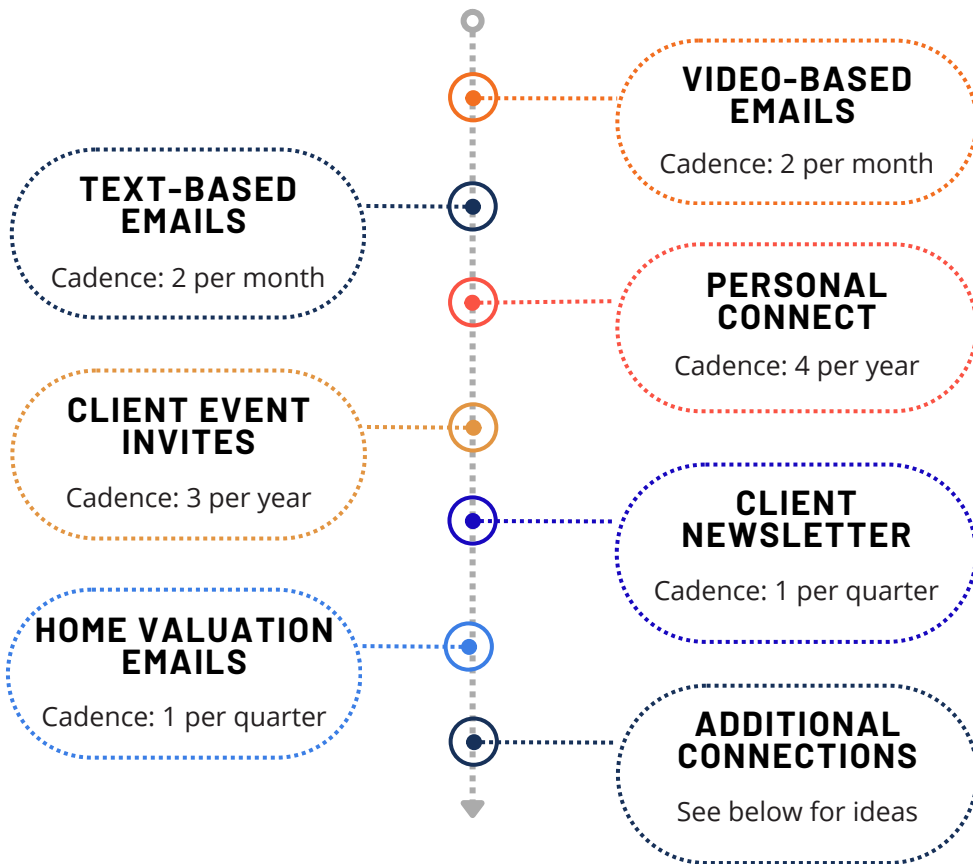


BREAKDOWN OF LONG-TERM CONTACT SEQUENCE



Ideas for connecting with closed clients over time:

1. Make sure the client stays informed about his/her property value by setting them up to receive monthly MLS listings of homes actively listed and closed in his/her neighborhood.
2. Take the client out to dinner or pop-by with a meal.
3. Ask the client out for coffee.
4. Send the client a small gift card.
5. Send the client a birthday card.
6. Send the client a home anniversary card.
7. Connect with the client on social media and make sure you “like” his/her posts.