

SMILE STOPS™ Ideas for Agents for September:

- **Baby Safety Month:** Get together with a local pediatrician and perhaps even a local childcare center and host or sponsor a baby safety event. Brand yourself, “The Family Real Estate Specialist”.
- **National Honey Month:** Pick up some jars of local or organic honey and deliver to at least five awesome clients with a note that says, “Thanks for being the ‘Bee’s Knees of a client! If you’d like the latest market buzz – give me a call today!”
- **Little League Month:** Consider sponsoring a Little League team in your market area. Every kid, and every team needs a champion to help them see their potential. That champion could be YOU!
- **September 5th- Cheese Pizza Day:** Deliver pizzas or a gift certificates for your favorite local pizza place to five clients with a note that says, “Any way you slice it – you’re an awesome client! It’s National Pizza Day – enjoy, and thank you for your loyalty. If there’s anything I can do for you – just call!
- **September 14th - Cream Filled Donut Day:** Choose five local businesses such as doctors, dentists, auto dealerships, insurance companies, etc. and deliver a dozen donuts with a note saying, “Happy National Cream-Filled Donut Day! If you’d like the “inside scoop” on how the real estate market is affecting your buying and selling power, give me a call!” Include lots of business cards!
- **September 18th - Cheeseburger Day:** Invite a great client to lunch today. Give them a call in advance and say, “Hey, the 18th is National Cheeseburger Day! I’d love to have lunch and catch up, on me. Are you game?” Then be present, catch up, ask about THEIR business and life. Use it as an opportunity to build the relationship.
- **September 26th - Johnny Appleseed Day:** Deliver a basket of apples to five clients with a note, “Thanks for being such a good apple of a client and Happy Johnny Appleseed Day! If there’s anything I can do to help you and your family plant new real estate roots, give me a call!”



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