

Sample Personal Notes

As a professional courtesy, always include your business card inside your personal note (except for birthday cards, anniversary cards, sympathy cards, etc.).

Simple, short notes to anyone:

Examples from Brian on what to write in a personal note:

I was just thinking of you today. Was great talking to you yesterday! Hope Jimmy does great in the softball game.

It's a Good Life!

I heard you're not feeling so good. Just wanted you to know I'm thinking about you! I hope you feel better!

It's a Good Life!

We haven't talked in a while. Just wanted to drop you a note and say 'Hi.'

It's a Good Life!

Notes to those you popped by:

It was great to see you today and catch up on all of your exciting news. Glad everything is going well for you and your family.

Please give me a call if I can be of any help and remember, I'm never too busy for your referrals! See you soon.

Notes to people you called:

It was wonderful to talk with you today. I appreciate you keeping me in mind if you know of anyone who is interested in buyer opportunities in this market!

I hope Billy does well at his soccer tryouts! Please call if I can be of help in any way. I'll talk with you soon.



Notes to business owners and vendors you called:

I really enjoyed talking with you last week. It's always great to connect with other business owners who share a commitment to excellent service.

I plan to host a business mixer in the near future and I hope you'll be able to make it.

Will be in touch.

Notes to prospects and leads:

Lead:

It was a real pleasure meeting you [talking with you] today. I am looking forward to the opportunity to assist you with all of your real estate needs! I will be in touch soon. Thank you.

Buyer Lead:

It was a real pleasure meeting you [talking with you] today. I am looking forward to the opportunity to help you find a wonderful home that meets the needs of you and your family! I will be in touch soon. Thank you.

Seller Lead:

It was a real pleasure meeting you [talking with you] today. I am looking forward to the opportunity to assist you with the sale of your home! I will be in touch soon. Thank you.

It was a privilege to meet you tonight. I wish you the best in your future. I hope I get to serve you with your real estate needs.

It's a Good Life!

Notes to current clients:

Current Seller (active listing):

I just wanted to touch base with you to let you know I am doing my best to find a qualified buyer for your home. I will contact you each week with a market update and specific activity on your home. Thank you again for your business and please call with any questions or concerns. Have a great day.

Current Buyer Client (you're actively showing properties to):

I wanted you to know that finding you just the right home is a high priority to me. And I appreciate your confidence in me.

What a great time to buy. I will continue to send you daily updates.

Oh, by the way...I'm never too busy for any of your referrals.

