



Multifamily Networking Checklist

Local Networking Groups/Events

- Meetup Groups (general real estate)
 - 1.
 - 2.
 - 3.
- Meetup Groups (multifamily specific)
 - 1.
 - 2.
 - 3.
- Local REIA's
 - 1.
 - 2.
 - 3.
- Upcoming Real Estate or Business seminars, workshops, conferences, etc.
 - 1.
 - 2.
 - 3.

What to Bring to Networking Event:

- ☐ Business Cards
- ☐ Name Badge/ Name Tag
- ☐ Professional Notepad
- ☐ Pen

What to Do Prior To Event:

- ☐ Research the people/organizations you expect to attend this event
- ☐ Tailor your elevator pitch specifically to this event and practice it
- ☐ List three ways you know you can add value
 - 1.
 - 2.
 - 3.
- ☐ List your three goals for this networking event

- 1.
- 2.
- 3.

☐ List the three people you want to connect with most (if attendee list available)

- 1.
- 2.
- 3.

☐ Come up with an “ice breaker” you’re comfortable using

Questions To Ask Before/Preparation:

- What are my goals for this networking event?
- Do I have a clear sense at what I have to offer?
- How many connections do I want to make?
- How many business cards do I want to collect?
- What are my multifamily goals for this event? Find deals? Raise money? Get referrals?
- Have I practiced my elevator pitch?
- Have I listed three ways I can add value?
- Have I researched the people/organizations I expect to attend this event?
- Do I have an “ice breaker” I’ve practiced and am comfortable using?
- Do I know the dress code?

Questions To Ask Yourself During Event:

- Am I focusing on the person who I’m speaking with or scanning the room?
- Am I looking at my phone while talking to people?
- Am I really listening and asking questions?
- Am I avoiding being salesly and pushy?
- Am I trying to build rapport and find similar interests?
- Am I only talking about real estate? (Discuss other topics! Be fun and interesting)
- Am I writing notes on the backs of the business cards so I remember details?

Action Plan For After The Event:

☐ Immediately review your notes and add to them (don’t skip this, you won’t remember everything)

- ☐ Thank anyone who provided you value, gave you referrals, did you a favor, etc. after the event.
- ☐ Promptly follow up with everyone you met. “great meeting you” and set up calls and meetings if applicable.
- ☐ Send/provide the value that you promised
- ☐ Connect on social media platforms

Online Networking:

- Do I have a professional online presence?
- Do I have a LinkedIn page and am active on the site?
- Am I regularly seeking out new contacts?
- Am I apart of LinkedIn real estate groups?
- Am I regularly giving LinkedIn recommendations/endorsements?
- Am I actively seeking LinkedIn recommendations/endorsements?
- Am I apart of and actively posting in any real estate/professional Facebook groups?
- Does my business have social media profiles?

And remember to smile and be warm