

**BUY IT, RENT IT, PROFIT!**  
E D U C A T I O N

# Property Management

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## Utilizing Meetups & REIAs

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**Great 8 - Workbooks 6 & 7**

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## Objective:

Empower Resi-Mercial agents to use Meetups and REIAs effectively for networking, establishing authority in the real estate sector, and accelerating business growth.

## Key Sections of the Guide:

### 1. Understanding the Value of Meetups and REIAs

- **Educational Benefits:** Describe how attending these events provides insights into market trends, investment strategies, and regulatory changes.
- **Networking Opportunities:** Emphasize the potential for forming strategic partnerships and finding mentors or collaborators.
- **Brand Visibility:** Explain how active participation can elevate personal and business brands within the local and broader real estate community.

### 2. Strategies for Active Participation

- **Regular Attendance:** Commit to regularly attending meetings to stay informed and visible.
- **Engagement:** Encourage active participation in discussions, volunteer for speaking opportunities, or offer to help organize events.
- **Relationship Building:** Focus on forming genuine connections rather than merely exchanging business cards. Follow up with new contacts with personalized messages or invitations for one-on-one meetings.



### 3. Starting Your Own Meetup

- **Identifying a Niche:** Guide on selecting a focus for the Meetup that addresses a gap within the local market, such as specific aspects of property management or investment strategies.
- **Event Planning:** Provide a checklist for setting up a Meetup, including venue selection, scheduling, speaker invitations, and promotional activities.
- **Sustainability Tips:** Offer strategies for maintaining engagement over time, such as varying formats, featuring guest speakers, and incorporating feedback from attendees.

### 4. Leveraging REIAs for Professional Growth

- **Committee Involvement:** Encourage taking on roles within REIA committees to boost visibility and influence within the association.
- **Education Contributions:** Propose ways to contribute educational content, such as articles for newsletters, blog posts, or educational presentations.
- **Capitalize on Resources:** Highlight how to use REIA resources, such as market data, legal updates, and technology tools, to enhance personal knowledge and service offerings.

### 5. Integration with Property Management +

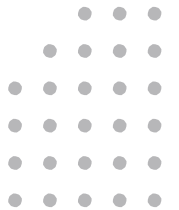
- **Promotion of Meetups:** Utilize the My Events section of the Buy it Rent it PROFIT Education™ platform to promote upcoming Meetups.
- **Content Sharing:** Share valuable insights and learnings from REIA meetings on the platform to establish thought leadership.
- **Networking Online:** Encourage continuous engagement through the My Community section, fostering discussions and collaborations initiated at Meetups and REIAs.



## 6. Documentation and Checklist

- **Preparation Checklist:** Detailed steps for preparing to attend or host Meetups, from business cards to presentation materials.
- **Follow-Up Actions:** Templates for follow-up emails or LinkedIn messages to nurture new connections.
- **Evaluation Metrics:** Guidelines on assessing the effectiveness of participation in these networks, considering leads generated, partnerships formed, and knowledge gained.

Our team designed this guide to make Meetups and REIAs a pivotal part of a Resi-Mercial agent's strategy, aligning with the Property Management + approach to offer comprehensive support and resources for success in the real estate industry.



# NOTES

