

"IF YOU BELIEVE BUSINESS IS ABOUT RELATIONSHIPS, MAKE BUILDING THEM YOUR BUSINESS"

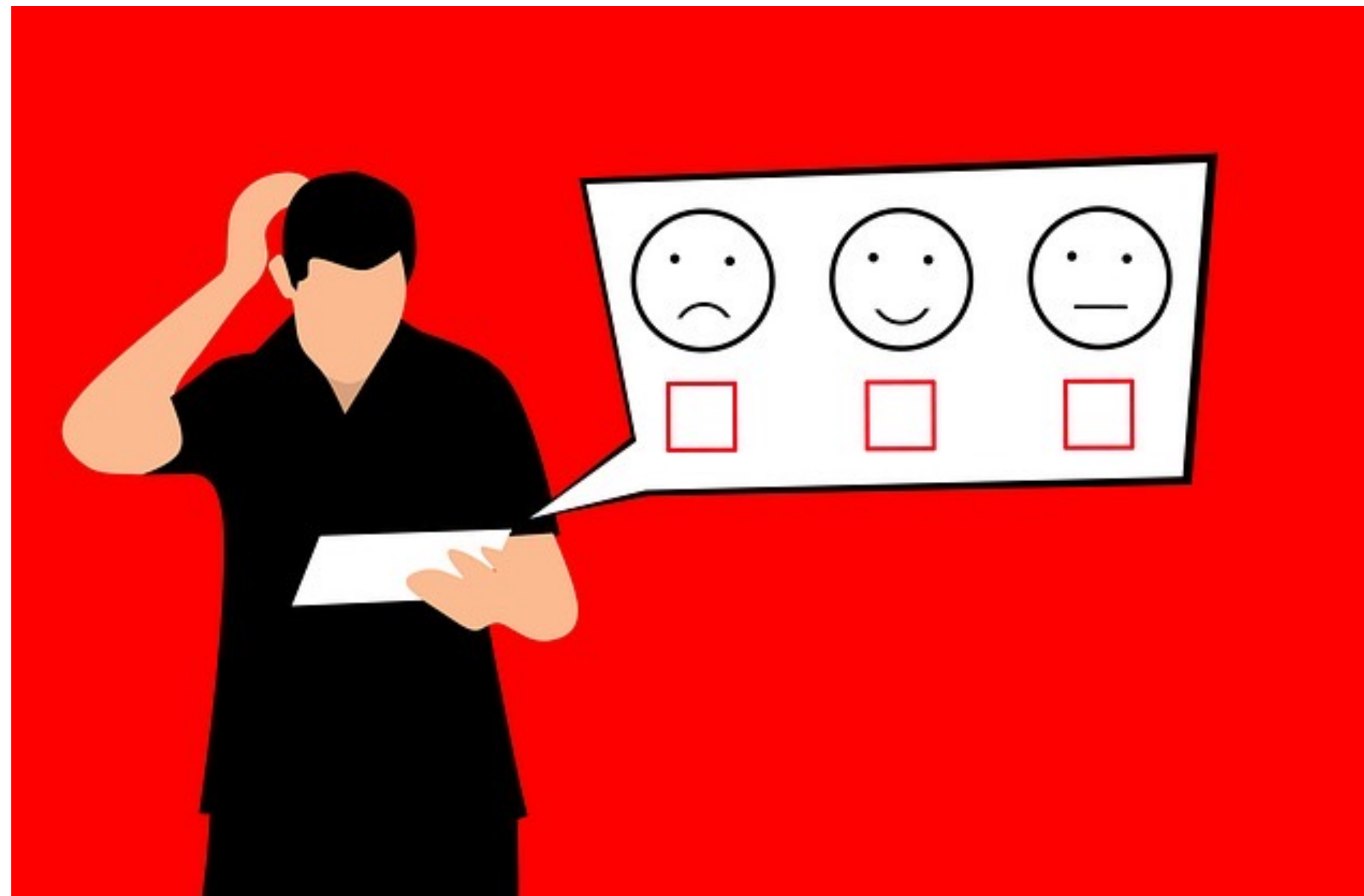
-SCOTT STRATTEN, AUTHOR OF UNMARKETING



Reach out

Outwardly express gratitude

- Forbes: 68% of consumers leave their salesperson because they feel the salesperson is **INDIFFERENT** to their relationship



DEFINE YOUR TRIBE

WHO ARE
YOUR
TOP 20%?

“We must find time to stop and thank the people who make a difference in our lives.”

— [John F. Kennedy](#)

As the holidays approach, we just wanted to reach out and express a gesture of appreciation from the bottom of our hearts. You have been identified as a member of our **Gold Group**, or a person who has allowed our business to be what it is today. Thank you for your business, kind words, support, referrals, and overall energy...

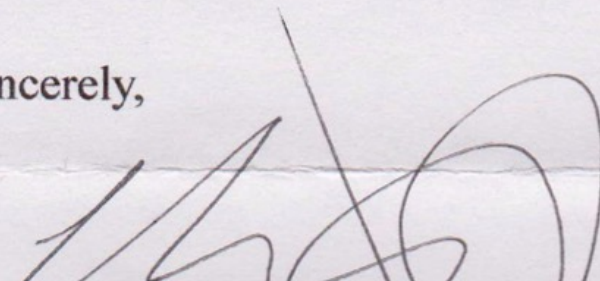
Reflecting back on you and the impact you have made on our business, we wanted to do something meaningful to show you how important you are to us. So, first, please use the enclosed gift card to relax and have your favorite hot or cold Starbucks on us.

Secondly, something that you may have become aware of recently via the news is the prevalence of domestic violence within our city. Amidst the media reports of these tragic incidents, we heard a call to assist families impacted by violence within their own homes. We want to live in, participate in, and contribute towards creating safe spaces for people within our community.

So this holiday season, we are donating an extra \$2000 to a non-profit organization called HomeFront on your behalf. HomeFront (www.HomeFrontCalgary.com) strives for “a society free of domestic violence where everyone has the opportunity to realize their full potential”. ***It is because of your loyalty and support that we can give more to the causes that we believe in & build a stronger community for all.***

Let us know if there’s anything we or I can do to add even more value to your business and/or your life. Have a wonderful and safe Holiday Season, filled with warmth, fun, family, and of course, good food and drink. Looking forward to a wonderful 2013.

Sincerely,



Dear (clients name),

For all of your support and loyalty through the years, I wanted to send you a small gift of appreciation! I am incredibly grateful to have been able to help you on your real estate journey; it's what i'm passionate about.

At first glance this may seem like an unusual gift. I really believe that the kitchen is the heart of a home, and thought a high quality knife would be a way I could contribute to the events you host in your home and your daily meals. I love using Cutco in my own kitchen every day and hope you'll really enjoy it in yours.

In your gift box, you have received...

This **7" Santoku** has a number of very cool uses:

- Slice and dice meats including chicken, beef, pork and fish
- Butterfly chicken breasts
- Dice vegetables including onions, carrots, celery, zucchini, potatoes and more
- Slice Sushi

Thank you again so much for your support and loyalty. Please see the fantastic warranty for this knife at www.cutco.ca and enjoy your gift!

DEREK TIMMONS
REALTOR®, C.C.S.

(403) 869-1430
dtimmons@cirrealty.ca
maverickgroupyyc.com

CIR REALTY
Maverick Group

f i in y
"YOUR CALGARY CONNECTION"

PS. Please allow me to help more people with expert Real Estate Advice by introducing me to your friends and family. With every qualified referral I will be adding more Cutco to your set as a small token of my appreciation :)



x8

“

*Giving is better than receiving because
giving starts the receiving process.*

- *Jim Rohn*

”

Referrals are easy...

Practice YOUR Ask (behind the scenes)

le/ Is there anyone in your circle (friends, family, colleagues) that might need support with real estate this year?



Plant the Seed

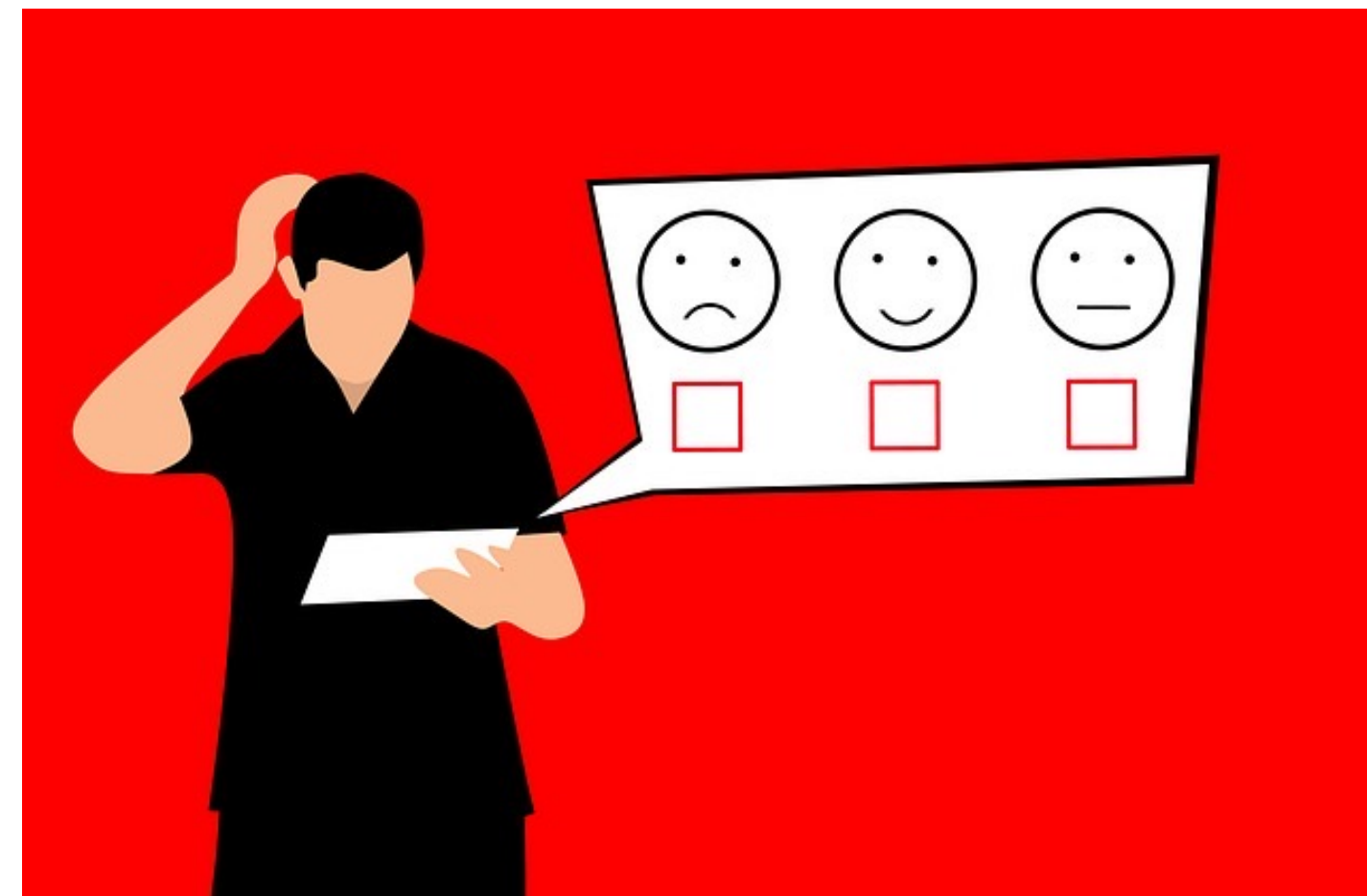
- Mr/Mrs. Buyer/Seller...my main goal is to do SUCH a good job for you that you can't HELP but refer me to your family and friends...:)



- **R**each out
- **O**utwardly express gratitude
- **R**eferrals are easy

= **ROR (Return on Relationship)**

- NAR: 86% of people intend to use their Realtor again...
- 9% remember their Realtors name after 2 years



**90% of gifts are
consumed right away**





Welcome to the Cutco family.

The person who gave you this gift believes you deserve the very best, so do we. Your new Cutco was crafted by skilled professionals to meet the highest standards of excellence. We are committed to providing you with high-quality products backed by **The Forever Guarantee**.

Since 1949, Cutco has built memories in kitchens across North America. We hope your new Cutco is the beginning of many great family memories at your table for years to come.





System In Place



With
Gratitude

Captain Morgan
ORIGINAL SPICED RUM
RHUM EPICÉ

Curco



Hello!

Your Slice of the American Dream

Karene Loman
509.990.2525

Thanks for Spreading the Word
RE/MAX
Teri-Ann Beggs





*With
Gratitude*

TINHORN CREEK
Oldfield Series
ESTATE GROWN & BOTTLED
BC VQA OKANAGAN VALLEY
2BENCH WHITE
2013
WHITE WINE/VIN BLANC 14.3% alc/vol





CUTCO
The World's Finest Quality

Welcome to the Cutco Family!
We are pleased to have you as a Cutco customer. We have a long history of providing the finest quality knives and kitchen tools to our customers. We are committed to providing you with the same level of service and quality that has made us a household name for over 60 years.

Our Cutco Lifetime Guarantee
We guarantee our knives and kitchen tools for the life of the product. If you are not completely satisfied, we will replace the product with an identical one at no charge. This guarantee is valid for the life of the product and is not transferable.

Forever Replacement Service Agreement for Abuse or Abuse
Should you damage your Cutco through misuse or abuse, we will replace the item for one half of its current retail price plus applicable sales tax. Send the product with an explanatory note to the appropriate address.

The Cutco FOREVER GUARANTEE
is extended solely for consumer-home use.

Customer Service Pledge
At Cutco, our pledge is to guarantee our customers 100% satisfaction. For customer assistance or product advice, please call or visit:

U.S.
Cutco Customer Service
607 Northway Avenue
Great Neck, NY 11740
1-800-558-0449
www.cutco.com

Canada
Cutco Customer Service
2125 Woodcroft Road, Unit 1
Oakville, Ontario L6L 6Y1
1-800-361-2800
www.cutco.ca

LAYZELL • DREGER • WALLON





Vonny Fast 403-804-2603 vonny@teamfast.ca

DRAW!! Text me your **NAME: 403-804-2603**

INTERESTED IN THE GIFTS?

- Add the word: **“SHARP”**
- Add a * if there's urgency

AREA Webinar Special!

Place your Gift Order **in the next 48 hours** and receive
\$125 in free Cutco :)!