

Personal Notes

The most powerful and least expensive way to deepen a relationship with a client is to send them a hand-written, personal note.

- **It is always read.**
- **It takes time, your most precious commodity.**
- **It leaves a lingering impact.**

To become successful writing personal notes, write them every day.

People you can write personal notes to:

- **Broker**
- **Spouse**
- **Salesperson • Housecleaner**
- **Assistant**
- **Partner • Another agent**
- **Transaction coordinator**

- **Dry cleaner**
- **Lender**
- **Doctor's office**
- **Attorney**
- **Manicurist**
- **Hairdresser**
- **Waitress**
- **CPA**
- **Family members**
- **Landscaper**
- **Dentist**
- **Someone you'd like to meet**
- **Anyone in your database**

- **Dog groomer**
- **Mechanic**
- **Anyone you appreciate**

Sample Personal Notes:

- It was a pleasure meeting you today. I'm excited to include you in my Client Appreciation Program and am looking forward to building a great relationship. It's a good life!
- Thank you for your referral to Bob and Linda! You can be confident I'll take excellent care of them. Your trust and support are greatly appreciated.
- I was just thinking of you today and wanted to say, "Hello!" I hope all is well. I'm looking forward to talking with you soon. I'll be in touch – It's a good life!
- Thanks so much for the excellent service! It's obvious you love what you do. It's a good life!
- Thank you for the opportunity to help you purchase your new home! I hope you are happy there for years to come. Please call if I can help in any way. I'm here to serve you!
- It was terrific talking with you this week. I'm so glad you enjoyed the information on remodeling! Please call if you have any questions or concerns. It's a good life!
- I don't know the last time I said thanks, but THANKS!
- A brief note just to let you know it was a real pleasure meeting you at the housewarming for Bob and Linda. Because my business is built strictly on referrals, I have the good fortune of practically always working with people who are pleasant and fair-minded. With this in mind, I look forward to staying in contact with you on a regular basis.