

'I'VE GOT YOU COVERED' SUCCESS PLAN

Pop-by Gift:

A branded sunscreen bottle in a small summer-themed gift bag, with a tag saying:

☀️ *"I've Got You Covered—So You Can Shine This Summer!"*

This gift could also include:

- **Sunscreen lotion** – Because I've got you covered from sunburns and stressful transactions!
- **Branded sunglasses** – Shade your eyes and stay cool while closing deals.
- **Refreshing lemonade packet or fruit-infused water bottle** – Stay hydrated in the summer heat!
- **Mini aloe vera gel** – A little relief for any summer sunburns (or contract headaches!).

Include a small, branded note with the message: *"Just stopping by to let you know how much I appreciate you! Whether it's the summer sun or your transactions, I've got you covered to keep things smooth and stress-free—so you can focus on what matters most: closing deals and enjoying the season!"*

Message/Script for the Initial Interaction dropping by their office

- **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 something to say how much I appreciate working with you! I've got you covered to ensure your transactions are stress-free this summer. Let's keep the momentum going towards a season of successful closings!"
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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]**. I hope you enjoyed your summer essentials! Just a quick follow-up to remind you that I'm here to help you stay stress-free this season. Let's schedule a time to discuss how I can support your business goals!"

Touch 1: One Week Later

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

Subject Line: Stay Cool & Keep Your Deals Hot This Season!

"Hi **[Agent's Name]**,

I hope you're enjoying some well-earned sunshine! ☀️ While the temps are rising, I want to remind you that I've got you covered when it comes to keeping your transactions running smoothly. No stress, no scrambling—just seamless closings and happy clients!

Here's how I can help:

🏠 **Stay on Schedule** – I'll keep your deadlines in check so every deal closes on time.

📄 **Paperwork Perfection** – No loose ends or missing documents, just smooth sailing from contract to close.

📞 **Proactive Communication** – I'll keep you and your clients in the loop every step of the way.

Let's set up a time to chat and make sure your summer business is as stress-free as a beach vacation!

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]**. I just wanted to check in and see how everything is going! I know this season change can be busy with vacations, clients, and closings all happening at once, but don't worry—I've got you covered. If things are heating up and you need a little extra support to keep your transactions stress-free, let's chat!"

Touch 3: Three Weeks Later

- **Delivery Method:** Text Message
- **Message/Script:** "Hey **[Agent's Name]**, it's **[Your Name]**. Checking in to see how your May is shaping up! If you need any support to keep things running smoothly, let's connect soon over a coffee and ensure a successful transition into the summer season!"