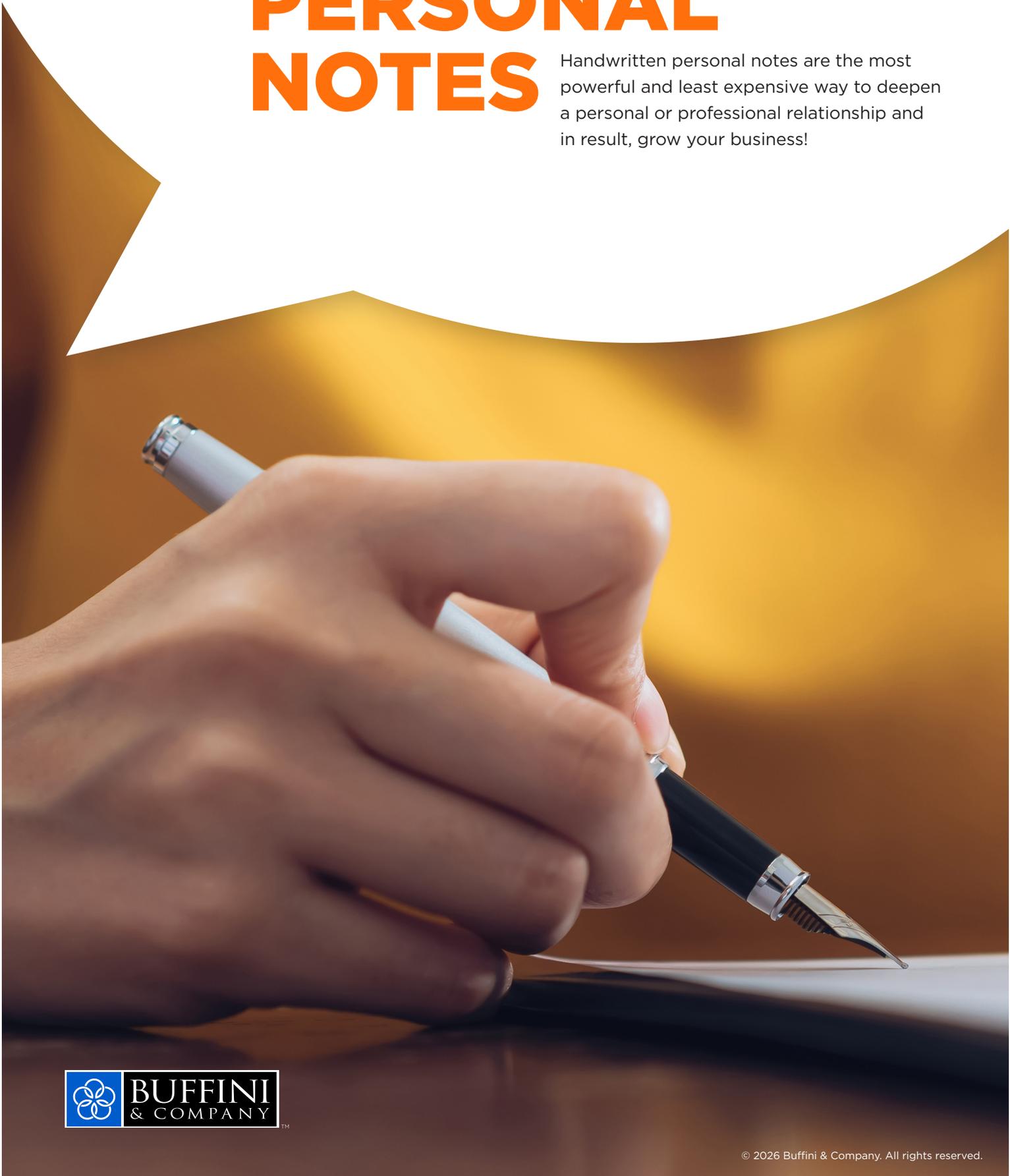


PERSONAL NOTES

Handwritten personal notes are the most powerful and least expensive way to deepen a personal or professional relationship and in result, grow your business!



PERSONAL NOTES

People don't save e-mails or voicemails; however, they do save personal handwritten notes for years. When asked during an interview what he felt led to his being elected as president, George H. Bush said, "Personal notes, I've written 10 a day every day..." We all need to know that we matter, and personal notes are a way to let someone know that they matter to us. If former President George H. Bush could find the time to write notes, so can you!

WHY

Writing personal notes consistently will:

- Leave a positive, lasting impact with the people you send them to.
- Help you build a database of quality relationships.
- Make someone's day.
- Deepen and improve your personal and professional relationships.
- Set you apart from your competition.
- Put you in a positive frame of mind.
- Show you care and make you a more likely candidate to receive referrals.
- Increase the size of your database.



WHEN

- To follow up a mailing, phone call, Pop-By or meeting.
- After you've received a referral.
- When someone does something that you appreciate or after you have received excellent service.
- Before, during or after a transaction.
- To re-establish contact.
- To simply make someone's day.

WHO

- Anyone in your database.
- Another agent.
- Partner.
- Assistant.
- Broker/Lender.
- Transaction Coordinator.
- CPA.
- Dentist.
- Doctor/Dentist.
- Hairdresser.
- Manicurist.
- Housecleaner.
- Landscaper.
- Dog Groomer.
- Lawyer.
- Accountant.
- Mechanic.
- Drycleaner.
- Salesperson.
- Server.
- Spouse/Family members.
- Your coach.
- Another Buffini & Company Member.
- Anyone you appreciate.
- Someone you'd like to meet.

SAMPLES & STARTERS

Notes To Those You Popped By

"It was great to see you today! Thank you for taking a little time with me to catch up on all of your exciting news—I am glad everything is going well for you and your family. Please don't hesitate to call if I can be of help and remember...I'm never too busy for your referrals! See you soon."

Notes To People You Called

"It was wonderful talking with you today. I appreciate you keeping me in mind if you know of anyone who is interested in looking into the opportunities we have for buyers in this market! I hope [Billy does well at his soccer tryouts]! Please call if I can be of help in any way. I'll talk with you soon."

"I tried calling you today, but missed you. I just wanted to tell you..."

"Thanks for taking the time to talk today. I know how busy you are, so it means a lot..."

PERSONAL NOTES

Notes To Vendors You Called

"I really enjoyed talking with you last week. It's always great to connect with other business owners who share a strong commitment to delivering excellent service. I plan to host a business mixer in the near future that can help all of us work together to grow our businesses. Will be in touch. Warmest regards,"



SAMPLES & STARTERS

(CONTINUED)

PERSONAL NOTES

Notes To Prospects

"It was a real pleasure meeting you [talking with you] today. I am looking forward to the opportunity to assist you with all of your real estate needs! I will be in touch soon. Thank you."

"A brief note just to let you know it was a real pleasure meeting you the other day. I look forward to staying in contact with you on a regular basis."

Notes To Buyer Lead

"It was a real pleasure meeting you [talking with you] today. I am looking forward to the opportunity to help you find a wonderful home that meets the needs of you and your family! I will be in touch soon. Thank you."

"A brief note just to let you know it was a real pleasure meeting you at the housewarming for [Steve and Marie]. Because my business is built strictly on referrals, I have the good fortune of practically always working with people who are pleasant and fair-minded. With this in mind, I look forward to staying in contact with you on a regular basis."



Seller Lead

"It was a real pleasure meeting you [talking with you] today. I am looking forward to the opportunity to assist you with the sale of your home! I will be in touch soon. Thank you."

SAMPLES & STARTERS

(CONTINUED)

PERSONAL NOTES

NOTES TO CURRENT CLIENTS

Current Seller (active listing)

"I just wanted to touch base with you to let you know I am doing my best to find a qualified buyer for your home. I will contact you each week with a market update and specific activity on your home. Thank you again for your business and please call with any questions or concerns. Have a great day."

Current Buyer Client (you're actively showing properties to)

"I wanted you to know that finding you just the right home is a high priority for me, and I appreciate your confidence in me. What a great time to buy! I will continue to send you daily updates. Oh, by the way...I'm never too busy for any of your referrals."

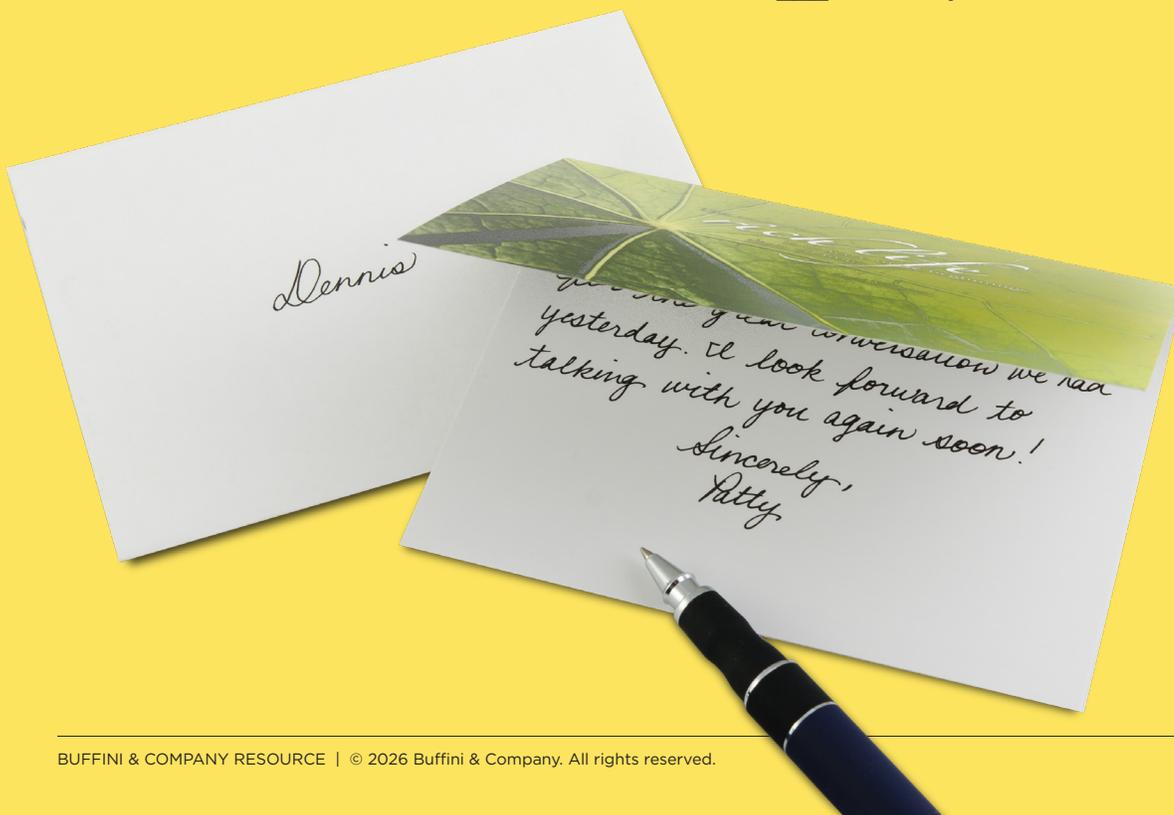
Received a Referral

"Thank you for your referral to [Bob and Linda]! You can be confident I'll take excellent care of them. Your trust and support are greatly appreciated."

"Just wanted to let you know how delighted I was to receive [Mr. and Mrs. Smith] as a referral from you. Being recommended by you means a lot to me."

NOTES TO PAST CLIENTS

"How is your home working out? It's been ___months/years since..."



SAMPLES & STARTERS

(CONTINUED)

PERSONAL NOTES

Notes to Personal Relationships

"I was just thinking of you today and wanted to say, "Hello!" I hope all is well. I'm looking forward to talking with you soon. I'll be in touch - It's a good life!"

"I found myself thinking about you today, so I thought I would write a quick..."

"I'm genuinely excited about...[doing something together, special event, etc.]"

"I met someone today who reminded me of you, so I thought I'd say, "Hi."

"I had a great time today playing _____ with you! I look forward to the next opportunity we have to do it again."

Notes to Professional Relationships

"It was great meeting with you for lunch. I look forward to growing our businesses together. Let me know how I can help! It's a good life!"

"I met someone today who reminded me of you, so I thought I'd say, "Hi."

"Thanks for your card today. Here's mine! I look forward to..."

"There are many people in the service business, but few do it as well as you."

"I want you to know how much respect I have for what you do for a living. You are really great at it."

"If I haven't said it before, thanks for the job you do. You make life easier."

"I just wanted to say thanks for all the little things you do for others."

"I don't know the last time I told you thanks, but THANKS!"

"I see you often, but I don't think I've said... [thanks, good job, you're appreciated, etc.]"

"I was very impressed today when you ... [said or did something]. Just thought you'd like to know."

"Again, thank you for the great service today! We could use more people like you in this world."

PERSONAL NOTES



TIPS & TRICKS

- Choose a goal number, daily or weekly, that you will send out (Brian averages 10 per day).
- Set your goal number of notes next to your phone first thing in the morning or have your assistant do this.
- Write your notes every morning before checking e-mail.
- Keep a list of names and addresses with you and mark off the name when you send a note.
- Track the number you have sent.
- Pre-address your envelopes for personal notes for the week. Or write the notes and have your assistant address, stamp and mail them out.
- Have this page nearby for ideas to get started when you have writer's block.
- Adopt a mindset that "my day is not done until my notes are done."
- For more impact, include something specific to the recipient that lets them know you know who they are. "How are the Pomeranians, Tuff and Bruiser?"

Keep extra notes and postage stamps handy in your car, office, home office or briefcase.

