\*If you are engaging with prospects via phone or text, please remember that telemarketing laws vary from state to state, and it is the caller's responsibility to be aware of and comply with all state and federal telemarketing laws. Caller is responsible for obtaining any prior written consent required by state and/or federal law.

It is the caller/user's responsibility to be aware of and comply with all federal and provincial telemarketing, telecommunication, and commercial electronic messaging laws. Caller/user of product is responsible for obtaining any prior written consents required by federal or provincial law.

Laws pertaining to telemarketing (including texting) can vary from state to state and are also subject to federal law (i.e. Telephone Consumer Protection Act (TCPA)). Marketing emails are subject to federal law (CAN-SPAM) and to various state laws. It is the caller’s/texter’s/emailer’s responsibility to be aware of and comply with all state and federal telemarketing, texting, and email related laws. Caller/texter/emailer/user of product is responsible for obtaining any required prior written consent for marketing calls/texts/emails as well as for including appropriate opt-out mechanisms or “STOP” functionality that may be required by state and/or federal law.

We understand the workload and attention to detail that goes into hosting a watch party. Our Live Event Checklist provides a comprehensive list of resources available for your use, along with guidance on how and when to use them. This checklist simplifies your event planning process and streamlines day-of logistics. Check each item off your list before the event date to set yourself up for a successful event.

1. Promote the [CLHMS Luxury Livestream for RE/MAX](https://resources.luxuryhomemarketing.com/livestreamremax2025) to your agents and recruits with a goal of **10 or more sign-ups**. Broker/Owner/Managers: You should only register yourself if you are interested in completing the course to become a Member of the Institute or to earn the CLHMS designation (after submitting qualifying transactions).
2. Find a space large enough to host your watch party. Make sure you have good video, audio and Wi-Fi at the location. Your office is an option if it meets these criterias. This will be an 8-hour full day session through Zoom on **June 24, starting at 9:00am MT until 5:00pm MT**.
3. If you choose, you can reach out to your local contacts (lenders, inspectors, etc.) to see if anyone wants to sponsor your event. Sponsors could help with space rental, food/beverages, etc. Make sure to offer them time during the break to talk to attendees and maybe even a table for before and after the event.
4. Download the marketing materials from the hub to help promote your watch party. It consists of social graphics and copy, email copy, call conversation script and a promotional poster/flyer.
5. Identify Luxury recruits/prospects in your market and Luxury agents in your office whom you want to contact, and invite them to the watch party event.
6. Share [the registration link](https://resources.luxuryhomemarketing.com/livestreamremax2025) with them and advise them on what’s included in the package and what to look forward to during the course. Once their registration is confirmed, add them to your attendee list to keep track of total attendees. There is a **$545 USD** registration fee per agent, it includes the Luxury Livestream course and first year of membership with the Institute for Luxury Home Marketing. Once agents complete the Luxury Livestream course, they can apply for the CLHMS designation at no additional fee.
7. Edit the customizable social media graphic invitation and share it on your socials. There is recommended post copy available among the marketing materials. Tag your agents and prospects in the post so they see it.
8. Send the email invite, also available among the marketing materials, through your email platform. Make sure to customize the details for your specific watch party (location, time, etc.) and include the registration link. Send the email to your agents and prospects.
9. Use the call conversation script, available among the marketing materials, to call your agents and prospects to make sure they received the invitation, to ensure they are registered on the Institute’s website and will be attending your watch party.
10. **For <10 total registrants**: Each agent must be registered for the event. The Institute prefers each agent logs on from their own device to authorize course completion. The Institute will send the Zoom link to attendees thrice: one week before the training, one day before the training, and 30 minutes before the training starts.
11. **For 10+ total registrants**: For offices that would like their agents to attend as a group, the livestream can be streamed to their office for groups of 10+. Office will receive **print copies of the training workbook and their Institute Member Certificates**. **In order to ensure the items arrive on time, you must notify the Institute of your office address, and the attendee names no later than June 9 at training@luxuryhomemarketing.com.** The Institute will need to verify all agents have enrolled prior to shipping items to office locations.
12. Regardless of your attendee count, the **digital workbooks** will be emailed to all participants 1 week prior to the livestream and a day prior as a reminder.
13. As the watch party event nears, reach out to those registered to let them know you are excited to see them on the day of the event.
14. Prior to the day of the watch party, remind your attendees to **download the workbook** received by the Institute. Ask one of your agents to share it with you ahead of the webinar, so you can download and pass it along to other attendees in case they missed it in their emails. The workbook will be reviewed during this livestream, so have it available so your attendees can follow along. It would be good to also have additional paper and pens available so they can take notes.
15. If you have a watch party of 10+ agents and have connected with the Institute for print copies of the workbook, ensure you have them available on site and distribute them to the attendees prior to the event. Also, make sure you have the Institute Member Certificates you received, and offer them out to the respective attendees’ post course completion.
16. After the event, send a thank you to all attendees by sending a handwritten note, an email or by reaching out in other ways. A thank you email template is included in the marketing materials folder.

\*\*As a reminder, under brand guidelines, you are not permitted to use the RE/MAX or The RE/MAX Collection marks in any pre-recorded telemarketing messages, any unsolicited autodialed calls or texts to cellular phones. Please consult the Brand Identity Manual for more information.