

## TURN EACH GIFT INTO A BRANDING OPPORTUNITY:

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

Step up your game! Use the gift letter on the next page to give your client the BEST experience and accomplish a few key things for your business:

- Inform them the uses of their CUTCO gift
- Tell them how high quality your gift is so they're excited to use it
- Another personal touch from you!

The “gift letter” adds value and — the BEST thing you can do is transfer your enthusiasm! You know CUTCO is the World’s finest cutlery, and your clients will once they USE it. The ENERGY that you hand over your gift with affects their excitement to use it. The product is what lasts forever and produces client retention and ROI, If you really want some ideas on how to get fancy, just ask — from putting our Super Shears in a bouquet of fresh flowers to including a penny with your gift — we’ve got all the tricks.

Some presentation tips to give your engraved CUTCO gifts include:

Separating the closing day from when you give the gift. Pop by and deliver your gift after they’ve moved in and are settled - we can even ship it for you! Deliver your gift to your client’s office with a treat they’ll share – get them talking about you!

If your engraved CUTCO gift has red handles, you can add this to your letter:

CUTCO donated over \$750,000 to GO RED for Heart Disease Foundation with their red handles

LETTER BODY

INSERT DATE HERE

Dear Client Name(s),

We do our best to offer the highest quality service to our clients and only want to associate ourselves with the very best. That is why we're giving you the gift of Cutco, helping you start your own collection. If you aren't familiar, Cutco is the worlds finest kitchen cutlery. They are 100 %North American made since 1949, with a FOREVER Guarantee, including free sharpening for life. We trust you'll enjoy using them with your family and friends for years to come.

Your Super Shears – All Around Use for your Kitchen and Household

- Function, strength and ease... Blades separate for easy cleaning
- Comfort handle is designed to fit right and left hands
- From heavy crafts or sectioning a chicken, snipping herbs and cutting rope
- Great for everything around the house – packages, boxes, garden, garage
- Same tool used on the culinary circuit and all the cooking shows
- Featured on Discovery Channel's How it's Made

We genuinely appreciate your helping us build our business, as we hope your new Super Shears will serve your family well, as we serve all your real estate needs.

Please Spread the Word About Us! Referrals are the highest compliment we can receive!

INSERT YOUR SIGNATURE / LOGO HERE

P.S. Please shoot us an email to let us know you have received this gift! Just want to make sure it arrived safe and sound! ENJOY!

All CUTCO products are dishwasher safe & covered by CUTCO's Forever Guarantee!

\*\*Also, would you mind taking a moment and writing us a quick YELP review? If you have an extra 30 seconds after YELP, a review on ZILLOW would be greatly appreciated too! Thank you so much!