



RICH GRIBBON'S RECIPE FOR REFERRALS

consistent customer outreach



POSTCARD DIRECT MAIL

Rich reaches out to his entire sphere of influence with a customized postcard newsletter - getting in touch with past clients, current clients and referring agents every month.



JUST LISTED/SOLD POSTCARDS

With every listing and sale, Rich uses our online utility to generate a mailing to neighbors using our geographic list maker. He adds new leads to his sphere.



E-NEWSLETTER

Rich sends a monthly e-newsletter to his sphere of influence. He times his postcard newsletter and e-newsletter delivery two weeks apart, effectively gaining two complementary customer touches every month.



HANDWRITTEN NOTES

Rich endeavors to write three handwritten notes to past clients every day - a quick, relevant and memorable check-in that makes clients feel appreciated. It's how he closes his office each night.



POP BYS, COFFEE & LUNCHES

Rich personally delivers fresh baked pumpkin bread to clients every fall, and takes 2 past clients out for lunch or coffee every month.