

12 Simple Ways to Stay in Touch

Don't wait until the customer has forgotten your name to establish contact. Begin your client-base-building soon after the transaction is over, when your identity and the good service is still fresh in the customer's mind. These simple follow-up tasks will demonstrate that you want long-term relationships, not just closed transactions.

1. Call your clients within 24 hours of the closing to congratulate them on their sale or purchase.
2. Send a thank-you note one week after the closing emphasizing what a pleasure it was to work with the client with a link to your professional Facebook page so you can keep in touch.
3. If you're in the relocation business, notify the corporate client when the employee's transaction has closed. Send a thank-you note to the corporation's relocation coordinator.
4. Create a binder for clients containing copies of the paperwork generated during the transaction, such as appraisals, inspection reports, warranties, and settlement statements. They'll remember you and appreciate the organization when they revisit this information at tax time.
5. Offer to provide referrals for household services, such as plumbers, electricians, contractors, carpet installers, landscapers, or appliance dealers. Offer a free consultation on the value of a home improvement project using REALTOR® Magazine's annual [Cost vs. Value Report](#).
6. Send a customer satisfaction survey form two to three weeks after the closing to get feedback on customer reactions.
7. **Ask client for an endorsement or testimonial letter you can use in your listing presentations, on your Web site, and on your social networks.**
8. Find out if the client has any friends, family, or business associates who might be interested in receiving a free comparative market analysis of their homes.
9. Remove sold signs, if you're the listing salesperson. Be sure that you repair any damage the signs may have caused to fence or lawn.
10. **Set up a client file that includes personal information such as names, birthdays, ages, pets, and hobbies for the client's family.**
11. **Add your client's name to your newsletter subscription list.**
12. **Enter the anniversary date of the closing into your tickler file so you can follow up next year with a card commemorating their purchase.** Later, you can use this date as a tickler to determine when the customer might be ready to sell.