

**Download this file, then  
Copy, Paste & Personalize 2<sup>nd</sup> 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 INFO FOR SHARPENING, YOU MAY ADD:**

*As our valued client 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!**

*Dear Client Name(s),*

**In real estate, we do our best to offer the highest quality service to our clients and only want to associate ourselves with the very best.** That is why we're giving you the gift of Cutco, helping you start your own collection. If you aren't familiar, Cutco is the world's finest kitchen cutlery. They are 100 % North American made since 1949, with a FOREVER Guarantee, including free sharpening for life. We trust you'll enjoy using them with your family and friends for years to come.

### ***The Super Shears***

- Snip fresh herbs
- Section chicken
- Open bags- from potatoes to bird seed
- Do hundreds of jobs around the home and in the workshop.
- Cuts through chicken bones and other small bones
- Cut broccoli florets off the stem
- Cuts paper and fabric
- Cuts through the hard plastic from purchases
- Open cardboard boxes
- Use in the garage or garden

We genuinely appreciate your helping us build our business, as we hope your Shears 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!*