

# 36 Touches

*The 12-month program that helps build relationships with your core group*

## **JANUARY**

- Letter of introduction
- Emails
- Calendar magnet

## **FEBRUARY**

- Business cards
- Just Sold/Just Listed cards
- Telephone calls

## **MARCH**

- Emails
- Personal brochure
- Invitation to lunch

## **APRIL**

- Investing news or articles
- Post card
- Property alerts

## **MAY**

- Mother's day card
- Telephone calls
- Recipe cards

## **JUNE**

- Father's day cards
- Emails
- Market reports

## **JULY**

- Independence day cards
- Telephone calls
- Brochures

## **AUGUST**

- Back-to-school message for the kids
- Notepad
- Pens with logo and contact info

## **SEPTEMBER**

- Inspirational card
- Emails
- Refrigerator magnet

## **OCTOBER**

- Just Sold/Just Listed cards
- Invitation to dinner
- Post cards

## **NOVEMBER**

- Thanksgiving card
- Telephone calls
- Emails

## **DECEMBER**

- Holiday cards
- Thank you letters
- Market reports