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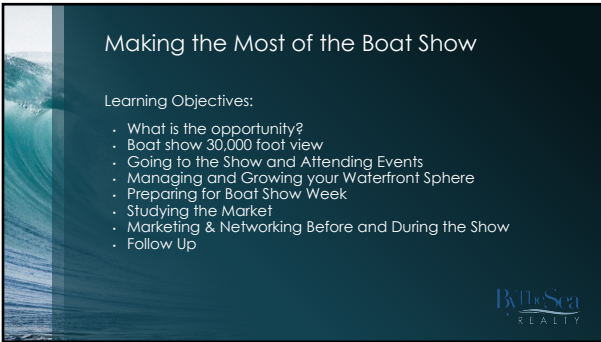
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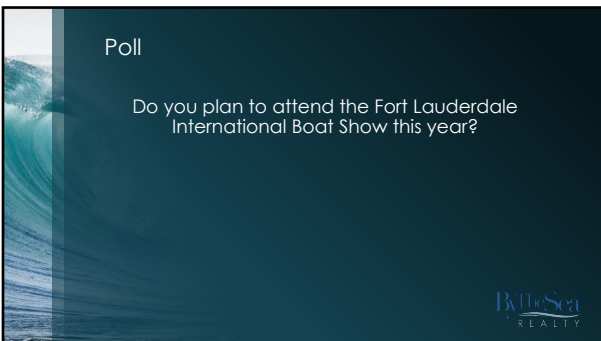
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## Networking Opportunity of the Year!



100,000 Attendees and 1,000 exhibitors

By the Sea  
REALTY

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## Networking Opportunity of the Year!



Drone shot of the Fort Lauderdale Boat Show

By the Sea  
REALTY

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## Networking Opportunity of the Year!



Tiki Bar in the SuperYacht Tent

By the Sea  
REALTY

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## Networking Opportunity of the Year!



C & D Docks - Sportfish Boats and Dark & Stormy Tent

By the Sea  
REALTY

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## Networking Opportunity of the Year!



Fort Lauderdale Broward County Convention Center

By the Sea  
REALTY

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## Networking Opportunity of the Year!



AquaZone and "Hook the Future" Kids Fishing Clinics

By the Sea  
REALTY

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## Managing Your Boat Show Sphere (BSOI)

- First things first - You don't need to be a boater!
- Who do you know already?
  - Who do you know in the marine industry?
  - Who do you know that owns a boat?
  - Who can introduce you to either of the above?
- Go through the vendor directory on the FLIBS.com site
- Make connections on LinkedIn and Facebook Groups
- Not just local - attendees and vendors from out of town
- Tag your BSOI with "boat show" or "marine" in CRM
- Think long term, expand your BSOI:
  - Go to the show!
  - Join a yacht club
  - Buy and boat or join a boating club
  - Take ABC Power Squadron Course and/or become a member of the Pompano Beach Sail and Power Squadron



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## Preparing for Boat Show Week

- Take our Waterfront Property Specialist Course
- Read our "Boat Show Tips" blog
- Set a goal - how many contacts will you add to your SOI?
- Plan out your schedule
- Buy your tickets in advance, use them any day
  - Offer Boat Show Tickets to Customers
  - VIP Tickets Sell Out
  - Primetime preview tickets are worth it
- Schedule meetings and showings with buyers
- Schedule meetings with vendors at the show and/or at other events. Don't bother them when they are busy!
- Study the market



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## Know the Local Waterfront Market

- Study the latest Market Watch and Inventory Reports
- Check out the links on our Agent Portal
- Know the waterways, attractions and amenities
  - Get a "Waterway Guide" and "Dolph" map (bridge heights)
  - No-wake and watersport zones
  - Sand bars and raft up areas
  - Inlets
  - Restaurants and marinas
- Active listings - Pick 10
  - Most expensive
  - Least expensive
  - Different dock lengths
  - Single Family Waterfront and Condos with Boat Slips
  - Pick some favorite neighborhoods and buildings



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## Marketing and Networking Before and During the Show

- Send your newsletter - Boat Show Edition
- Advertise in local magazine and newspapers
- Social media:
  - Post blog articles, tips, listings
  - Facebook and LinkedIn are best, Instagram for pictures
  - Start in advance and continue posting during the show
  - Facetime or Instagram Live from show
- Hand out property flyers and biz cards at the show
- Offer information - Market Watch, available dockage, etc.
- Get invited to "After Show Parties"
- Network and build relationships



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## Follow Up!

- Get everyone you met into your CRM
- Send a thank you email immediately after the show
- Call vendors after the show
- Send a reminder email 2 weeks after the show
- Drip, drip, drip
- Attend other local shows and reconnect:
  - Stuart: January 14-16
  - Naples: January 20-23
  - Miami: February 14-20
  - Palm Beach: March 24-27

Get ready for next year!



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## QUESTIONS?



D-Dock: Sportfish and Goslings Dark and Stormy Tent



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**Search Your Lifestyle...**

ByTheSeaRealty.com

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