

Celebrating Your Clients During the HOLIDAY SEASON

As you finalize your [fall business plans](#), there's one thing that should be at the very top of your end-of-year to-do list: celebrating your clients. Taking a little time to recognize your past and current clients can go a long way in building stronger relationships and promoting loyalty. Who knows? It might even open the door for referral business and help you grow your real estate brand.

The question is, what should you do to make your clients feel celebrated this holiday season? There aren't any one-size-fits-all answers. It's important to tailor your approach based on your relationship with each person. With that in mind, here are a few simple tips to help you make the most of the holiday season:

CHOOSE THE RIGHT COMMUNICATION FREQUENCY

Emails and text messages are likely already a key part of your communication strategy. You can leverage these mediums to spread a little holiday cheer and show your appreciation for your clients. However, don't forget about any other messaging campaigns that you've already set up. You don't want to inundate your audience with too many messages and annoy them.

So how many are too many? For most customers, [3 to 4 messages per quarter](#) is the limit. After that, people tend to start responding negatively. If you are going to send out some holiday messages, consider pausing some of your other campaign emails to avoid overload.

GET PERSONAL

People love personalized gifts. Around [80% of consumers](#) believe that a personalized gift is "more thoughtful."

While you may not have the time to buy these items for all of your past clients, you can (and should) go out of your way for your most loyal customers. If someone has worked with you multiple times over your career or closed a significant transaction with you in the past year, they deserve a personalized item that shows your appreciation.

There are all sorts of awesome gift ideas out there. A custom gift for their home, like a monogrammed cutting board for cooking aficionados or engraved whiskey glasses for an avid Whiskey drinker are great ways to show thoughtfulness in your gifts. A personalized item needs to show that you know that person's hobbies and that you value what is important to them.

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BE PRACTICAL

If you are going to spend your hard-earned money on gifts to celebrate your clients, make sure it's something they will actually use. Think about each person on your holiday shopping list and choose an item that speaks to their unique interests.

Don't limit yourself to personalized items that feature a person's name. Focus more on what each client likes and what they will value. For instance, suppose that one of your most loyal clients is an Oenophile. You could get them a decanter and wine glass set.

When you send clients practical gifts, it shows you've actually taken the time to get to know them. They will appreciate your efforts and realize that you apply the same level of attentiveness when handling their real estate transactions.

SEND A HOLIDAY CARD

Holiday cards are an old-school practice that no one really engages in anymore, right? Not by a long shot. [Nearly 90%](#) of Americans enjoy receiving holiday cards and say that these little deliverables bring them joy.

Break open your customer relationship management (CRM) platform and build a list of recipients for a holiday card. Send them out to your favorite clients and provide a little glimpse into your personal life. Showcase your family, pets, and who you are.

Holiday cards accomplish more than simply making your recipients feel joyful. They are also a great tool for humanizing yourself and building loyalty.

DON'T FORGET ABOUT YOUR PROSPECTS

You probably aren't going to splurge on a gift for a potential client, especially if the relationship is still in its early stages. However, you should still include individuals near the top of your funnel in your holiday celebration. Focus on cost-effective options that you can deliver at scale while still adding a touch of personalization.

For example, you could send out mailers that include tips for bouncing back from the post-holiday chaos. If you've got a little extra cash on hand, consider tossing in a \$5-\$10 coffee shop gift card to your more promising prospects. Include a memorable note like, "Here's a little caffeine on me to get you through your next shopping spree." Investing in others can open the door to future business opportunities.

CHOOSE PARTNERS WHO MAKE YOUR CLIENTS FEEL VALUED

One of the best things you can do to celebrate your clients is to refer them to experienced people within your network. Any time you refer your client to a service provider, you are putting your reputation on the line. Make sure you align yourselves with companies that value your clients as much as you do.



Happy Holidays!