



## **ORGANISING CLIENT BRIEFINGS WITH PROPERTY RESEARCH HOUSES (PRH)**

### **WHY?**

- PRH will brief your clients about the current property market with research that validates their claims.
- They will not try to sell (spruik) specific properties during these seminars.
- This is simply a great opportunity to get your clients engaged, educated and give them peace of mind.

### **WHERE TO HOLD THE SEMINARS?**

- In a professional environment with proper projectors and technical equipment.
- These can be hired out, or in your office, or possibly in the PRH office.

### **QUALIFIED LEADS NOT JUST NUMBERS**

- This is not a numbers game, it's about getting qualified leads to attend these briefings. This means these clients are interested in investing, you have met with them prior to the briefing in order to review their existing property portfolio and loan structures, and these clients are finance ready.
- Let the clients know that they will be completing a Feedback Form after the briefing, and this is where they can indicate to you whether they are interested in meeting with a representative from the PRH.
- If the client is interested in meeting a representative from the PRH, encourage the clients to hold the meeting in your office so you can attend for their best interest.
- This approach will result in setting your clients expectations, and preparing them to be ready to speak to the PRH if they are comfortable with what they hear shortly after the briefing when the information is still fresh and they have confidence.

### **NUMBERS**

If you don't think you can guarantee a minimum of 15 qualified leads (these are buying groups, not just individuals) then buddy up with a Slipstreamer in your area.



## **ONCE YOU DECIDE ON A DATE AND LOCATION**

Block out the whole morning after the event so you can follow up with attendees. This follow up time is crucial in achieving the results.

## **PRH'S WILL SUPPORT YOU IN DIFFERENT WAYS**

Always ask the PRH for their Presentation Agenda well before you start to market to your database, this will enable you to develop the right kind of tagline that will appeal to the demographics of your clients.

Here are some options for you to consider:

- How to easily and safely build a growth property portfolio that will pay off a home loan in 10 years on a modest income.
- How to pay your children's school fees, orthodontic bills and pay for a holiday home with no personal labour but instead using investment property
- How to optimally use property to accelerate your retirement savings and provide financial independence from the pension in retirement
- Tax is your biggest expense. Discover how you can legally convert most of your income tax into personal wealth creation savings
- Are we in a property bubble? There is a crash coming - find out exactly when it will be, how to protect yourself and how you can prosper through the downturn
- How you can personally identify the very best growth investment properties to buy
- Where to find the best property opportunities in the country right now

## **THE DAY AFTER THE BRIEFING**

1. Work through the Feedback Forms and make a list of clients who are interested in meeting with the PRH.
2. Invest time calling the decision maker from each buying group (i.e.; husband or wife) to confirm they are comfortable for you to send a Referral Form to the PRH.
3. Remind your clients that it is preferable to hold the meeting in your office so that you can attend and support them in their process (this is optional but you will get the best results with this approach).
4. Complete the Referral Forms for the buying groups who would like to be referred – don't rush this because you want to get the information right.
5. Email the completed Referral Forms to the PRH, let them know your availability if you decide you'd like to attend the first meetings, and thank the PRH for their time, professionalism and experience.



## **REMEMBER**

- You are getting higher commissions because you are qualifying these clients and your clients will achieve better results, which will result in more referrals to you.
- Please respect the investment PRH's are making into your business and always thank them for their time, professionalism and expertise.

**GOOD LUCK!!**