

Law of Reciprocity Opportunities & Examples

Below is a list of the best opportunities for when you can give a gift, along with some examples of what that gift could possibly be. At the end of the day, it comes down to your own imaginations and what you believe people in your area, prospective clients, and clients may wish to receive. Remember, the gift should be something of value that people will remember. This will assist in building trust between you and them and will help them to remember you and hopefully talk about you and recommend you to their friends.

Home Opens

A simple gift at the home open should be enough for you to evoke the **Law of Reciprocity** and get buyers to open up and begin communicating with you. At the very least they will be happy to exchange details, so you can get some feedback for your seller. Some will be that thrilled that they will be very forthcoming with their personal circumstances.

Remember you don't ask "would you like a cup cake or macaroon?", you simply hand it to them and say, "here you go!" People don't like to feel indebted to you in any way, shape, or form. They would just say "no thanks", so the art is just to give without asking.

Vouchers

Nothing should leave your office without something of value for the recipient. For example, a free coffee, car wash, or perhaps a dry-cleaning voucher.

If we are sending out loads of material be it newsletters, sold/invitations, quarterly reports, or direct mail, we are going to be annoying a lot of people. So, for those who are not looking for an appraisal or thinking of selling, at least there is something in it for them.

Buyer / Seller Appointments

Always make a point of meeting at restaurants or coffee shops and most importantly, pay the bill. Believe it or not, they won't forget and will make it easier if you are asking for another \$5k or extra marketing spend etc. Believe me this works!

Pre-listing Gifts

A great way to win favour with sellers is to dig for information about what interests them or what they like.

For instance, if during your pre-appraisal qualification call you identify that the seller is moving to be closer to their first grandchild you could ask, "boy or girl?". Then send a little fluffy toy in your pre-listing box. This is guaranteed to impress the seller.

Or maybe the seller mentions they have dogs, you could send some treats or a toy for the dog.

Things like this show the seller that you like them, and you care enough to show it.

Listing Thank You

A bunch of flowers for the first home open is a great way to give the seller a thank you gift and has the added benefit of making the home look great for the first home open.

This has a dual benefit but is great when getting the sellers to meet the market because the trust is built. It could also work as a 'get out of jail free' card if you accidentally leave a light on or are late for a home open.

Other thank you gifts could be a scented candle that could be lit at home opens, maybe even movie tickets for the sellers to go to the cinema while the home is being opened.

Settlement

Two after settlement is the perfect time to give a thank you gift. That way you get to see the new home of the seller or the buyer settled into their new home. It is also a great time to get testimonials and referrals.

Again, the gift you give should be personalised, if the sellers like wine then perhaps a wine cooler with 2 bottles of wine. If they like their food, a great gift could be a hamper with some tasty treats. If they enjoy the footy, then footy tickets. The more personal the gift the more likely they are to talk about you to their friends.

Post Settlement Gifts

Have you heard of **Top of Mind Awareness**? Well how's this for staying top of mind.

After six months, send out a veggie hamper saying, "Haven't forgotten about you, hope you are enjoying your new home". Then after twelve months send them a 12-month magazine subscription of something that interests them.

If they are into cars then a car mag, if they are into cooking then a cooking mag. Now you are paying for the subscription so on the delivery envelope get the subscription company to put the sellers name care of your name. This means that for the next twelve months, they are going to see your name every time they open the mail.

Now that's what we call top of mind!