# THE LOVE BOMB PLAYBOOK | 180+ Value Adds for Agent Follow-Up

*STOP CHASING REALTORS, START ATTRACTING THEM (www.RealtorValueAdds.com)*

**THE STRATEGY:** After meeting agents at events or warming them up via social media, now is the time to follow up by inviting them to meet with you one-on-one. Then nurture them weekly with genuine value — no hard sell. Each touchpoint is a "Love Bomb" that builds trust, goodwill, and top-of-mind awareness. Close each weekly follow-up call with a single, soft CTA.

## HOW IT WORKS: THE FIRST MEETING

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| **Use FORM to guide conversation:**<br>• F — Family<br>• O — Occupation<br>• R — Recreation<br>• M — Motivation | Meet for coffee, breakfast, lunch, or happy hour — face to face or virtual.<br>If virtual, send a gift card so they can pick up their favorite beverage.<br>**Be curious. Ask questions. Be sincere. Listen more than you talk.**<br>Within 24 hours, text: *"Thank you so much for your time today. I loved learning about you and your business. You are a true rock star!"* |

## SECTION 1: FIRST IMPRESSION VALUE ADDS

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| **The Intro Packet** | This would be sent after you have met with the agent one-on-one. This is NOT to be given at the initial face-to-face. As that would take the attention off the agent and onto you. It is all about them. Items you can include: Car wash gift card ("next one's on me") - Intro letter with team photos - Loan journey overview - Product & Program Options<br>*Promises: immediate lead follow-up, weekly status calls, on-time closings* |
| **Warm-Up Gift**<br>**(Agents you haven't met or you met, but they have not sent you the first transaction)** | Single flip flop: "Just trying to get my foot in the door — coffee/transaction?"<br>*Small beach bucket filled with goodies + "Bucket List" card with the agent's name in bold at the center of the list.*<br>*Lotto ticket: "I hope this is a lucky day for both of us — would love to meet for coffee/enjoy our first transaction."* |
| **Handwritten Thank You Note** | After the first meeting. Handwritten. Always. No exceptions. |
| **The Mr. Shmooze Gift: Mr. Shmooze by Richard Abraham is a great book with suggestions for elevating relationships and experiences with your agents and clients.** | Send a Mr. Shmooze gift to your agent.<br>*Personalize based on what you learned in your FORM session. Shows: I was listening and care about what is important to you Mr/Ms. Agent.* |

## SECTION 2: PUNNY GIFTS FOR POP-BY OR MAIL

*Fun, inexpensive, and impossible to forget. Attach a note with your contact info + QR code.*

| GIFT | NOTE | GIFT | NOTE |
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| **100 Grand candy bar** | *"Let's make 100 Grand together."* | **PayDay candy bar** | *"Looking forward to our next PayDay together."* |
| **Lotto scratch tickets** | *"Thanks a million for all you do."* | **Starbucks card** | *"Thanks a latte..."* |
| **Burt's Bees lip balm** | *"Thanks for everything — you're the BALM."* | **Flyswatter** | *"Let our SWAT team handle your next deal."* |
| **Soap** | *"Want a clean deal? Give us a call."* | **Candy apple** | *"You are the core of our business."* |
| **Matches** | *"Other lenders are no match for our service."* | **Lighter** | *"We're fired up to serve you and your clients!"* |
| **Piggy bank** | *"Our relationship is one of our most valuable assets."* | **Cookbook** | *"Let me be part of your ingredients for a perfect closing."* |
| **Pop Rocks** | *"You rock!" or "Let your clients' experience rock."* | **Screwdriver** | *"Be the sharpest tool — refer your clients to us."* |
| **Highlighters** | *"Working with you is the highlight of our day."* | **Candle** | *"Your referrals really light up my business."* |
| **Oven mitt** | *"Ready to take care of your hot referrals."* | **Animal crackers** | *"It can be a jungle — I'm here to help."* |
| **Book** | *"I am never too booked for your referrals."* | **Pencil** | *"We'll erase your worries. Call us for an A+ experience."* |
| **Dog bones** | *"No bones about it — I'd love a bite of your referrals!"* | **Bungee cords** | *"We're here to secure the right loan for you!"* |
| **Band-Aids** | *"Let us help aid you with more paychecks!"* | **Peanuts** | *"We are nuts for your referrals."* |
| **Spatula** | *"We flip for your referrals."* | **Building blocks** | *"We'd love to help you build your business."* |

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| **Jar of salsa** | *"Your referrals always spice up our day."* | **Fortune cookies** | *"It is our good fortune to serve you."* |
| **Orange** | *"Orange you glad you can depend on us?"* | **Microwave popcorn** | *"Just wanted to pop by to say we appreciate you."* |
| **Electronic wipes** | *"Keep your devices clean — call us for a clean deal."* | **Straws** | *"Some lenders really suck. We do what we say."* |
| **Small screwdriver** | *"Don't get screwed by lenders who can't deliver."* | **Travel hand sanitizer** | *Sticker: "For a CLEAN & FLAWLESS closing, CALL US!"* |
| **Fun socks** | *"We hope to knock your socks off."* | **Kahlua coffee** | *"Always looking to stir up a few referrals."* |
| **Mini plant** | *"Thanks for helping me grow."* | **Packet of popcorn** | *"Just popped by to say hello."* |
| **Calculator** | *"It's the little things that add up to a successful closing!"* | **Mini First Aid Kit** | *"Let us be the first choice to help avoid emergencies."* |
| **Blank note cards** | *"Use these to let your special clients know you're thinking of them."* | **Movie candy** | *"Sweet treats for your next great flick."* |

## SECTION 3: MONTHLY & HOLIDAY VALUE ADDS — STAY TOP OF MIND ALL YEAR

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| **JAN** | • Soda — "Hope you start the New Year with a POP!"<br>• Fortune cookies — "Wishing you good fortune in the New Year."<br>• Peppermints — "Your help MINT so much to us this year." | **FEB** | • Groundhog Day — Fun meme or video touchpoint<br>• Valentine's Day — Heart-shaped charcuterie board, flowers, or wine + cheese<br>• Charcuterie Experience: Heart-shaped boards + bottle of cider or wine |
| **MAR** | • St. Patrick's Day — Lotto ticket: "Lucky to help you with your home loan!"<br>• Daylight Savings / First Day of Spring — Seasonal flowers or spring-themed treat<br>• Past clients: Shamrock cookies — "Lucky to have clients like you!" | **APR** | • Easter — Peeps marshmallow treats: "Have your peeps call my peeps." |
| **MAY** | • Mother's Day — Hand-deliver flowers to agent moms AND title/escrow officers.<br>• Memorial Day — Patriotic-themed card or small gift | **JUN** | • Father's Day — BBQ sauce, spatula, or WD-40: "Your referrals keep my engine running."<br>• First Day of Summer — BBQ sauce: "Summer is near and BBQ season is here!"<br>• Sunblock — "Don't let your clients get burned in this market."<br>• Beach ball — "I'm always on the ball to help your clients." |
| **JUL** | • Independence Day — Fireworks schedule card: "Celebrating your referrals and the 4th!"<br>• Sparklers — "Your referrals make my business sparkle." | **AUG** | • Back to School — Pencils: "We'll erase your worries. Call us for an A+ experience." |
| **SEP** | • Labor Day — Appreciation card<br>• Grandparents' Day — Personal touch if the agent is a grandparent (use FORM!)<br>• First Day of Autumn — Seasonal treat | **OCT** | • Halloween Bat Glasses — "Are other lenders driving you batty?"<br>• Caramel apples — "For a transaction that's always sweet and never sticky."<br>• Pumpkin carving kit — "I'm always ready to carve out time to serve you."<br>• Apple crisp mix — "Your referrals are the core of my business." |
| **NOV** | • Veterans Day — Honor military agents or client base with a personal note<br>• Thanksgiving — Fresh pies (support a local bakery + show gratitude)<br>• Pie cutter — "Any way you slice it, I'm grateful for your referrals."<br>• Ziploc Bags — "We're here to SEAL the deal!"<br>• Year-end calendar — Note holiday schedule and communicate early closing dates | **DEC** | • Hot chocolate + mug — "The chill of winter is warmed by clients like you."<br>• Gift wrapping supplies — Practical and appreciated during a busy season<br>• Tree ornament — Something they'll keep year after year<br>• Blank holiday cards — "Tis the season to be grateful for a great referral partner!"<br>• Jolly Ranchers — "Have a holly jolly Christmas."<br>• Fresh-baked cookies, brownies, or bread — Always a hit<br>• Martinelli's sparkling cider — Elegant and celebratory |

## SECTION 4: KNOWLEDGE & EDUCATION VALUE ADDS

### Tools to Demo & Teach

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| **Slydial / Slybroadcast** | Demo by sending them a voicemail via the service — they'll receive it immediately. |
| **HomeBot** | Book a meeting to walk through benefits, then co-brand using the agent's client database. This service has a huge open rate and identifies opportunities with past clients for you to discuss with the agent. |
| **BombBomb Video** | Send a BB video to demonstrate it. Explain milestone videos that they can send to clients. |
| **Canva** | Host a Canva & Coffee session. Provide branded templates they can use immediately. |
| **Agent Legend / Connect My Leads** | Show how to mine old Zillow leads and re-engage viable buyers on behalf of the agent who sent you the old leads. |
| **List Reports** | Create marketing materials for listed properties — hand them over ready to use. |
| **Highway** | Share weekly rate/market update tips in written or video format. |

### Training & Presentations You Can Offer

- 80/20 for Agents — Teach agents how to delegate tasks to an assistant.
- Database Marketing Session — Teach agents to market to their own database. Follow up with slides later.
- Realtor Report Card — Agents grade themselves in key areas. Reveals production level naturally and natural segue to what to teach agents.
- Investment/FSBO Strategy — Share ideas for marketing to engaged couples, FSBO sellers, and investors.
- 60-Day Follow-Up Idea — Encourage agents to follow up with clients 60 days after moving in.

### Books to Share with Agents (Position yourself as someone who invests in their growth)`

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| • Passive Prospecting — Lascsak & Plumb | • Exactly What to Say — Phil M. Jones | • How to Persuade and Get Paid — Phil M. Jones |
| • Rocket Fuel — Gino Wickman | • Bluefishing — Steve Sims | • Shoe Dog — Phil Knight |
| • The Compound Effect — Darren Hardy | • The Entrepreneur Roller Coaster — Darren Hardy | • Atomic Habits — James Clear |
| • Good to Great — Jim Collins | • Building a StoryBrand — Donald Miller | • Who Not How — Hardy & Sullivan |
| • The Ideal Team Player —Patrick Lencioni | • Dare to Lead — Brene Brown | • Mr. Shmooze — Richard Abraham |
| • Necessary Endings — Henry Cloud | • The E-Myth Revisited — Michael Gerber | • Think and Grow Rich — Napoleon Hill |
| • Crushing Call Reluctance — White & Gillespie | • The Traveler's Gift — Andy Andrews | • Psycho-Cybernetics — Maxwell Maltz |
| • The Power of Full Engagement — Loehr & Schwartz | • The Kaizen Way — Robert Maurer | • Ninja Selling — Larry Kendall |
| • 5 Languages of Appreciation — Chapman & White | • Never Split the Difference - Chris Voss | • Daring Greatly - Brene Brown |

## SECTION 5: BUSINESS-BUILDING PARTNERSHIPS

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| **CRM Co-Branding** | If an agent lacks a CRM, co-brand through yours (Total Expert). Give them a system, build loyalty. |
| **Database Marketing** | Utilize the prebranded PPT course for teaching the agent the value of DB marketing. Most do not. Help agents market to their existing database. Run the campaign together. |
| **Open House Sign-In Sheets or Tablets** | Call agents on Mondays about open houses. Send sign-in sheets and offer to send thank-you notes on their behalf — get visitors pre-approved. Better yet, explore digital apps that interface with your CRM for follow-up. Curb Hero - Spacio - Open Home Pro - Showable - Open House Wizard |
| **Create Open House Flyers** | A simple, tangible value that every listing agent needs. |
| **3D Camera for Listings** | Invest in a 3D camera. The agent pays the photographer; you supply the equipment and a branded listing template. |
| **WizeHire Referral** | Help agents hire their first assistant. Being the person who helped them grow their team is unforgettable. |
| **Mastermind Group** | Create a monthly agent mastermind. Facilitate the conversation — weekly, monthly, or quarterly. This can be in person or via Zoom. |
| **Smile & Dial Zoom Sessions** | Accountability sessions: The agent calls their database while you call yours. Side by side (virtually). |

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| **BombBomb Mortgage Tip of the Week** | Short, recurring video tip that keeps you visible without being salesy. |
| **Community Curb Appeal Project** | Invite agents to join a volunteer workday. Give back together — memorable and meaningful. |

## SECTION 6: THE CANDY LETTER

*A creative keepsake agents love to share — glue a miniature candy bar in each [ ] blank:*

"[Your Name] and the team will go to the [Milky Way] to get you a [PayDay]. Do not wait until you are in a [Crunch] for us to be your [Lifesaver]. Let's make [100 Grand] together. We will go the [Extra] mile to make your deals happen. We are [Skor]ing big with our service!"

*Miniatures needed: Milky Way • PayDay • Nestle Crunch • 100 Grand • Lifesavers • Extra gum • Skor | Close with your contact info + QR code.*

## SECTION 7: RECONNECTING WITH LOST CONTACTS

- Small telephone cord — "So sorry we got disconnected. Expect a call so we can get plugged in again."
- Lotto ticket — "I hope this is a lucky day for both of us — would love to reconnect over coffee."
- Facebook / social media — Watch for life events (birthdays, milestones). Send a handwritten card or genuine call.
- "Who should I meet?" — Ask the agent: "Who's the coolest agent you know? Would you mind making an intro?" Brilliant and disarming.
- Find out what's happening locally this weekend — Call or text and ask if they're going. Low-key, conversational, human.

## THE SOFT CTA FRAMEWORK — CLOSE EVERY LOVE BOMB WITH ONE OF THESE

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| *"If you know anyone who could use a responsive, reliable lender, I'd love the chance to help them."* | *"My calendar is always open for coffee if you want to chat about your business goals this quarter."* |
| *"If you have a buyer who needs a pre-approval, I promise to make you look like a rock star."* | *"Just a reminder — I'm here, I'm reliable, and I'd love to earn your next deal."* |

**THE RULE: One soft CTA. No pressure. No follow-up ask on the same message. Let the value speak.**

**THE LOVE BOMB PHILOSOPHY**

*You're not just asking for business, you're becoming the obvious choice.*

**Consistency + Creativity + Genuine Care = Referrals for Life**