POP-BY IDEAS
Get in front of your database

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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**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.”

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**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.”

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**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.”

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**October: Marshmallow Ghosts**

**PRESENTATION:** Fill 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.”

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**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.”

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**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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THE Wynn TEAM AT CITYWIDE HOME LOANS

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