



Make it RAIN with April SMILE Stops™



It's Lawn & Garden Month. Send a package of spring seeds to 10 past clients with a note, *"Just sending a little spring your way and planting seeds for your generous referrals! Thanks for being a great client!"*



It's National Pecan Month. Send a package of gourmet pecans to at least five past clients with a note, *"I'm NUTS about referrals! Thanks for being a great client! Happy National Pecan month!"*



7th: World Health Day. Send a box of Band Aids to five great clients with a note, *"I've got the solutions to ensure your real estate investment stays healthy! Happy World Health Day. Thanks for being a great client!"*



17th: Easter Sunday. Deliver (in advance) a delicious carrot cake from your local baker to at least five clients with a note, *"Wishing you and yours an amazing Easter celebration. Thanks for being such wonderful clients."*



22nd: Jelly Bean Day. Bring a jar of gourmet jelly beans to five top clients with a note that reads, *"Thanks for all your SWEET referrals! Happy Jelly Bean Day!"*



29th: Arbor Day: Head to your local plant nursery and pick up 5 tree seedlings (or try this site: shop.arborday.org to see the perfect tree seedlings for your area) and deliver to five amazing clients with a note, *"Happy Arbor Day! Thanks for helping me plant seeds for the future!"*

SMILE STOPS™

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