

CLIENT EXPERIENCE GIFTING SYSTEM

1. WELCOME - NEW CLIENT SIGNED

Price Range: \$3.50-\$10.00

Purpose: Send your clients a little something whether that be a card or small gift to thank them for choosing to work with you--this is a fun surprise and delight to start the client experience off on the right foot!



Mail a Card:

"I'm Lucky to have you as a client"

Include Scratcher lottery ticket

Digital Option:
\$10 Starbucks gift card
"Thanks a latte..."



Hack it: Make a card template with your new client message typed inside, then keep a stack of them in your car and mail them off right after a successful meeting with a new client

ACTIVE CLIENT GIFTING PROCESS

3. HALF-WAY POINT GIFT

Price Range: \$10.00-\$15.00

Purpose: After the inspection is over in the escrow period, send your clients a little half-way point gift--It's totally unexpected and can increase potential for current client referrals.

Flavored Popcorn - Just popping by to say Congrats on getting through the inspection period



I love using local popcorn as a gift because it's affordable, it won't melt, and it usually fits most dietary restrictions (dairy free, gluten free, vegan, etc)

Digital Option: Ice Cream Gift Card
We are half way there, here's a little something to celebrate the milestone!



Giftting Note: Whenever you're doing standardized gifting with food, make sure it will fit most dietary needs in some way

ACTIVE CLIENT GIFTING PROCESS

3. CLOSING GIFT

Price Range: \$50-\$200+

Purpose: Not everyone expects gifts throughout the process, but everyone DOES expect a closing gift of some kind! Make it memorable--I don't recommend gift cards because it's not something your client can hang onto and remember you by.

Hack it: If closing gifts are always a struggle for you, come up with a signature gift (or maybe a couple options) and buy it in bulk!

General: Knife Set



1st time Homeowner:
Handyman Basket



Summertime:
Grill Basket



Family: Board
Game Night Basket



Entertainer: Wine or Beer
glasses + serving tray (and
you can personalize it!)



Crowdpleaser:
Cornhole Boards



ACTIVE CLIENT GIFTING PROCESS

4. KEY DELIVERY - BUYERS

Price Range: \$5-\$10

Purpose: Make the key delivery a moment! Make the moment special and photo worthy by putting a bow on the door, having champagne, or putting the key in a special gift box.



5. REFERRAL THANK YOU

Price Range: \$20-\$25

Purpose: Whenever you get a referral from your past clients or sphere, you want to re-inforce that connection by always sending a thank you gift!

Standardize the gifting for 1 or 2 time referrers, but if you have a raving fan sending you 3+ referrals annually, make sure they feel special!

I recommend Crumbl cookies, cupcakes or some special local treat (keep in mind dietary restrictions)



PUTTING IT ALL TOGETHER

Total cost for 1 client through a transaction:
\$100-\$250 on average

THE BIG WHY:

Creating an Experience that
people want to come back to



RESULT:

Repeat Business and Referrals!
The most profitable lead source
you will ever have!

Take action today:

Save time by making this a system! Reduce
the need to make decisions by standardizing
your New Client Welcome Gift, Half-way
Point Gift, Closing Key Delivery Experience,
and Referral Thank You Gift!