

AUGUST

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

6 Smart SMILE STOPS Strategies for Agents:

- 1 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.*
- 2 National Picnic Month:** Host a picnic at the end of the month for a group of your favorite clients and their families as a way of honoring their loyalty and saying thank you. Have fun with it! **Look for invitation templates in Farming & Self-Promotion.*
- 3 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!”*
- 4 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!”*
- 5 August 19th – Honeybee 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!”*
- 6 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!”*



 **POWER AGENT®**

