

# “I Could Kick Myself For Losing Touch With You!”

Dear [[Firstname – Merged]],

You may be wondering why I’m sending you this gift certificate for \$250 [make a certificate like the one shown below]. It’s for a very special reason. Let me explain...

A few weeks ago, I decided to take some time away from the office to conduct a “strategy” session with my staff about the direction of my real estate practice. During the meeting, we discovered a problem with my practice – one we never expected.

## **We Lost Touch With The Most Important Person In Our Business... YOU!**

It’s tough to admit when you’re wrong, but in the flurry of practicing real estate, sometimes your priorities can get a little mixed up. That’s what happened with me.

So in our group meeting, we sat down and brainstormed about how we can re-ignite our relationships with our past clients and friends. After racking our brains for ideas, my assistant said, “*Hey, let’s be perfectly straight with our past clients and good friends, tell them we simply want to re-ignite our relationship.*”

So that’s why I’m writing to you today. Quite frankly, I want to continue our relationship where we left off. I want to reintroduce you to the enormous resources we have available to you – just for being “*connected*” to us. I want to continue to bring value to our relationship.

*That’s Why I Enclosed My [\$250] Preferred Client Coupon!*

The enclosed [\$250] coupon is available for you to use for ANY real estate services we provide. Whether you’re thinking of buying, selling, renting, land or lot purchase, custom building, or you just need an answer about anything regarding real estate, I WANT TO HELP.

But that’s not all....

The coupon is FULLY TRANSFERRABLE. If you know a neighbor, family   Next Page →  
co-worker, or other friend who needs a caring, competent REALTOR® to help, here’s a great way to help save them money. The coupon is worth [\$250] toward any service I provide. No strings attached. No fine print.

**How Can I Afford To Do This?**

I've recently redirected my marketing strategy for building my practice. My focus has changed from the usual cold prospecting, knocking on doors, and "hassling" people -- to focusing on building genuine value and long-term relationships.

I don't want to be just "*another real estate agent*". I want to be known as a valuable resource for ANY of your home questions, concerns, or real estate needs. Thanks for taking the time to read this letter. And I hope we can continue where we left off.

Remember, if you ever have any questions about real estate – your home's value, how to save on property taxes, interest rate updates, zoning issues, remodeling, landscaping – ***anything at all***, please don't hesitate to pick-up the phone and call my personal line at [XXX-XXXX].

And, as always, your kind referrals are warmly appreciated.

Sincerely yours,

[Name]

[Broker Affiliation]

Here's a sample of the referral coupon you could use with this letter...

<p style="text-align: center;"><b>\$250 Preferred Client</b></p> <p style="text-align: center;"><b>R</b></p> <p style="text-align: center;"><i>The Bearer of This Coupon Is Entitled To A \$250 Reduction In Commission At Close Of Escrow On The Purchase Or Sale Of Their Home.</i></p> <p style="text-align: center;">Given this ____ day of _____, 20 __.</p> <p style="text-align: center;">_____ (Authorizing Signature) Expires: _____</p> <p style="text-align: center;"><b>&lt;&lt;Your Name&gt;&gt;, REALTOR®</b></p> <p style="text-align: center;"><small>[Broker Name, Address, Phone]</small></p> <p style="text-align: center;"><b><i>Special Note: This Certificate IS Transferrable To Friends And Family Members</i></b></p>
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**WARNING!** This coupon is designed to give a discount to the END-USER only. In most, if not all states, it is illegal to directly compensate any unlicensed person for sending you business. This coupon only makes a discount offer to the end user, NOT to a person sending you a referral.