



EDUCATE TO DOMINATE:

THE WINNING SELLER SEMINAR FORMULA FOR AGENTS

How to Fill the Room, Deliver Value, and Secure Listings Like a Rockstar

Lydia Gable



Compass



@lydiagable

At a GLANCE



Seller seminars are a game-changing strategy for real estate agents looking to **establish themselves as market leaders while generating consistent listings.**

This case study explores Lydia Gable's proven approach to hosting high-impact seller seminars, covering everything from her targeted marketing and engaging content to post-event follow-ups that convert attendees into clients.

Agent PROFILE

Lydia Gable, a leading real estate agent in Southern California, doesn't chase listing leads, instead she's created an environment where sellers come to her. By hosting seller seminars, she positions herself as the **go-to real estate authority, building trust and capturing up to 2 listings per event.**

Her team transforms these educational seminars into a **predictable and high-converting lead generation system**, combining strategic marketing, engaging content, and effective follow-up.

 **Westlake Village,
California**
PRIMARY MARKET

 **\$1.2m**
AVERAGE PRICE POINT

 **20**
YEARS IN REAL ESTATE

2024 PRODUCTION STATS

89

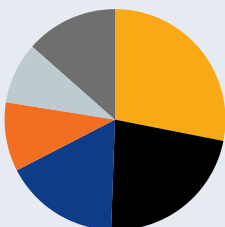
TRANSACTIONS

\$104,625,427

SALES VOLUME

\$2,600,000

GCI



TOP 5 LEAD SOURCES

-  Zillow Flex (25%)
-  Past Clients & Past Client Referrals (20%)
-  Agent Referrals (15%)
-  Open House (9%)
-  Seller Seminar (8%)
-  Other (12%)

PRODUCTION

45% | 55%
Buyers | Sellers

TEAM STRUCTURE

✓ **8 agents**

Lydia ON COACHING



Real estate coaching was a financial investment in myself as I looked to become the “go-to” realtor in my local area. I've been fortunate to have some fabulous coaches with proven track records of success who shared their valuable knowledge and expertise that made a difference in my business. These coaches offered guidance on so many aspects of real estate. Additionally, the Tom Ferry ecosystem has countless networking opportunities, allowing individuals to connect with like-minded professionals, potential referral partners, and industry leaders. This networking has led to further growth of my business as well as being able to connect my clients with trusted resources as they move out of state. Finally, coaching provides accountability and motivation, helping me stay focused, set goals, and overcome challenges, ultimately leading to a better team and organization.

TFTM

By the NUMBERS



16

Seller seminar events
planned per year

\$3k

Average budget per seminar
(venue + mailers)

1.5

Hours max runtime for
seminar

14k

Direct mailers per seminar
campaign

70-75%

of registered attendees
show on average

10-15

live attendees per seminar
goal

1-2

listing leads per seminar
goal

The STRATEGY



WHAT IS A SELLER SEMINAR & WHY SHOULD YOU DO IT?

A seller seminar is an educational event where real estate agents provide potential home sellers with insights into the **selling process, current market trends, and financial considerations**. These seminars help **build trust and establish the agent as the go-to expert in the community**.

KEY BENEFITS:

- **Establish Yourself as the Market Authority**
 - Sellers trust agents who educate them. Lydia Gable leverages data-driven insights to position herself as a go-to expert, using MLS statistics and buyer trends to correct media misinformation.
- **Create a Predictable Lead Generation System**
 - Seller seminars produce consistent, high-quality leads. Lydia generates 1-2 listings per seminar by providing value-driven content and strong follow-up.
- **Differentiate Yourself from Competitors**
 - Many agents rely on cold calling and online leads. Lydia stands out by hosting in-person events that build rapport and position her as a trusted advisor.

Planning THE SEMINAR

SETTING THE SEMINAR UP FOR SUCCESS:

Create an Event That Connects

- **Know Your Audience**

- You need to know who your future seller is before you can register them.
- Consider things like motivations, career, when they are available, level of tech-savviness.
- For Lydia she knows her target audience is: 50+ years, downsizing, more traditional, not tech savvy

- **Choose the Right Venue for Maximum Engagement**

- **Consider and test different times, locations, and menus** to see what works best with your target audience.
- Lydia finds that hosting at upscale restaurants with appetizers and cocktails creates a welcoming environment, attracting more attendees than office-based events.
- Keep attendance small, aim for **10-15 attendees** for casual, interactive experience.

Before THE SEMINAR

HOW TO FILL THE ROOM:

Inviting Attendees

- **Use Multi-Touch Marketing to Drive Registrations**
 - Remember, it takes 10+ touchpoints before committing, make sure you are using multiple touch points to stay in front of future attendees
- **Leverage event platforms to market and automate**
 - Lydia uses eventbrite to track registrations, send automated reminders, and promote her seminars
- **Build A Dedicated Landing Page**
 - Create a simple landing page with seminar details and sign up buttons
 - Create a QR code that links to this page
 - See an example in the Toolkit
- **Leverage Digital Advertising for Targeted Outreach**
 - Lydia runs Facebook and Instagram ads targeting homeowners in her market, ensuring consistent event awareness.
- **Personalized Invitations Convert Best**
 - Lydia's team personally invites past clients and potential sellers they meet at open houses, increasing the likelihood of attendance.

Before THE SEMINAR

LYDIA'S SELLER SEMINAR MARKETING SOP

3+ Weeks Prior:

- Social Media Ads
 - Facebook & Instagram, primarily for awareness
- Open House Flyers
- "Save The Date" Direct Mailers

2 Weeks Prior:

- "Seller Seminar" Direct Mailers - with QR code
- Email Invite Campaigns - including personalized video invitations
- Database Newsletter w/ sizzle video

Week of Seminar:

- Agents Personally Inviting Contacts
 - All team members promote the seminar
- Social Media Ads
 - Facebook & Instagram, again primarily for awareness
- Eventbrite automated reminders



UNLOCK THE SECRETS TO A SUCCESSFUL HOME SALE

FREE HOME SELLER SEMINAR!



Topics will include:

- Selling in the current market.
- What buyers look for in homes.
- Impact of interest rates on the real estate market.
- Cosmetic updates and fixes that are worth it.
- Selling your home "as is."
- Buying a new home while selling your current home.
- Prop 19, Capital Gains tax, and closing costs

Seating is limited. RSVP to reserve your seats.

Wednesday, April 9, 5:30pm

Compass Office

(2945 Townsgate Road 300

Westlake Village, CA 91361)

FREE dinner from Made in Italy



Home Seller Seminar

**SATURDAY
FEBRUARY 10
10:30 AM**

WESTLAKE VILLAGE, CA

LYDIA GABLE, LYDIA GABLE REALTY GROUP

0:02 / 0:23

Scroll for details

At THE SEMINAR

DELIVERING A SEMINAR THAT CONVERTS:

Content & Structure

- **Use a Sign-in Sheet**
 - This is your opportunity to collect mailing addresses and confirm contact details for follow up.
 - Lydia uses a paper sign in sheet vs. a tablet to make her audience feel comfortable.
 - Lydia also offers a printout of the slide deck for notetaking.
- **Structure Your Presentation to Build Trust**
 - First and foremost, this business is all about building relationships, credibility and trust.
 - Lydia breaks her seminar into six key segments to do just that:
 - **Welcome & Introductions** – Create a warm, welcoming atmosphere.
 - **Market Update** – Use real data from MLS & national sources.
 - **Who Are Today's Buyers?** – Explain demographics and mortgage trends.
 - **Marketing Strategies** – Showcase your expertise and reach.
 - **Selling Tips** – Cover pricing strategies, home upgrades, and financial considerations.
 - **Q&A & Networking** – Allow time for private conversations.
- **Engage with Storytelling and Data**
 - Lydia combines real-life seller stories with data-driven insights, such as how staging increases a home's value, to keep attendees engaged.

At THE SEMINAR

WHAT TO SAY TO ENGAGE & CONVERT ATTENDEES

- **Start with a Strong Hook**

- Capture attention and establish your credibility from the top.
- Lydia opens with something like:
 - “Selling a home is one of the biggest financial decisions you’ll make. Our goal today is to give you insider knowledge and expert strategies so you feel confident about your next steps.”

- **Present Super-local, Relevant Data**

- She uses local MLS data to showcase local neighborhood data, helping sellers make informed decisions.

- **End with a Clear Call to Action**

- You have to ask for business! Without a clear call to action, the excitement and trust you have generated will fade.
- Lydia always wraps up with:
 - “I’d love to personally walk through your home and discuss strategies tailored to your situation. If you’re considering selling in the next 6-12 months, let’s set up a time to chat.”

How's the market?

MARKET REPORT

CONEJO VALLEY: January 2025



INVENTORY

234

▲ 31% YTY

UNDER CONTRACT

144

▲ 15% YTY

HOMES SOLD

79

▼ 28% YTY

DAYS ON MARKET

70

11 days longer than prior year

AVERAGE PRICE

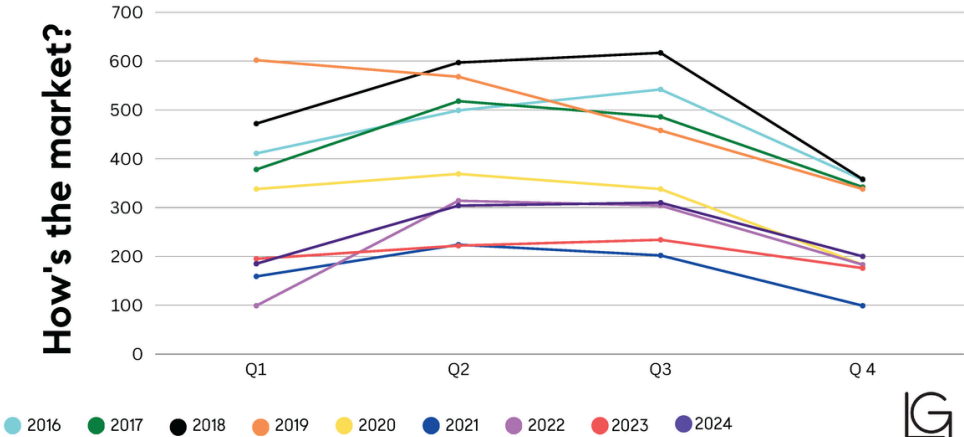
\$1,497,106 ▲ 5% YTY

YTY - year to year comparison; data source: MLSFlex as of 2/3/2025



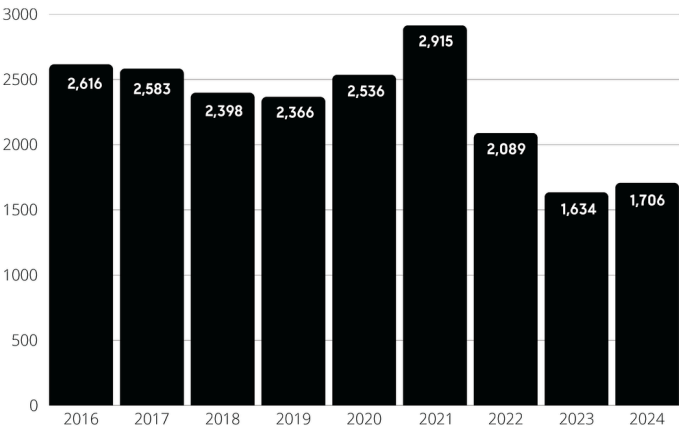
Inventory Levels in the Conejo Valley

How's the market?



Conejo Valley Homes Sales by Year

How's the market?





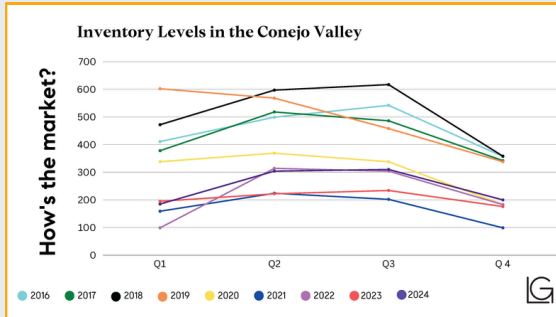
WHO WE ARE





Topics for today

- Today's real estate market
- What buyers are looking for today
- Impact of interest rates on the real estate market
- Selling in the current market
- Cosmetic updates and fixes that are worth it
- Selling your home "as is,"
- Four questions you may be asking yourself as a potential home seller
- Buying & selling at the same time
- Selling costs
- Proposition 19
- Q & A



Who are today's buyers?



1. Need - relocation, divorce, lease ended
2. Lifestyle - desire to move up or downsize
3. Migrating from urban to suburban
4. Millennials - coming of age to home buying
5. Opportunity - looking for low price and/or fixer upper.

Top reasons for buying a home

AGE OF HOME BUYER

	All Buyers	18 to 24	25 to 33	34 to 43	44 to 58	59 to 68	69 to 77	78 to 98
Move with life changes (addition to family, marriage, children move out, retirement, etc.)	40%	45%	59%	52%	42%	30%	20%	19%
Never moving-forever home	22	23	12	18	23	25	33	32
Household member's health	18	12	5	8	14	31	36	47
Move with job or career change	36	31	46	42	28	6	1	*
Want nicer home/added features	21	28	42	34	16	9	7	2
Want a larger home	20	38	52	31	10	4	4	1
Downsize/smaller house	15	8	6	16	20	20	11	11
May desire better area/neighborhood	18	17	31	27	15	11	6	5
Unfit living conditions due to environmental factors	11	6	13	14	9	12	6	4
Will flip home	3	6	7	3	2	2	1	1
Other	7	5	5	5	8	10	6	8

2024 NAR Home Buyers and Sellers Generational Trends

Pricing is key!

When it comes to pricing your home, setting it at market value will increase the visibility of your listing and drive more buyers your way. This strategy **actually** increases the number of buyers who will see your home in their search process.



New Commission Structures for Buyer & Seller Agents:

What you need to know

Commission Split Flexibility

- Seller's agent commission is based on services provided
- Sellers typically offer 2-3% to the buyer's agent
- Commissions are (and have been) negotiable

Who Pays What?

- Seller traditionally pays both agents
- Buyer's responsibility is increasing in some cases
- Buyer's agent commission can be negotiated with buyers

Transparency is Key

- Be clear on who pays which commissions upfront
- Buyers may contribute to their agent's commission, depending on market dynamics

Impact on Pricing

- Sellers should factor commission into pricing strategy
- Commission reductions may affect agent motivation

What to Expect From Your Agent

- Expect full-service support for both buying and selling, regardless of commission adjustments.
- Ensure your agent provides value in marketing, negotiation, and closing, especially in today's changing market.

Thank you for joining us today!

Lydia Gable, Realtor
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🔍 If you have any questions, please ask us.

We'd love to help you sell your home with success!

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Coaching Clients, login to Revii to view Lydia's full Seller Seminar Presentation!

After THE SEMINAR

THE FORTUNE IS IN THE FOLLOW-UP

The real power of a seller seminar is in the follow-up. Without it, many leads go cold.

LYDIA'S FOLLOW UP SOP:

Within 24 hours:

- **Call Each Attendee and Reinforce Your Value**
 - Lydia's team personally follows up with each attendee the day after the seminar, reinforcing key takeaways and offering home evaluations.
- **Send a Personalized Thank-You Email**
 - She includes event photos and a summary of key points, making the experience more memorable.

Long-Term Nurturing:

- **Enroll Attendees in Ongoing Nurture Campaigns**
 - Those not ready to list immediately are added to her follow up campaign, her newsletter list, Homebot for personalized home value updates, and invited to future events.

After THE SEMINAR

OVERCOMING COMMON CHALLENGES

Low Attendance? Start Marketing Early

- Lydia begins outreach at least three weeks in advance, using a combination of digital and offline methods as well Eventbrite.

Tech Issues? Arrive Early for Setup

- She tests equipment before each event to ensure smooth delivery, avoiding last-minute disruptions.

Low Engagement? Use Pre-Planned Questions

- Her team plants initial questions with friendly attendees to encourage open discussion.

After THE SEMINAR

MEASURING SUCCESS & TRACKING CONVERSIONS

Set Clear Goals for Each Seminar

- Establish set goals for the event like the number of live attendees and listing leads generated.
- Lydia aims for a minimum of 10 attendees and at least one scheduled listing appointment per event.

Track RSVPs to Follow Up Effectively

- Maintain detailed guest lists and notes, remember every RSVP is a potential seller client
- Lydia's team maintains a spreadsheet tracking registrants, attendees, and post-event conversations to ensure no lead is lost.

Final TAKEAWAYS

Why Every Agent Should Host Seller Seminars

1

Build long-term relationships with sellers before they list.

By offering value first, Lydia ensures sellers think of her when they are ready to list.

2

Use education-based marketing to stand out from competitors

Hosting free educational events positions her as a trusted authority rather than just another agent.

3

Consistent follow-up is key to conversion.

Most attendees don't list immediately, but her nurture system keeps them engaged until they are ready.