

**TURN EACH GIFT INTO A BRANDING OPPORTUNITY**:

* Closing Gifts
* Referral Thank you / Appreciation Party
* Holiday Gifts
* Auction / Charity donations
* A-List Clients & Raving Fans
* Advocate, Referral & Key Partners

**Step up your game! Use the gift letter on the next page to give your client the BEST experience and accomplish a few key things for your business:**

* Inform them the uses of their gift
* Tell them how high quality your gift is so they’re excited to use it
* Another personal touch from you!

The “gift letter” adds value and — the BEST thing you can do is transfer your enthusiasm! The ENERGY that you hand over your gift with affects their excitement to use it.

The product is what produces client retention and ROI, If you really want some ideas on how to get fancy, just ask — from Pairing our Cutting Boards with a special Cheese Selection to presentation — we’ve got all the tricks.

**Some presentation tips to give your engraved gifts include:**

Separating the closing day from when you give the gift. Pop by and deliver your gift after they’ve moved in and are settled - we can even ship it for you! Deliver your gift to your client’s office with a treat they’ll share – get them talking about you!

**LETTER BODY**

**INSERT YOUR LOGO HERE**

*INSERT DATE HERE*

Dear (CLIENT NAME),

**We are committed to providing the highest level of service to my clients. And, we only associate our brand with the absolute BEST products.** That is why we’re giving you the gift of a WilmyVet cutting board.

Your cutting board is manufactured from Bamboo, an extremely strong, natural material that resists damage when cutting. Unlike hardwoods, Bamboo is a type of grass which is a renewable resource. It is harder and lighter than Maple and has a natural beautiful finish. This cutting board is functional for everyday use and elegant for special occasions. Whether you’re fixing dinner for the family or hors d’oeuvres for a party, this cutting board will prove to be as trusty as my services.

We genuinely appreciate your business, and we know this new chopping block will serve you and your family well. We look forward to helping you in the future and We am happy to assist your friends and family with any of their real estate needs.

Please Spread the Word About me! Referrals are the highest compliment we can receive!

(Your Signature)

P.S. Please shoot me an email/text to let me know you have received this gift! Just want to make sure it arrived safe and sound! ENJOY!

P.P.S. Be sure to hand wash your cutting board as wood is NOT made for the dishwasher

***\*\*Also, would you mind taking a moment and writing us a quick YELP review? If you have an extra 30 seconds after YELP, a review on ZILLOW would be greatly appreciated too! Thank you so much!***