Direct mail

1. Birthday cards for the client and co-client.
2. Holiday card / Letters. [See 206 for customizable holiday letters]
3. Branded market updates.
4. Announcements - local events, testimonials and success stories.

Email Newsletter

6. Housing Stats,
7. Upcoming events
8. Photos of people at the local events
9. Photos of Your kids
10. Your pet photos
11. Just Listed
12. Just Sold
13. The local market
14. Restaurant specials
15. Your blog posts
16. Area YouTube videos
17. Mortgage rates

Calls

18. How's the Family?
19. How's work going?
20. Have you done anything fun lately?
21. What are your plans for the summer or the holiday?

Notes

22. Handwritten closing thank you note.
23. Handwritten referral thank you note.
24. Handwritten thank you for the appointment note.
25. Unsolicited CMA with a handwritten note.

Social Media

26. Happy Birthday directly on their wall.
27. Facebook "Like" a post of theirs.
28. Happy Holidays directly on their wall.
29. Happy Mothers Day directly on their wall.
30. Happy Fathers Day directly on their wall.
31. Comment on their post.
32. Ask how are you? - Directly on their wall
33. Give a good referral for their business.

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