

# SMILE STOPS™ Ideas for Agents for May:

-  **Cinco de Mayo (May 5th):** Deliver a basket of salsa and chips to five top clients with a note, *"You're NACHO ordinary client! Thank for being amazing. Happy Cinco de Mayo from your Neighborhood Real Estate Specialist!"*
-  **Nurse's Day (May 6th):** Stop by your local hospital or five local physician's offices with a basket of fruit, business cards, and a nice card that says, *"For all you do to help keep the members of our community happy and healthy – a giant thanks! Happy Nurse's Day from your Neighborhood Real Estate Specialist!"*
-  **Mother's Day (May 14th):** Pick at least five moms from your client list and stop by with a bottle of champagne or bouquet of flowers with a nice note, *"Moms help make the world a more amazing place! Happy Mother's Day from your Neighborhood Real Estate Specialist!"*
-  **Sunscreen Day (May 27th):** Stop by 10 past clients with a bottle of sunscreen and a note saying, *"Here to help you always be protected in your real estate decisions! Happy Summer!"*
-  **National Barbeque Month:** Stop by at least five top clients with a bottle of your favorite barbeque sauce and a note that says, *"The market is heating up! Thanks for being an amazing client from your Neighborhood Real Estate Specialist!"*



## 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