

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.

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

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

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 selling their home 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.



Sample Personal Notes (continued)

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.

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 the 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.

