

Princeton Selling System Fifteen Post-Closing Contacts

1. Two-day follow-up. (Are there any surprises or unmet expectations in the house?)
2. Two-week follow-up. (Are they starting to get unpacked/getting pictures up on the wall?)
3. One-month follow-up. (Have they met their neighbors yet?)
4. Three-month follow-up. (How is the home working out?)
5. Six-month follow-up. (This becomes an annual call.)
6. Anniversary of closing. (This becomes an annual call.)
7. Her birthday. (Call to remind *him* three days prior to her birthday.)
8. Her birthday. (Call to wish her happy birthday.)
9. His birthday. (Call to remind *her* three days prior to his birthday.)
10. His birthday. (Call to wish her happy birthday.)
11. Wedding anniversary. (Call to remind *him* three days prior to the anniversary.)
12. Wedding anniversary. (Call to remind *her* three days prior to the anniversary.)
13. Children's birthdays. (Mail a birthday card to each child on his or her birthday, along with a note and gift certificate to a local ice cream shop.)
14. Tickets. (Call to give away tickets to sporting events, plays, and upcoming activities.)
15. Home visit. (Call three to five months after closing to set up a home visit.)