

9 ideas for making your 'thank you' stand out

Showing your appreciation in a way that is personalized and thoughtful will ensure that your clients remember and stick with you for the long-haul

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Whether you're a rookie agent, a rising team leader or an established veteran broker, we can all benefit from sharpening our skills. Follow our "Back to Basics" series to learn fundamental strategies, tactics, philosophies and more from real estate pros across the industry.

Saying thank you is an excellent way to express your appreciation and keep the lines of communication open between you and your clients.

Showing your appreciation can be the key differentiator that keeps your clients coming back and referring you to their friends and family.

What's the best way to stand out from the pack of other agents out there? Personalize your efforts. When simply saying "thank you" doesn't seem like enough for your top clients, try these thoughtful, creative ideas for showing your appreciation for their business.

1. A handwritten thank-you note

Writing an amazing **thank-you note** doesn't take long at all, but the impact that it has is huge in today's digital world. It's a touching way to convey to your buyers exactly how much their business means to you.

The most important thing is to be genuine. Depending on the circumstances, you can even include **a little something extra** when the situation merits it. I have sent books, flowers and candles, as well as things that are even more personalized.



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2. Connect with best local businesses

I think it is important to know the area and neighborhood my clients will be living in. I like to search for the best coffee shops, grocery stores, salons, hotels, shops and hangouts.

I pick up business cards for them or, if available, matchbooks to some of the new places they'll be enjoying. I leave them in a drawer for later with a **handwritten note** or placed in a gift basket with some other necessities.

It's a thoughtful gesture, and it gets them excited to explore their new neighborhood! A gift card to a local restaurant you know they'll love is a nice touch as well. Or if you have the time, take them out for a tour yourself.

3. Help with moving necessities

When moving into a new home, it takes a while to unpack and put everything away. A helpful gift idea is a basket full of the necessities. I like to create a little "moving in" basket filled with soaps, cleaning supplies, disposable dinnerware, etc. (I like to use eco-friendly brands.)

It's one less errand they have to run on such a big day. This will save them time, energy, money and *stress* — your clients will appreciate it.

4. Share knowledge

Send your favorite business book to clients. Make it personal by writing your top takeaways on a bookmark.

Invite them to an event or seminar on a topic that interests them. This is a great way to spend time getting to know your client in a different environment outside of work. It also gives you both the opportunity to *network* and learn from like-minded people.

5. Help support a cause

Make a donation to a local charity on behalf of your *most loyal clients*. Donating to a charity that is close to them is a special way to support your clients and their interests. It also shows local and potential buyers that as they support you, they also support the community.

6. Send personalized holiday and birthday cards

Little things like *holiday and birthday cards* can go a long way. It shows you've taken the time to remember them during the holidays and celebrate them on important days in their lives as well.

It's a nice way to keep in touch. Everyone likes to be remembered on their birthday.

7. Connect with designers, movers and cleaners

Introduce your buyers to your favorite home designers or great moving or cleaning companies you've worked with before.

These little introductions can save them time and energy searching for the right company. If you have a good contact for them, share it. And if you want to take it a step further, hire their services for your clients. Having a home deep cleaned before moving in is a luxury your buyers won't forget.

8. Refer business

Does your client own an amazing hair salon, furniture shop or other business? Referring your network to their business is a great way to show gratitude and spread the love.

Share their Facebook or Instagram page in a post, write a positive Yelp review, or bring your acquaintances in personally. They will appreciate the free promotion, and some might even return the favor to you and share your business with their network.

9. Celebrate milestones

Your clients' success is your success, so celebrate milestones together. Send small gifts, cards and good wishes when your clients get married, have a baby or get that promotion. Be their biggest cheerleader, and always acknowledge achievements when you can.

As you can see, there are many ways to express gratitude. The important thing is that you show genuine client appreciation consistently and that you enjoy doing so.

It builds memorable bonds that transcend your business relationships and help you grow. If you take care of your clients, they will take care of your business.

I will conclude this with a very fitting quote: "It's easier to love a brand when the brand loves you back."

– Seth Godin

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