

## 33 Touch

- **18 Touches** A combination of seventeen e-mails, mailings, letters, cards, or drop-offs (which might include your business card) and may be one of the following: A letter of introduction, your personal brochure, market reports, Just Sold or Just Listed cards, holiday cards, your personal newsletter, recipe cards, property alerts, real estate news or articles, investing news or articles, community calendars, invitations, service directories, promotional items, etc.
- **8 Touches** Thank you or “thinking of you” cards
- **3 Touches** Telephone calls
- **2 Touches** Birthday cards (husband and wife)
- **1 Touch** Mother’s Day Card
- **1 Touch** Father’s Day Card

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## 33 Touches Each Year