

Your Gift Letter is on Page 2. Here are some ideas to help you brand yourself with your client gifts.

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1. USE THIS GIFT LETTER TO ADD MORE VALUE
 - Share with your clients the best way to use this gift
 - Inform your clients of the quality gift you chose for them
 - Personalized system in place to add value to your business

2. PRESENTATION IDEAS TO FIT YOUR STYLE & INCREASE YOUR BRAND:
 - Separate the events and don't bring the gift to the closing table. Instead, mail or pop by after they've moved in.
 - Add your favorite or a seasonal recipe with the letter
 - Pair with a classy cookbook (fitting their style)
 - Deliver to your client's office with a treat to share – get them to talk about you!
 - Put in a basket with other goodies

3. TURN GIFTS INTO BRANDING OPPORTUNITIES:
 - Closing Gifts
 - Referral Thank you
 - Appreciation Party / Holiday Gifts
 - Auction / Charity donations
 - A List Clients & Raving Fans
 - Advocate, Referral & Key Partners

CLIENT NAME,

Thank you again so much for the opportunity to serve you! Buying and selling a home is one of the biggest moments in a person's life and I'm honored that you trusted me to help and guide you through the process.

I do my best to offer the highest quality service to my clients and only want to represent the very best. That is why I am giving you this Veteran made cutting board from Wilmy, that I hope you will enjoy for years to come. This handcrafted cutting board is a thank you from me to you.

What is a Wilmy Vet Cutting Board?

- Every Wilmy Vet cutting board is handmade by U.S. Military veterans in Wilmington, North Carolina.
- All the woods used to make this indigenous line of cutting boards were farmed from the Appalachian region, and include Walnut, White Oak, Cherry, Maple, Sycamore, Hickory, Ash and Elm.
- Each board is hand-sanded and conditioned with a blend of mineral oil and beeswax for a high quality finish!



I genuinely appreciate you and your business. I hope your CUTCO will serve your family well, as I hope to serve you for years to come.

Thank you and enjoy your gift!

YOUR NAME

PHONE