

## **Agent/broker perspective: Is hosting a free real estate seminar an effective use of time?**

In this monthly column, Anthony Askowitz will explore a hypothetical Miami real estate situation from both sides of the broker/agent dynamic. A Miami real estate agent has created an innovative series of free homebuying and investment seminars and is seeking support from her broker to make them more successful. Agent perspective After many years of reaching prospective customers through traditional channels, I tried something different, with very promising results. I gathered a group of real estate experts and produced a free homebuying seminar for first-time homebuyers, military, veterans, police officers, firefighters, teachers and medical professionals at a local community college. The seminar featured presentations from insurance, mortgage and inspection professionals (and, of course, myself), providing guidance about financing, incentives for service members, down payment assistance, identifying the right home and property insurance. We promoted it well and packed the ...

Source: [click here](#)