

Change of Address Cards

Moving is always a lot more work than expected. You can make your clients' lives easier by offering to send out their Change of Address Cards for them, letting their friends and family know about their new address.

This is another way you can build a deeper relationship with your clients by meeting a need.

Dialogue

"Daniel and Ashley, I want to tell you about a service I offer to my clients. After people move there are always a hundred things to do, and one of them is notifying your friends, family members, and business associates of your new address. I would like to send Change of Address Cards for you. These are personalized cards with a photo I've taken of you in front of your new home. All you need to do is provide me with a list of names and addresses of everyone you want to notify and I will take care of the mailing. Does that sound like something you would like me to do for you?"

Show them a sample card to create enthusiasm.

