



August

SMILE STOPS™



6 Smart Strategies for Agents:



National Golf Month: Invite 3 great clients for a foursome round of golf on you in honor of golf month and let them know how much you appreciate them! **Look for invitation templates in Farming & Self Promotion.*



August 4 – Chocolate Chip Cookie Day: Hit up your local bakery for boxes of freshly baked cookies to deliver to five top clients with a note that says, *“It’s National Chocolate Chip Cookie Day and I just wanted to thank you for being such a treat of a customer! Call if you need anything!”*



August 10th – National S’Mores Day: Get five small gift bags and fill with a bag of marshmallows, package of graham crackers, and package of chocolate bars. Include your card and a note that says, *“There’s S’More News About Our Real Estate Market That You Need to Know! Call me when you can so I can share how changes might affect your home!”*



August 15 - National Relaxation Day: Give clients a small relaxation kit (like a scented candle, bath bomb, and tea) with a note that says, *“It’s National Relaxation Day! Take a moment to unwind, and let me take care of your real estate needs. Your dream home is just a call away!”*



August 18th – Honey Bee Awareness Day: Get five jars of local honey (area farmer’s markets and organic grocers are a great spot to find). Deliver to five clients with a note that reads, *“It’s Bee Awareness Day! Get the buzz on the latest real estate market trends and how they affect YOUR property! Call me to learn more!”*



August 26th – National Dog Day: Head to your local pet store for some fancy dog treats or a cool chew toy and deliver to five top clients that you know are dog owners with a note, *“It’s National Dog Day and I just wanted to deliver this special gift for your furry friend! If there’s anything I can do to help you, please know that I’m here! Enjoy!”*



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 by asking questions

L:Leave behind a token of gratitude

E:Elevate the relationship

