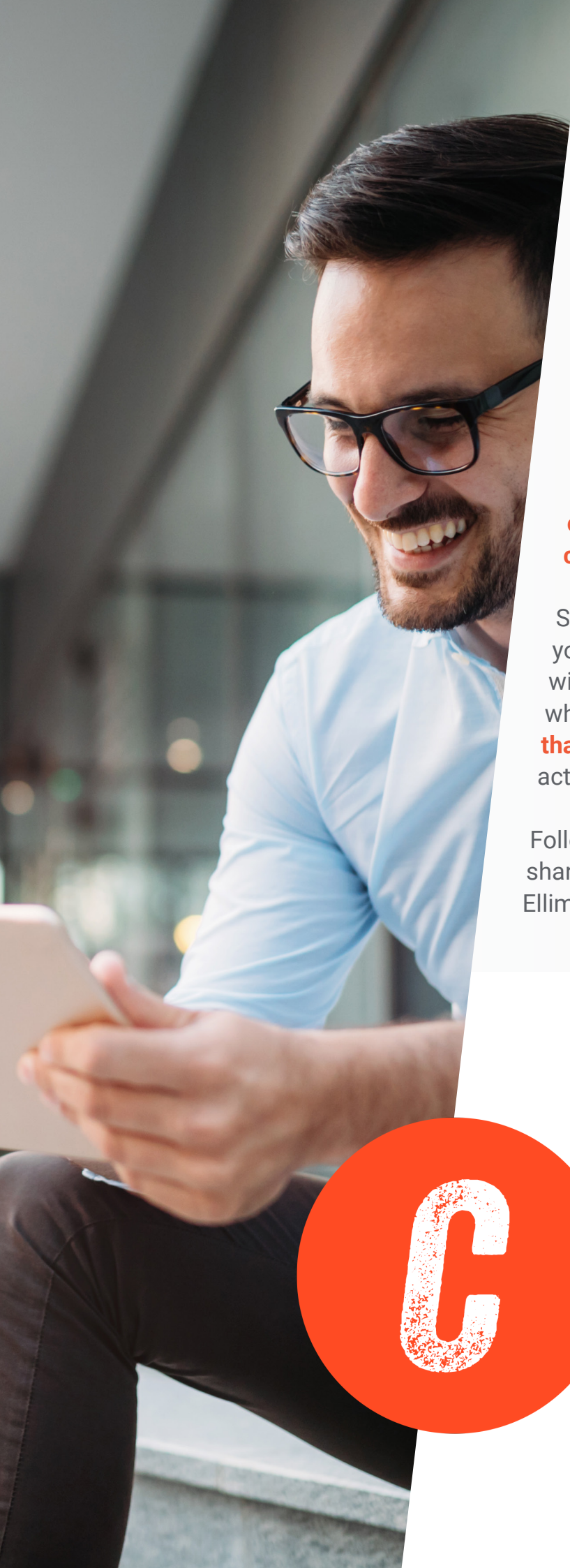


7 Real Estate
Thank-you Note
Templates

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When it comes to sending real estate thank-you notes to clients, there are two schools of thought: Some agents never send them. They think their clients should be thanking THEM. Other, smarter agents ALWAYS send them to buyers and sellers. Why? They know that **making a personal connection after closing is crucial for creating clients for life.**

Since we're firmly in the pro thank-you note camp, we decided to work with some top-producing agents who gave us **seven real estate thank-you note templates** they actually use to connect with clients.

Following the thank-you notes, we'll share writing tips from top Douglas Elliman agents.



1. Thank-you Note From Listing Agent to Homeowner

Beverly Ruffner, Real Estate Coach, Close Contributor

Mr./Mrs. [Client's name]

[Client's address] Congratulations on the sale of your home! It was an absolute pleasure working with you. Your business is greatly appreciated, and I am so honored that you trusted me with the sale of your home. I would like to offer you my continued service, so please don't hesitate to call should there be anything that I can do for you.

And remember, your referrals are the greatest compliment you can extend. I highly value all clients who refer friends and family to me and do my best to ensure that they experience only the utmost in excellence!

Thank you,

[Your information]

[Your signature]



2. Thank-you Note From Buyer's Agent to Buyer

[Client's first name],

I just wanted to drop you a quick note to let you know how thrilled I am that we found a home for you and [spouse's name, kid's name, pet's name]. I hope you will be happy in it for many years to come—seeing the big smiles on your faces after closing is the best part of my job! It truly makes it all worthwhile.

I also want to let you know that I am available to you as your real estate insider from now on. If you have any questions about the market, even if they sound silly, call or text anytime.

Congrats!

[Your information]

[Your signature]

3. Thank-you Note From Buyer's Agent After a Difficult Closing

Hi [Client's first name],

I just wanted to thank you for choosing me out of all the agents in [your farm area]. It was truly a pleasure helping you navigate this deal, even with [something that made the deal difficult].

Once you're settled in, we should grab lunch sometime, on me.

Congratulations and best of luck with your new home.

[Your information]

[Your signature]

4. Thank-you Note After Receiving a Closing Gift From a Buyer

[Client's first name],

Thanks so much for the [gift they gave you]! Working with kind, thoughtful people like you reminds me why I got into real estate in the first place.

If you or anyone you know ever needs real estate advice or just wants to chat about the market (trust me, I can talk their ear off!), text or call anytime.

[Your information]

[Your signature]

5. Thank-you Note After Finding a Buyer an Amazing Deal

[Client's first name],

I just wanted to congratulate you on scoring such an AMAZING deal in this market! I would love to take all the credit here, but the truth is sometimes the real estate gods just smile on you. I know you and [spouse's name, kid's name, pet's name] will spend many happy years there.

If you ever need any real estate advice or just want to chat about the market, call or text anytime.

Congrats!

[Your information]

[Your signature]

6. Thank-you Note to Homeowner After Not Getting the Listing

[Client's name]

[Client's address]

Mr./Mrs. _____,

I wanted to thank you for meeting with me last week and offer my best wishes on the sale of your home. If you ever need unbiased market advice in the future, please don't hesitate to text or call. My door is always open.

Thank you.

[Your information]

[Your signature]



7. Thank-you Note to Former Client After They Give You a Referral

Hi [Former client's first name],

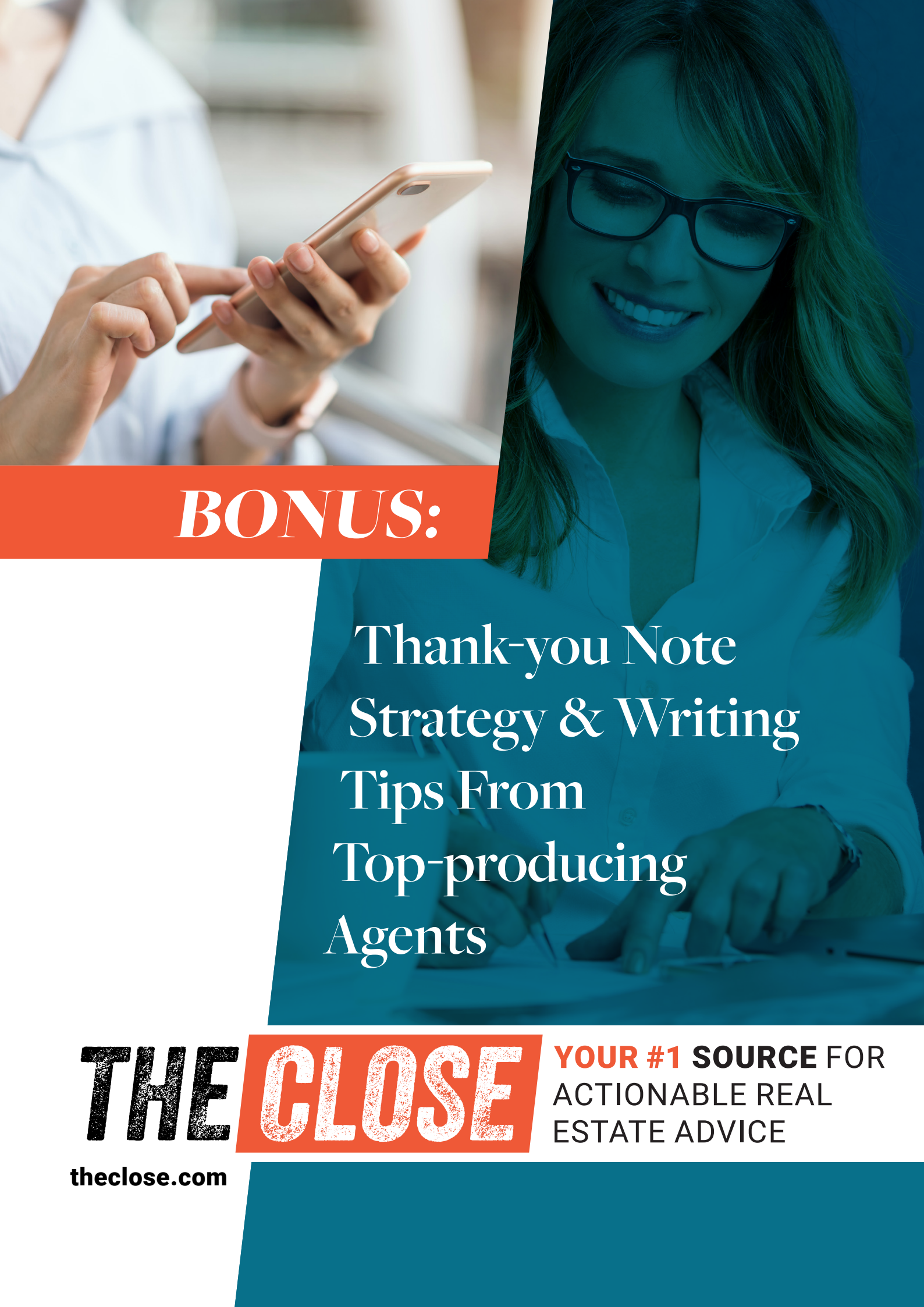
It's hard to express how grateful I am that you gave [name of referral lead they sent you] my number. We had a long call yesterday morning and [she/he] is excited to start hunting for a home.

The next time you're in [neighborhood where your office is], let's get lunch at [nice restaurant]. On me, of course!

Thanks again.

[Your information]

[Your signature]



BONUS:

Thank-you Note
Strategy & Writing
Tips From
Top-producing
Agents

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Of course, how you send out your client thank-you notes is almost as important as what you write in them. That's why we reached out to some top-producing Douglas Elliman agents in Miami, Beverly Hills, and Manhattan to see how they tackle writing and sending their notes.



Tina Perkins, *Douglas Elliman in Beverly Hills*

“We leave them in the house along with a token of appreciation. So, when the client walks in, they are greeted by an unexpected surprise. The tone should be personal, but always professional. Never use ‘friend language,’ even if they are your friend.”

Marlene De Cespedes, *Douglas Elliman in Miami*

“Showing how grateful I am for my client’s business and the opportunity to work for them is a staple in my business. I always send a handwritten note to my clients, also to the agent and team I have worked with on the transaction, i.e., title company, lender, attorney, designers, etc. If there is a referral partner, I will also send them a handwritten card showing my appreciation for thinking of me.”

Miltiadis Kastanis, *Douglas Elliman in Miami*

“Agents should choose the tone that they have had with the client through the process. I personally do very light and airy notes with a key detail from our transaction and also include some humor.”

Mia Vissichelli, *Douglas Elliman in Locust Valley*

“I have one client in particular who was SO extremely grateful for everything throughout our entire transaction. After the closing, I dropped a thank-you note and gift to her new house and she has since referred me to her best friend and two of her family members. Every time she speaks to anyone about buying or selling, she tries to connect me with them, which I truly appreciate!”

Georgia Kaporis, Douglas Elliman *in Manhattan*

“I always send a congratulations email right away, but the thank you is two weeks and I send handwritten thank-you notes with the gift.”

Emily Margolin, Douglas Elliman *in Manhattan*

“I make homemade jam every year and send it to my clients. I usually accompany the jar with a handwritten note that says how grateful I am for their business and time, and am sure to include my team’s logo and contact information on a sticker on the jam itself.

“I send them to all past clients, bring them to closings, and even hand them out when I stop by to visit a client after they’ve closed. The great thing about jam is that it never really gets old for them! In fact, I have many clients who look forward to it every year.”

Carrie Juliao, Douglas Elliman *in St. Petersburg*

“I feel thank-you notes should be handwritten. People love that and it feels more personal than a text or email. So many times, I have received a call or text from the recipient, very happy with their note. Some have even reached out to my broker to say what an awesome gesture that it was.

“I will always include thank-you notes as a part of my weekly tasks. It leaves an impression in the person’s mind but most importantly, it makes people feel good!”



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