



Tips for Planning a Memorable Housewarming Party

So, your buyers just closed on the home of their dreams. Whether it's their first home or their fifth, it is certainly a cause for celebration! Congratulate them on their big purchase by throwing them a fabulous housewarming party!

There are many reasons to throw your clients a housewarming party. Not only is it a great “unexpected extra” your clients are sure to love, but will give you the opportunity to connect with great people as well.

1 INVOLVE YOUR CLIENTS

It's their party. Their input is important for several details.

THE DATE GUEST LIST

Your clients lead busy lives—give them a few options to choose from.

Ask your clients to give you the names and contact information of the people they'd like to invite to the party.

GENERAL DETAILS

Are your clients obsessed with theme parties? Are they strict gluten-free vegans? If your clients are introverts, plan a more intimate affair. Introverts often prefer socializing in smaller groups, where they can connect with a few people. Some ideas include a dinner party or wine tasting. While you'll take care of all the details concerning the party, getting their input will help you decide what to serve, how to decorate, etc.

2 RAFFLE OFF PRIZES

Who doesn't love a raffle? Raffle off bottles of wine, gift certificates to a local spa, etc. Just be sure to limit the prizes so you're not breaking the bank.

3 GET FACE TIME WITH EACH GUEST

Introduce yourself and make small talk with each person. This is your opportunity to meet new people who may be in the market to buy or sell their homes.

5 SEND PERSONAL NOTES AFTER THE EVENT

Writing a note to your clients after the party is not only a kind and polite gesture, it's also your opportunity to thank them for their business and remind them that you're never too busy for their referrals. Also, send personal notes to the guests to thank them for attending the party and include your business card. You never know who may need a great agent to help them buy or sell a home.

4 GET SOCIAL... on social media.

Post photos of the party on Facebook or Instagram, along with a congratulatory message like, “Welcome home, Bob and Mary!” and be sure to tag them.