Your Gift Letter is on Page 2. Here are some ideas to help you brand yourself with your client gifts.

1. USE THIS GIFT LETTER TO ADD MORE VALUE

* Share with your clients the best way to use this gift
* Inform your clients of the quality gift you chose for them
* Personalized system in place to add value to your business

2. PRESENTATION IDEAS TO FIT YOUR STYLE & INCREASE YOUR BRAND:

* Separate the events and don’t bring the gift to the closing table. Instead, mail or pop by after they’ve moved in.
* Add your favorite or a seasonal recipe with the letter
* Pair with a classy cookbook (fitting their style)
* Deliver to your client’s office with a treat to share – get them to talk about you!
* Put in a basket with other goodies

3. TURN GIFTS INTO BRANDING OPPORTUNITIES:

* Closing Gifts
* Referral Thank you
* Appreciation Party / Holiday Gifts
* Auction / Charity donations
* A List Clients & Raving Fans
* Advocate, Referral & Key Partners



Abby,

I do my best to offer the highest quality service to my clients and only want to represent the very best. That is why I am giving you the gift of CUTCO. CUTCO is the #1 knife brand in North America and is 100% AMERICAN MADE. Backed by a FOREVER GUARANTEE, this company has been in business since 1949.

I trust you’ll enjoy using them with your family and friends for years to come. Below is a brief description of each knife in your gift.

**The 7” Santoku — Santoku means “3 Good Things”**

* Perfectly balances & extremely versatile tools
* Same tool used on the culinary circuit and all the cooking shows
* Slicing, dicing, and chopping anything in your kitchen with ease
* Cut carrots, onions, tomatoes, celery, garlic, buts, fruits, meats, and more!

I genuinely appreciate you and your business. I hope your CUTCO will serve your family well, as I hope to serve you for years to come.

Thank you and enjoy your gift!

MEAGAN MCELROY

m.mcelroy@kw.com

713-826-4566

Quick facts about the product:

* All CUTCO products are dishwasher safe.
* Backed by a FOREVER Guarantee (if you have any problems, send it back and they will replace it for FREE).
* Made in USA.