

How to write an Evidence of Success Postcard:

The goal of the letter of the heart is to get people to know you as a person.

The goal of the evidence of success is to remind them that you are a really good realtor.

On the opposite months that the letter of the heart is sent, send the postcard. They can be printed, mailed and postage paid as a bulk rate by local printers.

The EOS is sent as a quick postcard to share a success that you have had. The attached format can be customized to print 4 postcards per page at minimal cost. They will read this postcard (likely to determine if it's junk or not) and they will read your success story.

This postcard should be sent to your entire database as well. Though the focus of this playbook is past clients, your entire database should be reminded as your successes as a realtor as well as know you deeper as a person.

Some topic ideas:

A listing that you sold after it expired after another agent had it listed

A buyer who was able to secure a home below asking price and/or with seller concessions

Working with a buyer for a year before finding their dream home

Your formula for staging + photographs + cleaning to ensure showings on the first day

Personally painting, fixing, cleaning, repairing your sellers listing to get it sold/address appraisal conditions

Examples of win/win solutions found to help both buyers and sellers keep a deal together

Your ability to negotiate and how it impacted your buyer or seller