

**Download this file, then
Copy, Paste & Personalize 2nd page & give with your gifts.**

Using this gift letter will accomplish a few things for you and your client:

- ✓ It will tell them the uses of their CUTCO gift
- ✓ It will tell them how high quality your gift is if they're new to CUTCO
- ✓ Another personalized system in place to add value to your business

PRESENTATION IDEAS TO FIT YOUR STYLE & INCREASE YOUR BRAND:

- Separate the events and don't bring the gift to the closing table. Instead, mail or pop by after they've moved in
- Add your favorite or a seasonal recipe with the letter
- Deliver to your client's office with a treat to share – they're all talking about you!
- Pair in a basket with other goodies
- Present on a bamboo cutting board with bow and gourmet cheese & bread
- Pair with a classy cookbook (fitting their style)

IF YOU'RE GIFTS HAVE RED HANDLES, YOU CAN ADD THIS TO YOUR GIFT LETTER:

Cutco has donated over \$750,000 to *GO RED for Heart Disease Foundation* with their red handles – Thank you for allowing us to participate on your behalf.

IF YOU'D LIKE TO INCLUDE OUR INFO FOR SHARPENING, YOU MAY ADD:

As our valued and a CUTCO owner, you are entitled to a Free Sharpening of all your knives on the anniversary of your home purchase. To schedule, please reach out to us. You will not be pitched or sold to as part of this sharpening, and you do have access to our exclusive discount. (You may change verbiage)

TURN GIFTS INTO BRANDING OPPORTUNITIES:

- ✓ Closing Gifts
- ✓ Referral Thank you / Appreciation Party
- ✓ Holiday Gifts
- ✓ Auction / Charity donations
- ✓ A List Clients & Raving Fans
- ✓ Advocate, Referral & Key Partners

**SHARE YOUR PRESENTATION / CUTCO STORY WITH US
AND RECEIVE \$50 FREE CUTCO ON YOUR NEXT ORDER!**

Your Client's Name,

Again and again you have gone above and beyond to help spread the word about my real estate services to your friends, family, and acquaintances. We strive for all of our clients to be raving fans, and are truly grateful and honored to have earned your continued vote of confidence. For all of your cheering and referrals, we wanted to send you a small gift of appreciation!

Please accept this piece of CUTCO Cutlery, the Spatula Spreader, as a token of my gratitude, which extends far beyond the limits of this small gesture!

The Spatula Spreader – A Spreader & Knife

- Spreads and cuts sandwiches, muffins and rolls with ease
- Frost, cut, and serve small desserts and casseroles
- Slice and serve pie, brownies, lasagna, casseroles and deserts from pans – Yum!
- Spread cream cheese on bagels or butter on toast, cut tomatoes or avocado
- Choose your spread and cut your sandwich ... Create the perfect PB&J!

Thanks again for all of your support - we appreciate being your trusted name when it comes to real estate. We genuinely appreciate your helping us build our real estate business by allowing us to service you. We hope your Spatula Spreader will serve your family well, as we serve all your real estate needs.

Please Spread the Word About Us!
Referrals are the highest compliment we can receive!

INSERT YOUR SIGNATURE / LOGO HERE

All CUTCO products are dishwasher safe & covered by the Forever Guarantee!