

March SMILE STOPS™ Ideas for Agents



1st - Share a Smile Day! Have your local bakery whip up some smiley face cookies and deliver a batch to five great clients with a note, *"Serving up SMILES is one of the best parts of what I do. Thanks for being a great client!"*



10th - Popcorn Lover's Day! Get 5 tins of fancy popcorn and drop by five terrific clients with a note, *"Just wanted to POP by and tell you how much I appreciate you!"*



12th - Plant a Flower Day! Drop in to see five clients with a small potted flower plant and a note that says, *"Thank you for helping my business grow! I appreciate you!"*



17th - St. Patrick's Day! Drop by to see five clients with a small gift bag of gold foiled candy with a note, *"I'm lucky to have you as a client! Happy St. Patrick's Day!"*



25th - National Pretzel Day! Deliver a bag of gourmet pretzels to five great clients with a note, *"Never let the real estate market get you twisted! I'm here to help! Thanks for being a great client!"*



31st - National Crayon Day! Take a cool pack of crayons (the ones with the sharpeners!) to at least five clients that have kids with a note, *"Thanks for coloring the world brighter with your referrals! Happy Crayon Day!"*

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