

# 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 Realtor:  
Jane Smith  
Sample Realtors  
(555) 222-2222

#### Priority Customer Referral

Personal introduction by Bob and Jan McLean

Mr./Mrs/Ms \_\_\_\_\_  
Street \_\_\_\_\_ City \_\_\_\_\_  
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



06-04-001111



*Ben Carmona*  
Mortgage Planning Consultant

**314-914-6052**