

THANKS

Real Estate Roadmap

No matter what stage of the buying or selling process you're at, Thnks can be a powerful tool to show gratitude and stay connected with your network. We've put together this real estate roadmap with Thnks examples to guide you, all the way from sending sweet treats while pitching yourself to new clients to congratulating them with champagne at closing.

REFERRAL APPRECIATION

Thnks: Lunch to Your Favorite Local Spot

- "Thank you so much for the referral of [client name] with my real estate services. You can fully trust that I'll give your friends excellent service too! Thank you again and I'm looking forward to working more in the future."



MOVE IN DAY

Thnks: Last Minute Moving Essentials

- "Happy Moving Day! I hope things in your new place are coming together. If you have a couple projects around the house left to do, here is a little something to help check one project off your to-do list."



CLOSING

Thnks: Veuve Brut Champagne

- *For the buyer:* "Congratulations on your new home! It has been a pleasure to work with you. Please enjoy this as a toast to you and your family!"
- *For the seller:* "Congratulations on the sale of your home! It has been a pleasure to work with you. Here's a toast to a new chapter!"



ONE YEAR ANNIVERSARY IN THE HOME

Thnks: Dinner for the Family

- "I hope you are settled in nicely into your new home. I cannot believe it's been an entire year. Enjoy a night off from cooking in celebration of this milestone."



PROSPECTING

Thnks: Berry Nice to Meet You Treat

- *For pitching to new clients or targeting buildings or neighborhoods in specific areas:* It was great to connect with you today. I'm looking forward to continuing our conversation about [buying/selling] your home! Enjoy a refreshing drink on me today in the meantime!"



INITIAL CONSULTATION

Thnks: Let's Taco Soon Lunch

- *For the buyer:* "I hope we addressed all your questions and concerns today. I look forward to touring potential homes together and finding 'the one'."
- *For the seller:* "I look forward to continuing this process together and finding the perfect buyer for your home."



LOAN PRE-APPROVAL

Thnks: Congrats Cappuccino

- *For the buyer:* "Congratulations on getting preapproved for the home loan! I'm excited to dig in on the next steps in the process with you. Enjoy a coffee on me to celebrate your win today!"



NEGOTIATION WITH SELLERS AND DOCUMENT SIGNING

Thnks: A Cup of 'PositivTEA'

- *For the buyer:* "Good luck with everything today, we're almost done with this thing! Grab a boost of coffee or tea on me to power you through to the end!"
- *To the appraiser and inspectors:* "I want to thank you for the work you did on behalf of my client. They were so pleased with your speed and efficiency. Looking forward to partnering again in the future!"

SHOWINGS

Thnks: An Uber Ride

- *For the buyer:* "I look forward to showing you this house. I think this one has a lot of potential to be 'the one'. We won't stop until we find it. I'll see you there!"

Thnks: Thanks a Latte

- *To your interior designer or other agents who helped you out:* "Just a quick thanks for all you did to prepare for our showing today. I appreciate your time and energy spent to get this set up."

