

‘SPOOKY SWEET’ PLAN

Pop-by Gift: “Trick or Treat – just flying by to give you something sweet!” =

This could be a small, branded Halloween-themed treat bag filled with:

- A small Halloween-themed treat bag
- Mini candy bars or lollipops.
- A fun branded item (Halloween sticker or magnet that says “Keeping Your Deals From Going Batty Since [Year]”
- Branded card with this note:

“Paperwork nightmares don’t have to drive you batty. I’ll swoop in to handle the deadlines, compliance, and follow-ups so your business can keep soaring stress-free.”

Message/Script for the Initial Interaction at the Open House

- **Delivery Method:** In-Person
 - **Message:** “Hi [Agent’s Name], it’s [Your Name] from [Your TC Business Name]. I wanted to drop by with a little Halloween treat and introduce myself! I know fall can get batty in real estate, especially when paperwork starts creeping in. I help agents like you keep things on track so your deals don’t turn into scary surprises. Enjoy the treat, and I’d love to grab coffee soon to chat more!”
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Immediate Follow-Up Message

- **Delivery Method:** Text Message or Email (within 24-48 hours of the initial contact)
 - **Message:** “Hi [Agent’s Name], it’s [Your Name] from [Your TC Business Name]. Hope you enjoyed your spooky little treat 🎃 Just flying by again to say I’d love to chat more about how I can help you keep your transactions stress-free this fall. Want to grab a quick coffee sometime next week?”
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Touch 1: One Week Later

- **Delivery Method:** Email
- **Message/Script:**

Subject: Don’t Let Deadlines Drive You Batty 🦇

"Hi [Agent's Name],

I hope your October is off to a *spook-tacular* start! Between haunted inboxes, contract chaos, and spooky compliance, it's easy for things to feel downright batty. That's where I come in:

As your behind-the-scenes crew, I work my fingers to the bone to keep your transactions from turning into a real estate nightmare. Here's how I make sure everything stays *beautifully* on track:

🦋 **Deadline Tracking:** I'll keep a close watch on every key date from option periods to closing so nothing sneaks up on you. No more scary surprises.

🦋 **Compliance & Documents:** I handle the nitty-gritty details, ensuring forms are complete, accurate, and submitted on time — no skeletons in your file drawer.

🦋 **Client + Vendor Communication:** I keep your clients, title companies, and lenders in the loop so you don't have to. You focus on selling homes, I'll handle the rest.

If you're ready to hand off the ghoulish tasks and get back to what you love, let's connect. Whether it's one deal or twenty, I'm here to keep your business alive and thriving.

Want to grab a coffee and chat more? Let me know! I'd love to hear about your current workflow and show you how I can help take the *fright* out of your files. 🎃

Looking forward to chatting soon!

Touch 2: Two Weeks Later

- **Delivery Method:** Phone Call (Voicemail if no answer)
- **Message/Script:** "Hi [Agent's Name], it's [Your Name] from [Your TC Business Name]. As we creep closer to Halloween, I just wanted to check in. If you're juggling deals, deadlines, and scary late-night emails, I'd love to be your go-to ghoul for all things transaction-related. As a TC, I don't spook easily, and I'll work my fingers to the bone to keep your contracts in line. No pressure, just reaching out to connect and see if we could set up a quick chat!"

Touch 3: Three Weeks Later

- **Delivery Method:** Text Message
- **Message/Script:** "Hey [Agent's Name], it's [Your Name]. Still feeling batty from chasing paperwork? I'd love to be the one to swoop in and keep your transactions stress-free. Ready to hand off the scary stuff? Let's connect!"