

# 12 Thank-You Notes Guaranteed to Generate Real Estate Leads

*In a world blurred by emails, texts and hasty voice mails, a handwritten card still packs the biggest punch*

BYACTIVERAIN

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One of my very first and most wonderful trainers was [Tom Hopkins](#). I found him at a seminar (35 years ago) and instantly felt blessed to have done so. I learned many valuable things from Tom, but the one thing that resulted in my generating more business than anything else he taught was that handwritten thank-you card. In fact, Tom even wrote “thank you” on all his business cards.



I generated more business from sending thank-you cards (my goal was 10 cards a day) than any other activity. I could write a book on the business I generated from these cards ... for now I will just encourage everyone to start sending these much-loved and very appreciated notes to anyone and everyone. I promise that doing so will generate business.

Just think about this a second: Someone sends you an email thanking you for listing your home with them, or someone takes the time to handwrite you a note in a lovely thank-you card and mails it to you. Which one makes you feel special?



## What's stopping you from putting in the effort?

I love thank-you notes so much that we provide them free of charge for all of our agents [we at BHGRE Gary Greene do too!] with the samples that follow (in case they don't know what to write), and we also pay for the postage.[We at BHGRE Gary Greene do too!] The return on our investment is great, and our agents are sold on sending thank-you cards to as many people as they can.

### 12 “thank-you notes” guaranteed to generate leads

**Thank You After Giving Listing Presentation** — Thank you ... for giving me the opportunity to discuss with you the benefits of allowing me and my company to service your real estate needs. We believe that quality blended with excellent service is the foundation for a successful business relationship.

**Thank You for the Listing** — Now we'll go to work ... in serving you to get happily moved. You can be assured that my company and I will do everything possible to consummate a successful sale for you.

**Thank You After Not Getting the Listing** — Thank you ... for taking the time to analyze my service. I regret being unable at this time to prove to you the benefits we have to offer. We keep constantly informed of new developments and changes so I will keep in touch with the hope that in the years ahead, we will be able to do business.

**Thank You to Buyer After Showing** — It was my pleasure ... meeting you and having the opportunity to show you homes. You can be assured that I will do my best to help you find the perfect home and get you happily settled.

**Thank You After Purchase** — Nothing excites me more ... than helping someone find their new home. I am very happy for you and feel confident we will have no problem getting you happily settled. Please call me if any questions arise.

**Buyer Thank You After Close of Escrow** — It's been my pleasure ... helping you get settled in your new home. We are sure you will enjoy many happy years in our community, and hope you will call me if I can be of service to you or any of your friends.

**For Sale By Owner Thank You** — Thank you ... for showing me your lovely home. I sincerely wish you the best of luck in selling it. If you should find need to employ a professional real estate firm, I would appreciate the opportunity to show you all the excellent benefits we have to offer.

**Happy Anniversary** — It's with great pleasure that we wish you a happy anniversary. It was just one year ago you let us serve you in finding your new home. We are proud to have you as one of our satisfied clients and hope you will enjoy many happy years in your home.

**Referral Thank You** — Thank you ... for referring the Smiths to me. You can be assured that I will do my best to help them and justify your confidence in me.

**New On the Market Card** — Guess what your neighbor just did? They've selected us to sell their home. If you have a friend or relative looking for a nice home in this area, please give me a call.

**Thank You to Anyone Who gives You Service** — Thank you ... It is gratifying to meet someone dedicated to doing a good job. Your efforts are sincerely appreciated. If my company or I can serve you in any way, please don't hesitate to call.

**Telephone Contact** — Thank you ... for talking with me on the telephone. In today's business world, time is precious. You can rest assured that I will always be respectful of the time you invest as we discuss the possibility of a mutually beneficial business opportunity

With each card we suggest that you include your business card ... with "Thank You" handwritten on it.

Happy Day!