

Get ~~2,000~~ 3,000 RSVPs at Your Next Event

Danny Baron, Cincinnati, OH

The Baron Group doesn't just sell a lot of real estate, they also have a lot of fun—like, thousands-of-people-in-attendance fun! In 2023, Danny and his team hosted an event with 2,000 RSVPs. Their latest major event was at a Reds MLB game, and the RSVPs increased by 1,000 in just one year!

1. Remember Why

Fun is not just a word for Danny and his team; it's their mission. The Baron Group strives to be the most trusted and the most fun team in their marketplace. When preparing to host a large event, ask these questions:

1. What do the people in my database and city enjoy doing?
2. What event or activity would be super fun for these people?
3. What can I do to create a WOW factor at my event?
4. What resources do I have and what resources do I need to get started?
5. What slogan will I use to encompass all my events and print on swag?

2. Hatch a Plan

Create a full project plan at least 60 days in advance. Danny's operations team leads the event-planning effort. At any point in time, Danny can look at the plan and know exactly what's scheduled, what's in motion, and what's on deck. A lot of these details live in spreadsheets! Danny's operations team includes the when, what, and who in the event schedule.

	A	B	C
1	Time	Activity	Notes:
2	10:00 AM	Pickup UHAUL	Sam to do
3	10:45 AM	Load truck at Charming Manor	OPS
4	Noon	Lunch/Work	Torchys
5	1:45 PM	Head to GABP	
6	2:30 PM	Start setup at GABP	Justin's team and OPS
7	4:30 PM	The Baron Group team arrive	Agents
8	5:00 PM	Volunteers arrive	
9	5:30 PM	Suggested arrival time for guests	5:40 PM - Gates Open
10	6:00 PM	Andrew and Geoff leave for first pitch	Gapper's Alley
11	7:10 PM	Game Start	
12	7:30 PM	Takedown Tents / BG supplies	

PRO TIP: Tap your preferred vendors and contractors to help support your event by sharing the cost with you.

A	B	C	D	E
Business	Fee	Logo	Paid	Notes
Guaranteed Rate	\$3,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Geoff Bostick
Premier Service Title	\$1,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Kyle Rountree
Dwell Inspections	\$500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Tony Diller
Gerard Home Inspection/Heating & Air	\$1,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Garrett Gerard
More Power To You Electric	\$2,000	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Dustin Whittridge
Josh Nunez	\$500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Pro-Tech Home Solutions
Garrett Excavating		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Andy Garrett
Pinpoint Custom Goods	\$500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Andy Garrett
Brandon High - Edward Jones	\$500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Park Place Flooring	\$500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Brett Jones
Curtis Painting	\$500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Jordan Curtis
Firehouse Insurance	\$500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Chelsea James
Kaiser Roofing	\$500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Tim Allen
AO Structural Engineers	\$500	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	Nick Allen
Total:	\$11,500			

3. Win Before the Event Starts

Each event promo creates 10-15 touches with each person in his database. In a TCPA-compliant way, utilize calls, texts, social media, videos, email, and mailers to invite your clients to the event. Danny starts marketing 60 days before the event to hype enthusiasm and allow time for creative touches.

4. Let the Guest List Get Big

Like most agents, Danny starts by inviting his sphere of influence. Then he expands the guest list. Each event is a great way to connect with current clients and also an excellent lead generation source. Every social post, email, mailer, or hand-delivered invitation directs guests to an Eventbrite sign-up link.

PRO TIP: Think of yourself as more than a real estate agent, you are an event promoter!

5. Have Giveaways

Quality giveaways make the event more enticing and also create lasting value for those in attendance.



Red's MLB Game Giveaways:

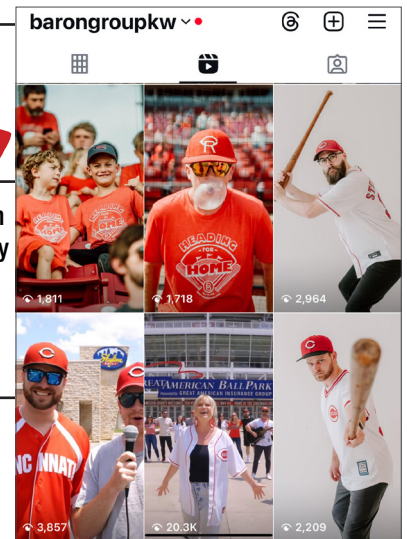
1. The first 1,500 people who arrived received a free, custom-designed T-shirt with a logo and slogan.
2. Free Double Bubble gum, sunflower seeds, and water bottles.
3. A team member gets to do the first pitch and catch at the game!

PRO TIP: Hire a professional photographer AND videographer and share photos with your attendees after the event!

6. Follow Up & Don't Give Up!

Danny has five follow-up points for each guest after the event! This includes photos from the game, social posts with tags, sponsoring vendor info, a Google experience review, and more.

If no one comes to your event, Danny still believes event planning is worth it—it's all about connecting with your database before, during, and after the event. Danny says, "The point of hosting an event for your business is never the event itself. Events are a means to execute your Client Touch Plan so that you are top-of-mind for everyone that you know and people that you don't know yet."



TCPA Reminder: Remember to comply with the TCPA and any other federal, state or local laws, including B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

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