

Customer Service or Value added services to offer while the client is in escrow to manage fear, generate additional referrals and solidify the relationship...Create Raving Fans

4 parts of the escrow process...Set Up, During, Closing, Post Closing

Set Up

Intro Letter

Conference call between Title, lender and agents.

Abstract of all the dates on the contract

Client call to review contract

During

Area Intro – send an announcement to the surrounding homeowners to introduce the client

Attend Inspection- be there for the client

Moving labels for the boxes with markers

Offer a moving truck or van

Weekly update call while in escrow

Provide school info, stats, contact, calendar, and websites

Loan approval celebration at their office

Treat bag for the dog or cat

Treat bag for the kids

Offer Moving boxes

Mailing labels with new address

Change of address card with new home photo

Call every day for 10 days up to the closing

List of area utility suppliers, gas, water, propane, sewer, electric, cable, internet, dish etc

Insurance Referral

Closing

Walk thru the house prior to closing

Give Referral survey at the walk through

Moving day Pizza – stop by with pizza on moving day

Attend Closing – be there for the client

Go to the house after closing and walk it with them

Deliver keys to the client

Flowers or cleaning supplies on moving day

Go over HUD prior to closing

Post Closing

10 day “pop by” check in on client 10 days after move in to see the house

Set Anniversary Follow up dates on contact management software

Set up EOS and LOH letters in database

Deliver a Closing gift

Send a locksmith to the house

Take away used boxes

Host a party or ice cream social 2 weeks after move in

Jumbo “Thank You” card from the team

Call every day for 5 days after the closing

Offer a vendor list of workers and trades

Save a copy of the HUD to mail in January for tax preparation

Keepsake Photo Book after move in

Photo inventory DVD for insurance support