



Hosting an **AGENT APPRECIATION PARTY** for Your Brokerage

The key to retaining your top agents? Show them you care! Use this guide to throw the perfect agent appreciation party in your brokerage. You'll keep your current agents happy and bolster recruitment efforts.

Top Tip: Plan it around training to celebrate or kick off a class to show your team you're dedicated to their success.

Outdoor Office Barbeque

Invite your agents to an outdoor barbeque either at your home or at the office. Encourage agents to bring their families, provide outdoor games or host a water balloon toss for the kids. Show your appreciation with a small gift, like a barbeque kit or a gift card to a local restaurant.

Easy
& Fun
Party
Ideas

Fire Up the Grill! (Reverse Pop-By)

Invite agents to the office to pick up their own grilling kit. Include your favorite sauce, seasonings, utensils, a lighter or whatever else you'd like to include. Set up a table to distribute the kits and consider having music, light refreshments or outdoor games. Don't forget to include a tag or personal note with each kit to remind agents you are never too busy for their referrals when it comes to bringing on new agents!

1 Month

- ☐ Set your budget.
 - ☐ Set a date and time.
 - ☐ Choose a theme.
 - ☐ Reserve a location if necessary (or the conference room in your office).
 - ☐ Invite your agents.
- **Tip:** Send a video message for a more personalized invite and put details in the email copy.

2 Weeks

- ☐ Call to confirm attendance.
- ☐ Purchase party favors and raffle items.

1 Week

- ☐ Send an email reminder.
- ☐ Create a music list.
- ☐ Purchase decorations.
- ☐ Assemble favors and raffle items.

1-2 Days

- ☐ Prepare any food that isn't catered.

Day of the Party

- ☐ Get to the location early to set up.
- ☐ Greet agents upon arrival.
- ☐ Thank your agents for coming.

After the Party

- ☐ Send thank you notes to agents for their hard work on your team.
 - ☐ Update your agent database with any referrals to new recruits.
- By celebrating your current agents, they may refer their friends to work at your office, filling your pipeline with quality recruits.
- Get Buffini Certified to provide exceptional real estate training in your office! You'll always have a reason to celebrate when agents are performing at the top of their game. **Learn more:** buffiniandcompany.com/certified