

## Four Ways to Love Your Client

By Mark Leader

RISMEDIA, Jan. 31, 2007-February is the month for love—amore is in the air. There is no better time than now to focus on loving our clients. There are many reasons that make perfect sense for showing gratitude and affection for the folks who feed, clothe and house our families. However, why would showing our clients the love make our lives better?

### Let me count the ways:

1. Repeat business costs about 60% less than generating new business.
2. Volumes of research shows how staying in touch is the best way to generate referrals.
3. Each transaction has the real potential of being the source of six more transactions when the agent diligently nurtures that initial relationship
4. Having a large database of past clients demonstrates to potential new clients your history of success, provides extensive testimonials and generates proof of ongoing business, which positions an agent to sell that book of business when he or she is ready to retire.

There are so many interesting ideas for February client recognition. Visit any of the real estate-specific sites that specialize in marketing ideas; Google real estate marketing ideas or the NAR site, for example.

### Here are a few of my favorites:

1. On-line holiday cards are inexpensive and fun. They come animated and specific to Valentine's Day. The more extensive your e-mail list, the easier it is to send many greetings at once.
2. Pick up that old friend, the phone, and call your past clients and either leave them a voice mail telling them you wish them much love in their lives, or if you're fortunate enough to get them on the phone, have a bit of a visit!
3. The art of note writing is being lost in our culture. What a delight to receive a handwritten note of appreciation for past business. Short and sweet will do it just fine. It really is the thought that counts. Remember to include your business card.
4. If you've done a great deal of business in one area and can make a face-to-face visit, then by all means do it. Bring a small "Valentiney" goodie, tell them you just wanted to show your appreciation and remind them that you're there to help them with any homeowner needs.

While you're at it, this is also a great time to remind the ones you love that they mean the world to you. Our business is one where we are often giving, giving and giving... It is easy to feel depleted and drained. Our families want us to be happy. Being surrounded by loved ones is what happiness is all about!