

July SMILE Stop Strategies!



July 4th – Independence Day: Bring mini flags to homeowners in the neighborhoods you want to have more market share with a note, *“Happy Independence Day from your Neighborhood Real Estate Specialist! I’m here to SERVE!”* Attach your business card.



July 9th – National Sugar Cookie Day: Have custom “home” cookies made by a local baker, individually wrapped in cellophane bags. Deliver to 10 top clients with a note, *“Happy National Sugar Cookie Day! Thanks for being such a SWEET client!”*



July 16th – National Ice Cream Day: Send a certificate to your best local ice cream shop to at least 5 great clients with a note, *“Happy Ice Cream Day! If you ever need the scoop on the real estate market – I’m just a call away!”*



July 20th – National Lollipop Day: Deliver gourmet lollipops to at least 10 clients with a note, *“Just wanted to stop by on National Lollipop Day to say thank you for being such an amazing client!”*



July 30th – National Cheesecake Day: Deliver a delicious cheesecake to 5 top clients with a note, *“Happy Cheesecake Day! Thank you for being such a treat of a client!”*



July 30th – International Friendship Day: Send 10 handwritten cards out to your closest friends expressing your appreciation. Send another 10 text messages to an additional 10 friends. It’s a great day to connect!

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

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

