

# How to Use First Time Home Buying Seminars To Get a Flood Of New Buyers



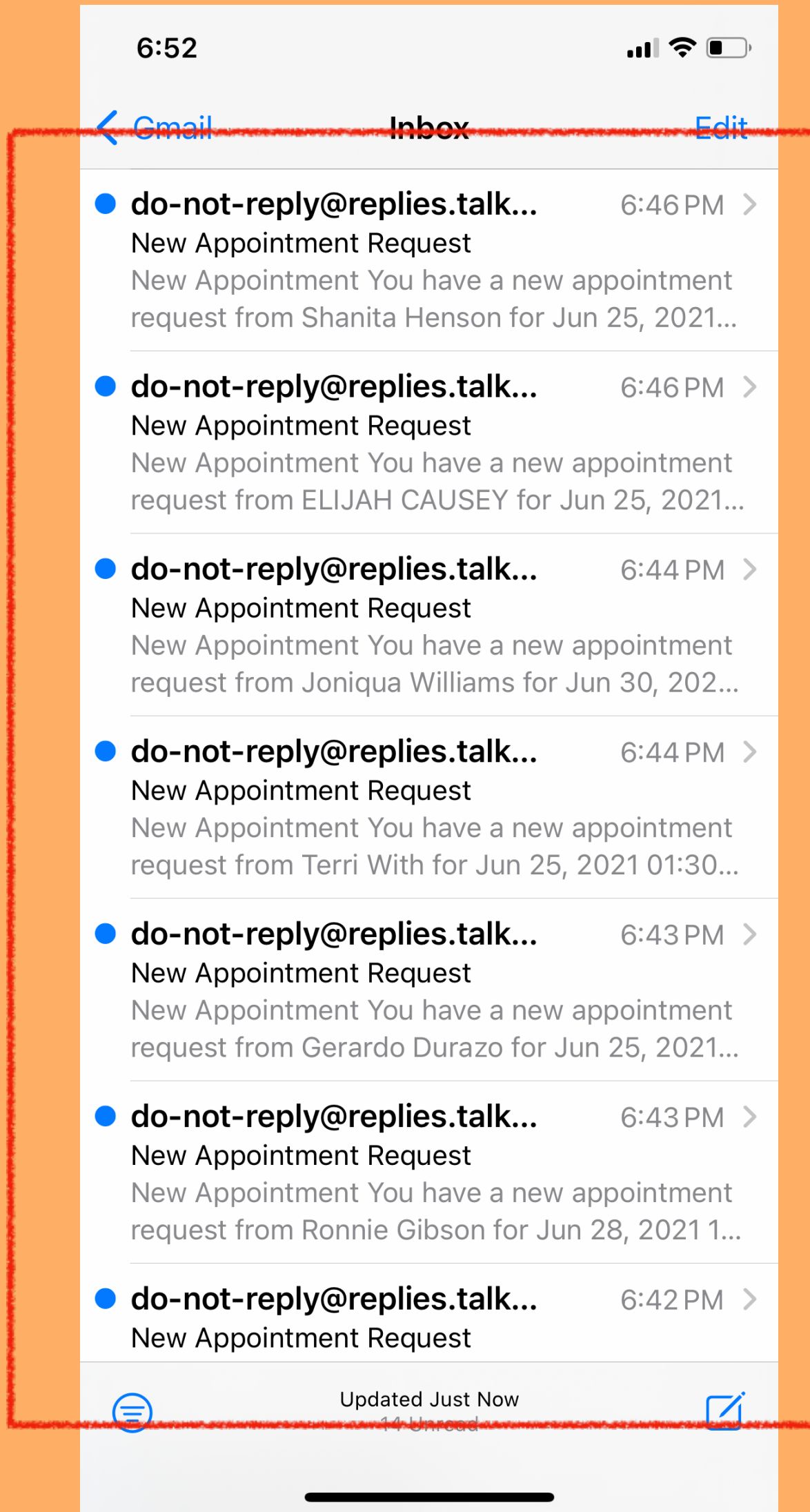
# Why Home Buying Seminars

- People Need Help and Have a lot of Questions (Especially in this Market)
- Position Yourself as the Expert (Anyone can quote them a rate.)
- Leverage Your Time
- Differentiate Yourself from the Competition
- Cater the Presentation to the Audience You Want to Attract
- Better Leads



# Most internet leads are really bad!!!





# Here's what we are going to cover:

- How to Market Your Seminar (show you exact landing page image)
- What to Cover in Your Presentation
- How to Get People to Show Up Excited to Hear What You Have to Say
- How to Get Amazing Engagement and Get People Excited
- How to Get People to Stay
- How to Easily Pre-Qualify Buyers During the Presentation So That You Only Work with the Best Possible Prospects
- How to Get People to Take Action and Book a Call with You



# Carlo Bernoni

- Mortgage Lender In Maryland
- 5 Star Ratings On Google  
★★★★★
- On a mission to help 100 families buy a home this year 🏠
- Digital Marketer 💻
- Roller Coaster Enthusiast 🎢



**But, first, this is very important and  
will help you will ALL of your  
Marketing...**

---



# The Mindset of a First-Time Homebuyer

---





**You must understand who you serve  
and what keeps them up at night.**

---



**Be Their Hero. Allay their Fears.**



# The mindset of a first-time homebuyer:

- Uncertain and, often times, scared
- False sense of security that comes from renting
- Insecure about their credit
- Afraid of being rejected (Being turned down)



# How To Market Your Webinar

---



# How to market your webinar:

- Start two weeks out TOPS
- Post on Facebook, IG, and LinkedIn (Boost the post)
- Email is HUGE!
- Text message
- Ask people to share
- Go LIVE on FB and IG
- Bring the ENERGY





First Time Home Buying Seminar  
July 28th 6:00 PM to 8:00 PM

## How To Buy A Home In This Market Even If You Don't Have Perfect Credit And Still Get Up To A \$21,000 Grant!



### During This Class You Will Learn:

- ✓ How easily buy a home in 3 simple steps
- ✓ How to get your credit scores up without having to pay for expensive credit repair
- ✓ How to get up to \$21,000 in grant money

**July 28th, 6:00-8:00 PM**

**YES! Reserve My Seat Now!**

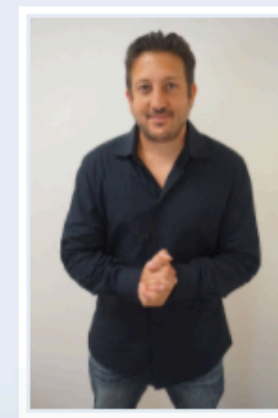
100% No Cost - Seating is limited to 100 attendees!



**Jane Huelle**  
REALTOR  
The Noble Team  
with EXIT Landmark  
Realty



**Brenda Huelle**  
REALTOR  
The Noble Team  
with EXIT Landmark  
Realty



**Carlo Bernoni**  
Mortgage Professional  
Carlo Bernoni Mortgage  
Team




EVER WONDER;  
HOW TO GET UP TO \$21,000 IN  
DOWN PAYMENT GRANTS?



JUNE 23RD @ 6PM

TEXT "EVENT" TO 3017015355 FOR MORE INFO


OPENS IN MESSENGER  
**Up to \$21,000 in Grant  
Money**


 SEND MESSAGE



# Congratulations... You've been registered!

## How To Buy A Home In This Market Even If You Don't Have Perfect Credit And Still Get Up To A \$21,000 Grant!

 **SCHEDULE:** Wednesday, 23 June 2021, 6:00-8:00 PM

 **PRESENTERS:** Carlo Bernoni, Jane and Brenda Huelle

Here is the zoom link

<https://us02web.zoom.us/j/86128997380>

### The Presenters



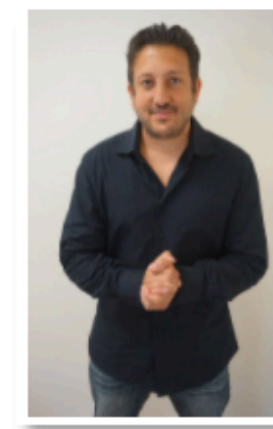
**Jane Huelle**

REALTOR  
The Noble Team  
with EXIT Landmark  
Realty



**Brenda Huelle**

REALTOR  
The Noble Team  
with EXIT Landmark  
Realty



**Carlo Bernoni**

Mortgage Professional  
Carlo Bernoni Mortgage  
Team

[Terms & Conditions](#) - [Privacy Policy](#) - [DMCA](#)





# The Content for Your Webinar

---



# Here's What We Will Be Covering:

- The 3 Key Factors to Buying a Home.
- The magic credit score that makes it easier to own a home.
- How to raise your credit scores on your own without having to spend money on expensive credit repair.
- The difference between what you qualify for versus what you can afford.
- The difference between a down payment and closing costs.
- How to get up to a \$21,000 grant to buy your own home.



# How to pre-qualify people with the words you speak...

---



# The 3 Important Factors of Buying a Home:

We will break each one down.

- Credit
- Income
- Down Payment and Closing Costs



# How to Get Them to Engage and Stay Until the End

---



# Ask the magic question...

---



**What excites you the most about  
owning a home of your own?**

---



# How to Get Them to Take Action Now and Book a Call

---





**How many of you learned something  
today and found this helpful?**

---



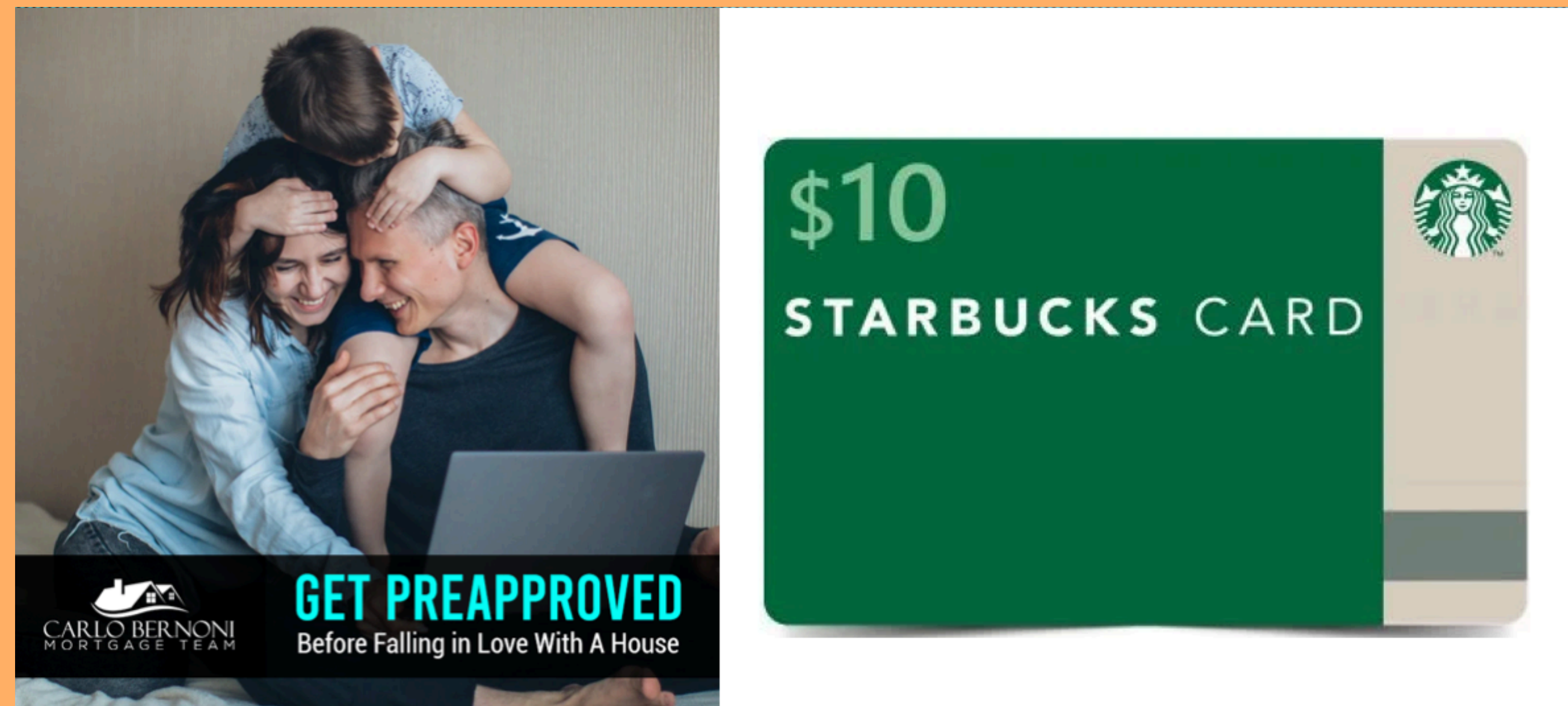
**Who is excited about buying a home this year?**

---



# FREE Home Buying Strategy Session

Text: Noble to 443-323-0194



# Important Things to Remember to Increase Your Success...

- The best days to have the webinar is Tuesday - Thursday (Avoid Mondays and Fridays)
- Send a reminder text the day before, an hour before, and 10 minutes before
- Make the texts fun
- Make sure your schedule is open the following day



# Questions

---



# Please Feel Free To Contact Me

---

- [cbernoni@modernhl.com](mailto:cbernoni@modernhl.com)
- 443-831-8335
- [talktocarlo.com](http://talktocarlo.com)

