

# Real Estate Closing Gifts: The Importance of Saying Thanks



One of the toughest jobs today is being a real estate agent. Regardless of the state of the housing market, real estate agents rely almost fully on word of mouth and referrals from friend and family or former clients. Before an agent can sell a home they have to be able to sell themselves to potential clients. Being honest and knowledgeable is first and foremost a great way to attract business, but being kind, generous and personable is a close second.

Providing a great experience for a client buying or selling a home is going to leave a great lasting impression. To give your agents an additional edge in maximizing the client's experience, giving a gift for the new home is a great idea. It not only says "thanks" it also will be a lasting reminder of the experience they had when buying their home with the agent.



At Bukoo Gifts, our customized programs allow the agent to present a selection of gifts and a personalized message to the homebuyer or seller. They are able to choose from a vast selection of name brand gifts from home décor to tools, spa and bath items, luggage, and more. The client will appreciate the thought of the personal message and being able to choose their house-warming gift. Every time they look at what they chose they are reminded of the wonderful experience they had as the agent's client, and will be sure to use them next time an opportunity to buy or sell a home comes around to them. It could also be considered an advanced referral gift for telling their friend and family about the great job and generous character of the agent, increasing business and growth opportunities.

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If you are in the real estate market, you know that a special "Thank you" to your clients can go a long way. It could mean more referrals in the future for you as well as a return client should they need an agent down the road. Take the guesswork out of closing gifts by offering them a selection of gifts to choose from that you know they will love!

### Real Estate Gift Themes



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