

DEFINING MOMENTS

MOMENT

MESSAGE

1	Introduction	Branded Pre-Engagement Package / Branded M&Ms – Welcome cover letter introducing yourself.
2	First Appointment	Book (e.g. Ritz Carlton Gold Standard) with Branded Bookmark – Mission statement and branding. Example: The ABC Realty Group was founded on these principles; now we are proud to share this book with you.
3	Listing Agreement	Pen – A significant signature deserves a memorable pen. The ABC Realty Group would like to present you this pen in anticipation of the Acceptance of Offer you will sign, when we bring you the perfect buyer!
4	Photoshoot	Candle – Thank you for choosing ABC Realty Group to represent you and your property! While we look for your buyer, enjoy this scented candle. We will do our best to find the buyer before “the wick burns out.”
5	Listing Live on MLS	Treat – Congratulations on the launch of your property listing! The ABC Realty Group is excited to find your perfect buyer!
6	Broker Preview	Flowers – Thank you for allowing ABC Realty Group to showcase your home with our ladies and gentlemen in the local real estate industry. Take a moment to “smell the flowers.”
7	Open of Escrow	Wine / Champagne – Congratulations on your Acceptance of Offer! The finish line is near, so allow ABC Realty Group to prepare you for the approaching celebration.
8	Contingency Removal	Gift Basket – Time to get this party started! The ABC Realty Group joins you in celebration of your Removal of Contingencies!
9	Closing	Monogrammed Stationary / Photobook (Shutterfly or Chatbooks) – Goodbyes are not forever and goodbyes are not the end. They simply mean ... the ABC Realty Group will miss you ... stay in touch!