

10

Referral-Worthy

SMILE STOPS

Ideas to Show Your Clients You Care

SMILE STOPS are a fun reason to stop for quick visits with past and potential customers to show your appreciation and continuously cultivate your connection and trust.

They are designed to help you:

- S:** Service (focus on service not selling)
- M:** Meet face-to-face
- I:** Invite them to share their needs
- L:** Leave behind a token of gratitude
- E:** Elevate the relationship

SMILE STOPS™

01

Starbucks Frappuccino bottle with a gift tag attached that says, *"Thanks a LATTE for being an awesome client!"*

02

Extra gum package wrapped in a cellophane bag with a tag or sticker that read, *"The difference between ordinary and EXTRAordinary is that little EXTRA. Thanks for being an EXTRAORDINARY client!"*

03

Package of light bulbs with a bow and sticker, *"Your referrals light up my day! Thanks for being one of my brightest clients!"*

04

Jar of salsa with a gift tag that reads, *"For the hottest deals in real estate - call me!"*

05

2-3 highlighters in a cellophane bag with a bow and tag that says, *"Working with clients like you is the highlight of my real estate career! I'm here if you need anything!"*

06

A pizza cutter with note attached, *"Anyway you slice it, I've got the resources you need to get top dollar for your home!"*

07

An ice cream scoop with note attached, *"Want the scoop on what's happening right here in OUR local real estate market? Give me a call!"*

08

Bottle of Simply Lemonade with note attached, *"You're SIMPLY the BEST! Thanks for being a great client!"*

09

Jar of jam with a note, *"I hope your summer is JAM-PACKED with FUN! I'm here if there's anything you need!"*

10

Jar of premium nuts with a note that says, *"I'm just NUTS about my clients. Thanks for being so awesome!"*