

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 the gift of CUTCO. CUTCO is the #1 knife brand in North America and is 100% AMERICAN MADE since 1949.

It's also backed by a **FOREVER GUARANTEE**, and I want you to have it as a reminder that I will **FOREVER** be at your fingertips for all your **real estate needs**.

Below is a brief description of your gift.

(delete the other colors & this text)



The Spatula Spreader— *A Spreader & Knife*

- Spreads and cuts sandwiches, muffins & rolls with ease
- Frost, cut and serve small desserts & casseroles
- Slice and serve pie, brownies, lasagna, from pans — Yum!
- Spread cream cheese on bagels or butter on toast, cut tomatoes or avocado
- Choose your spread and cut your sandwich...Create the perfect PB&J!

The Santoku Trimmer — *Small Utility All Purpose knife*

- Slice tomatoes, cucumbers, peaches, pears and corn off the cob
- Trim fat off and slice steaks, chops and roasts
- Cut and section grapefruit and oranges

- Slice lemons, limes and peppers with ease!

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