



Train the Trainer: Tips to Help You Be Successful

1. Practice

- Practice your presentation in front of your family, friends or co-workers
- If practicing alone, record it on your phone so you can listen to yourself give the presentation
- Make sure you are using the latest TSAHC presentation
- Learn the material and anticipate what questions your audience will have for you

2. Make the Presentation

- Present at real estate or lender association meetings or luncheons
- Expand your market and reach out to nearby rural areas where lenders or realtors are scarce
- Ask churches, local community centers and other professional organizations if you can make a presentation to their members
- Make presentations to local veterans' service organizations, find them on www.texvet.com
- Reach out to schools, fire stations, police departments, and jails and offer to make a presentation to their employees as a "lunch and learn" or at another convenient time
- Tag team with other professionals, such as an insurance company, and ask them to present on the importance of insurance and home inspections
- Think outside the box and reach out to existing homeowners who are ready to buy their next home—our down payment assistance is not only for first-time home buyers

3. More Ways to Market Yourself

- We have several program marketing brochures you can request for FREE. [Click here](#) to request materials
- Drop off program brochures at fire stations, police departments, schools, jails, and EMS stations
- Write an article about down payment assistance and submit it to your local newspaper
- Write a blog and post it on your website or social media pages or be a guest writer on somebody else's blog
- Become a resource by sharing relevant real estate articles and TSAHC's blog or newsletter on your social media pages
- Team up with a lender or realtor and share a booth at a convention for teachers, fire fighters or police officers
- Offer to cater lunch for teachers during a development work day or dinner for fire fighters in return for 30 minutes of their time
- Continue to be a resource for those you've helped by reminding home buyers every year to file their mortgage credit certificate with their tax return