

# The Power of HANDWRITTEN Cards in Building Client Loyalty

With inboxes overflowing and social feeds constantly buzzing, it's easy for genuine connection to get lost in the noise. That's why a handwritten card can make such a powerful impact. It's personal, unexpected, and memorable—exactly the type of touch that turns past clients into lifelong advocates.

Joe Girard, one of the most successful salespeople in history, attributed much of his success to handwritten notes. Every month, his clients received a personalized message that reminded them they were valued. The result? A flood of repeat business and referrals.

As a real estate professional, implementing a handwritten card strategy can set you apart and deepen your client relationships in ways digital communication simply can't.

## WHY HANDWRITTEN CARDS MATTER

- 1 **They Foster Emotional Connection** – A personal note shows genuine care, making clients feel appreciated and strengthening relationships.
- 2 **They Keep You Top of Mind** – Regular touchpoints ensure past clients remember you when they (or someone they know) need a real estate agent.
- 3 **They Increase Referrals** – When people feel valued, they naturally talk about you, leading to more word-of-mouth business.
- 4 **They Differentiate You from the Competition** – While others rely on automated follow-ups, a handwritten card offers a warm, human touch.

WHEN TO SEND HANDWRITTEN NOTES

**Closing Anniversary:**

Celebrate the milestone of their home purchase.

**Birthdays:**

A simple way to make someone feel special.

**Holiday:**

Stand out in the sea of generic holiday emails.

**Life Events:**

New baby? Job promotion? Acknowledging personal milestones makes an impact.

**Thank You Notes:**

Express gratitude for referrals, collaborations, or just their trust in you.

QUICK MESSAGE IDEAS

**Stuck on what to write? Here are some ideas:**

**Closing Anniversary:**

"Happy home anniversary! I hope your home is still bringing you joy. Wishing you another great year in your space!"

**Birthday:**

"Happy Birthday, [Name]! I hope today is filled with love, laughter, and all your favorite things. Wishing you the best year yet!"

**Referral Thank You:**

"Thank you so much for sending [Client's Name] my way! Your trust means everything to me. Let's catch up soon!"

**Just Because / Nurture:**

"Just wanted to say hello and check in! Hope you're doing well – let me know if you ever need anything!"

Handwritten Card  
FORMULA

**1. Start with Their Name**

Personalization is key.

**2. Express Gratitude**

Thank them for their business, trust, or referrals.

**3. Share a Personal Touch**

Mention something specific about their home, family, or recent conversations.

**4. End with a Warm Closing**

"Looking forward to catching up soon!  
Warm regards, [Your Name]"



## Now It's Your **TURN!**

Take some time to write your own postcards – get these written and then start sending them out to past borrowers **THIS MONTH!**

Closing Anniversary:

Birthday:

Referral Thank You:

Just Because / Nurture:

Market Update:

