

Are You Marketing To Your Past Clients?

“If your not communicating with your past clients on a regular basis *their somebody else’s prospects.*”

Introducing Mainline Mortgage’s Clients for Life Program

ATTRACTIVE CLOSING GIFT AND THANK YOU CARD

Immediately after closing, your client is sent an attractive gift and personalized “Thank You” card. This is sure to elicit a “wow” and give a fast start to the process of building loyalty.

QUARTERLY GREETING CARDS

Every 3 months thereafter a personalized, high-quality, three-panel greeting card with integral postage-paid reply card is mailed to your client. These cards are highly personalized with **your name, logo, photo, phone numbers, and email**. Cards alternate between a request for referrals and cross-selling other complimentary services.

SEASON’S GREETING CARD

Every December a personalized, high-quality, two-panel Season’s Greetings card featuring award winning photography will be delivered via first-class mail to your client.

Closing gift plus **FIVE** personalized contacts every year for **1 - 3 YEARS** with every closed referral!
ALL AT NO COST TO YOU!



From Tom Johnson
Lender Consultant
(555) 111-1111
tjohnson@email.com

Dear Bob and Jan,
I just wanted to say “hello” and again thank you for your business. It was a privilege to arrange the financing for your home. My ambition is to earn your respect as your loan consultant for life. So please remember that I am here for you whenever you - or your family and friends - need financial advice. Please accept my personal best wishes to you and yours - and thank you again.

Tom Johnson
Your Refuser:
Jane Smith
Sample Refusers
(555) 222-2222

Priority Customer Referral

Personal Introduction by Bob and Jan McLean

Mr./Mrs/Ms _____ City _____
Street _____
State/Zip _____ Home Phone _____ Work Phone _____

As an introduction from a highly valued customer of mine, you can be assured of special attention to your mortgage needs. Simply drop this card in the mail - or contact me at (555) 111-1111 / tjohnson@email.com



Ben Carmona
Mortgage Planning Consultant

314-914-6052