

✔ Past Client Thank You Email

[Watch the Recording](#)

📺 Office Hours - Holiday Gratitude Email - 11-25-2024.mp4

Goals:

1. Send a Gratitude Email to our Past Clients. (**Reasons to be Grateful 2024**)
2. Q4 Campaigns (Mapping these out and staying on track - [2025 Pre Holiday](#)) - ***Poll question***
3. Time Blocking your outreach (add names to dates & times plus mapping out)

Housekeeping:

- 1) [Curaytor Basics Thursdays at 1pm EST](#)
- 2) [Office Hour Recordings - can reference this year and 2023](#)

✔ Campaign 1: Past Client Campaign:

🔥 **CAMPAIGN NAME-** An Update and a Big Thank You (please search in the search bar of templates)

Subject Line: An Update and a Big Thank You

It's been some time so I wanted to reach out in this email and share my sincerest gratitude to everyone who entrusted us with working with their friends, family and loved ones with their real estate needs over these past few years.

Since 2020, we have helped 25 different people buy or sell their home as a result of your recommendations.

We are here to help!

Navigating the real estate market today has become trickier than in years past with interest rates higher than what we are used to seeing.

Because of this, there are lots of people out there who are wondering what to do next.

If you, your family or friends have any of the following questions, reply back and let us know!

- a) *Basic Questions about Real Estate?*
- b) *Curious about investing in home upgrades?*
- c) *A list of vendors and how to “interview” them?*
- d) *Questions or Help Planning out their next move?*

Thanks again and have a great day

1b (Short Version)

 **CAMPAIGN NAME-** Reasons to be Grateful 2024 (please search in the search bar of templates)

Subject Line: Reasons to be Grateful

It's been some time so I wanted to reach out in this email and share my sincerest gratitude to everyone who entrusted us with working with their friends, family and loved ones with their real estate needs over these past few years.

Since 2020, we have helped 25 different people buy or sell their home as a result of your recommendations.

If you, your family or friends have any real estate questions, let us know. We are always here to help!

2.Phone Call, Text Message or Social Media Message:

*Hi Tony, I hope all is well! I'm touching base with my clients **this week** to see if they need our updated vendor list (plumbers, electricians, etc). Should I email it over to you?*

3. Social Media Video Script or Social Media Post:

I wanted to give a big “Thank you” to all of you who have recommended your friends and family to us for their real estate needs. Since 2020, we've helped 25 people buy or sell their home locally thanks to your seal of approval!

Navigating the current real estate market can be tricky, but we're here to help.

If you or someone you know has questions about real estate basics, investing in home upgrades, finding vendors, or planning their next move, let us know.

Shoot us a message and we'll be happy to assist you. Thanks again and have a great day!

✓ **Part 2: Reviewing your Email Calendar Page:**

a) This should be full of weekly campaigns both past and upcoming email campaigns!

b) Reminder: marketing emails lead to engagement, which leads to awareness, conversations and conversions.

✓ **Part 3: Planning January 2025 Client Outreach**

Plan Your List

- Select 20-80 clients to contact in January (1-4 per weekday) using a Google Sheet or spreadsheet. (Or any way you can stay organized.)
- Focus on SOI, past clients, or leads who would appreciate a New Year check-in.

Set Up Your Calendar

- Open Google Calendar.
- Create an event for each contact.
 - Title: "Call/Text [Client Name]"
 - Time: 5-10 minutes per person.
 - Description: "Wish them a Happy New Year and ask about their 2024 plans."
- Schedule 1-4 clients each weekday, depending on your availability.

Daily Tasks

- Text Example:
Hi [Name]! Happy New Year! 🎉 Just wanted to check in and see if you have any exciting plans for 2024. Let me know if I can help with anything!
- Call Example:
Hi [Name], this is [Your Name]. I'm calling to wish you a Happy New Year and see how things are going! Any big plans for 2024?

Log Your Interaction

- Write down notes from each conversation in your CRM (e.g., response, follow-up needed).

Repeat Daily

- Add 1-4 new clients to your calendar every day for the next weekday.