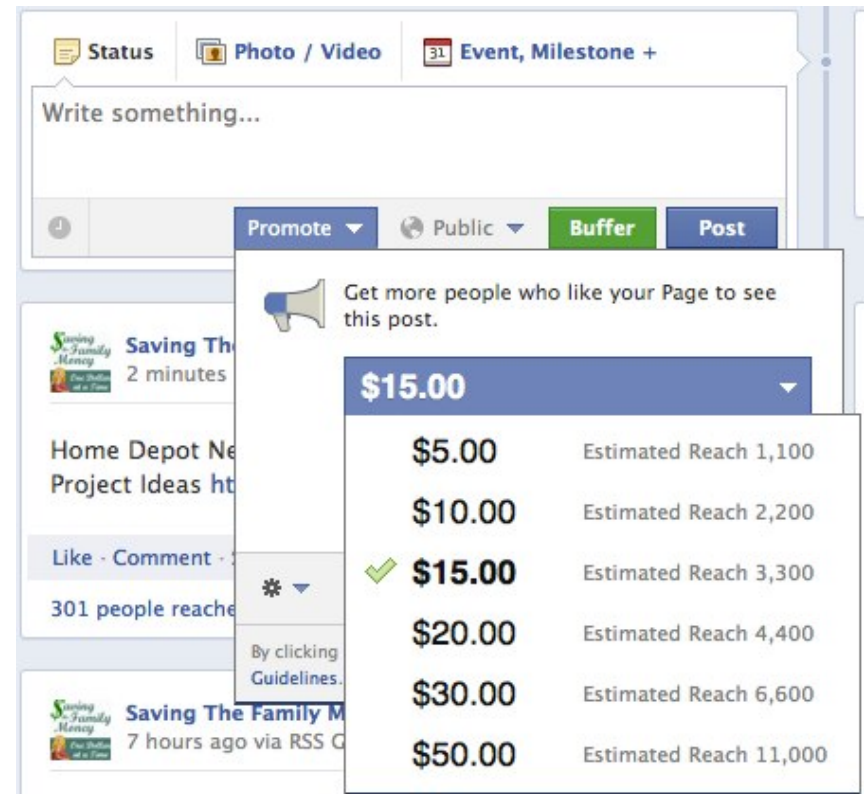
# Technology

- Make it **easy** for people to RSVP and learn more about the event.
  - Create a free Google Voice account that can track who calls and also transcribes all messages left.
    - <http://www.voice.google.com>
    - Follow up!
  - Proliferation of smartphones make consuming information via sms and QR codes a cinch.
    - Create unique QR codes for marketing purposes
      - <http://goqr.me/>



# Social Media

- Use your business contacts and friends to spread the message.
- Consider promoting your event or post via built in tools on Facebook. The cost is small but the reach is HUGE!
- Create your own hashtag to brand tweets
  - **#sacgovhomes**



The image shows a screenshot of a Facebook post creation interface. At the top, there are options for 'Status', 'Photo / Video', and 'Event, Milestone +'. Below these is a text input field with the placeholder 'Write something...'. To the right of the input field are buttons for 'Promote', 'Public', 'Buffer', and 'Post'. A dropdown menu is open over the 'Promote' button, showing a megaphone icon and the text 'Get more people who like your Page to see this post.' Below this is a table of pricing options for promotion.

Price	Estimated Reach
\$5.00	Estimated Reach 1,100
\$10.00	Estimated Reach 2,200
<input checked="" type="checkbox"/> \$15.00	Estimated Reach 3,300
\$20.00	Estimated Reach 4,400
\$30.00	Estimated Reach 6,600
\$50.00	Estimated Reach 11,000

# Event Website

- Track people who attend
  - HUD Outreaches are not only important to the success of BLB and HUD, they can be of great benefit to you, the agent.
- Resource Tip
  - <http://splashthat.com>
    - Completely Free!
    - Beautifully striking website templates
    - Track expenses and collaborate with other agents
    - RSVP tool that can export all attendees to a .csv file – awesome for importing to your own CMS.
  - <http://www.namecheap.com>
    - Buy a simple, unique domain and have it redirect to the Splash That event page.

# Traditional Advertising

- Print media is still the premiere way to inform the public
  - Target areas that might be receptive to your event – assign runners to apartment complexes or parking lots to pass out flyers.
- Radio
  - [Click Here to Hear an Example](#)
  - By targeting sports, talk or music stations, you target different audiences.
  - Different stations will have statistics and demographics that detail what their listenership consists of.

## **Calling All Homebuyers, Renters, Investors and Agents!**

**November 13, 2012 - Doors open at 6:00pm**

Looking for a new home or investment opportunity?  
Want to learn more about what HUD Homes are and the exciting opportunities they offer? Join us for a jam-packed informational session covering:

- What Are HUD Homes?
- **Why Rent When You Can OWN?**
- Credit Repair from Blue Water Credit
- And so much more!

**RSVP TODAY**

[www.sacgovhomes.com](http://www.sacgovhomes.com)

(916) 293-5955

Details:

Holiday Inn Express Hotel & Suites El Dorado Hills  
4360 Town Center Blvd, El Dorado Hills, CA 95762

Lender affiliates from Big Valley Mortgage, Wells Fargo and Citibank will be on hand to answer your financial questions.

**Food and Drinks  
Provided!**




**WIN AN IPAD OR KINDLE FIRE HD**

[www.HudHomeStore.com](http://www.HudHomeStore.com)



# Branding

- Brand the event across all advertising venues.
- Use a unique domain for your event site.
  - [www.sacgovhomes.com](http://www.sacgovhomes.com)
- **!REMEMBER!**
  - Under no circumstances should you co-brand your website using BLB Resources or HUD Logos without prior permission. **Do not buy a domain that references those two organizations.**



**Calling all Buyers, Investors and Agents  
Realize the American Dream with HUD Homes!**

Hosted by  
**Sacramento Area HUD LLBs**  
#SacHUDHomes

**Holiday Inn Express Hotel & Suites El Dorado Hills**  
4360 Town Center Boulevard, El Dorado Hills, CA 95762

**Tuesday  
Nov 13  
6:00p - 7:00p**

The Sacramento Area HUD Local Listing Brokers are proud to present this upcoming community outreach on behalf of themselves and BLB Resources.

This event will cover topics like "What is a HUD home", "How to Buy a HUD Home", "What is Shadow Inventory?", "Why Rent When You Can Own?" and so much more.

We'll also be covering topics specific to agents and investors, so all are welcome to attend.

We will have refreshments and drawings for Kindle Fire and an iPad for those that participate.

This is your chance to learn about the benefits of buying HUD Homes and show you how you can purchase your first home, your dream home or your next investment property!

Space is Limited so Call, Text or RSVP Today!  
**(916) 293-5955**

RSVP

First Name  Last Name

Email Address

Company

Add a message

**Submit**

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- Why Rent When You Can OWN?
- Credit Repair from Blue Water Credit
- Why Investors will LOVE HUD
- And so much more!




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# Collaboration

- As a contractor of BLB Resources, you already have a strong network of support in your fellow LLBs who are nearby.
  - Defray costs by including other LLBs and Lenders
    - If possible, have Lenders contribute to the event via food or purchasing the venue.
    - Keep in mind that RESPA laws will limit their involvement.
  - Increased brain-trust
    - More agents involved = more ideas for marketing and event scope
    - Designate topics and timeslots to each LLB
  - Increased sphere of influence
    - Spend less on paid advertisement by using word of mouth and client databases.
    - Each agent knows their areas of operation best and can help make the event more appealing to that specific community.

# The Event

- Keep People Interested
  - In between talks, ask trivia questions in return for small prizes like gift cards.
- Provide Food and Refreshments
- Engage
  - Take the time to talk with attendees who have questions after the event comes to a close.



Sacramento Area LLB, Kate Tustin, keeps the room on it's toes with general knowledge and home related trivia questions. Prize? \$5 Starbucks Gift Cards.

# Questions?

- For any questions regarding the information contained in this presentation, please feel free to call or email us.
- Christine Librach
  - The Platinum Group
  - Owner, Broker, Realtor ®
  - [christine@sellingnorcal.com](mailto:christine@sellingnorcal.com)
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- David Habedank
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