

Keeping Current (w/ Clients) Matters

Mandatory Touches

- 30 Day Touch
 - Send "Checking In" Text Video
- Happy Birthday Touch
 - Send "Happy Birthday" Text Video
- Home Purchase Anniversary Touch
 - Send "1 Year Buying Anniversary" Text Video
 - Mail the Following to Client:
 - Post It Note On Front of All Contents Which Reads:

Client Name,

Happy 1 Year Home Anniversary!

You've done well, curious, have you had any thoughts of trading up or trading down? Let's discuss, talk soon. 443.889.3095

- CMA
 - \$10 Starbucks Card
 - Business Card (2) w/"Give this to a Friend." "Give to another Friend" tag
 - Zillow Map of All Sales w/ Title "Look How Much We've Grown!"
 - Team Photo/Bio Map
- Home Sale Anniversary Touch
 - Send "1 Year Selling Anniversary" Video
 - Wedding Anniversary Touch
 - Send "Happy Wedding Anniversary" Video
- * For All Touches, Create a CRM Based Text Alert
* All Videos Must Include a "Referral Ask"