

POP-BY IDEAS

Get in front of your database

citywide
home loans

Cultivate deeper relationships with your best clients and stay top-of-mind! They will come to look forward to your next clever gift!

January: Lip Balm

PRESENTATION: Place lip balm(s) in a cellophane bag with ribbon or a twist tie.

CARD: "Don't let your friends and family get **chapped** on their next real estate transaction. Make sure they get the **protection** they deserve and don't let my name be far from your **lips**."

February: Red Hots

PRESENTATION: Fill a cellophane bag with red hots and tie with ribbon or a twist tie.

CARD: "The real estate market is **red hot!** If you or someone you know is considering a move, call me to get a **sweet** deal."

March: Gold Coins

PRESENTATION: \$1 Scratch Ticket (optional) and gold coin chocolates in a green organza drawstring bag.

CARD: "May the **luck of the Irish** be with you as you look for your **pot of gold**. If you or a friend are considering moving, call me and I'll help you get a great value."

April: Pretzels

PRESENTATION: Fill clear cellophane bag with pretzels and tie with a ribbon.

CARD: "Moving can tie your stomach in **knots**. Call me to alleviate the stress and satisfy your **craving** for a new home."

May: Salt Water Taffies

PRESENTATION: Put taffies in a clear cellophane bag and tie with ribbon or a twist tie.

CARD: "Don't get **stuck** in a **sticky** situation. If you or someone you know is looking to move, give me a call and I'll help them get a **sweet** deal."

June: Lemon Heads

PRESENTATION: Fill a clear cellophane bag with lemon heads and tie with a daffodil/white polka dotted ribbon.

CARD: "Avoid getting a **lemon** for a Realtor. Call me to get a **sweet** deal on your listing or purchase."

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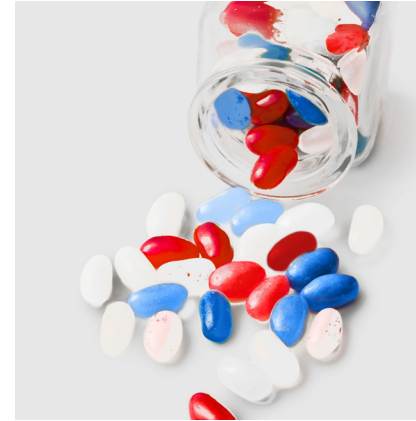
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July: Jelly Beans

PRESENTATION: Fill clear container with red, white, and blue jelly beans.

CARD: "If you or someone you know is looking to make a move to celebrate their **independence**, call me and I'll give them the **star** treatment."

August: Dry Rub

PRESENTATION: Attach a card to a cellophane bag or shaker filled with your favorite dry rub. Perhaps use a recipe of your own.

CARD: "I'm a **seasoned** real estate professional. If you or someone you know is considering a move, I'm the only **recipe** you need."

September: Bath Salts

PRESENTATION: Fill colored drawstring organza bag with bath salts.

CARD: "Enjoy a **break** this Labor Day. I always work hard for my customers so if you're considering a move, call me first and I'll make sure you don't get **soaked**."

October: Marshmallow Ghosts

PRESENTATION: Fill clear cellophane bag with mini marshmallows after drawing a ghost face on the bag with black Sharpie. Tie with orange ribbon.

CARD: "Don't get **spooked** this Halloween! Give me a call if you or anyone you know needs help selling their **boo-tiful** home."

November: Tissues & Gum

PRESENTATION: Place pocket tissues and Extra Smooth Mint gum (optional) in cellophane bag.

CARD: "Nobody **nose** the real estate market like I do! If you or someone you know is considering a move, call me and I'll ensure a **smooth** transaction."

December: Cookie Cutter

PRESENTATION: Place holiday cookie cutters in a cellophane bag with a sugar cookie recipe. Tie with holiday ribbon.

CARD: "Every client's needs are **unique**, so I don't take a **cookie cutter** approach to my business. Call me if you are considering **baking** in a new home!."

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