

## Letter: Seeking Client Endorsement

### Overview:

Use this letter as a straightforward appeal for endorsements from past clients. While we do spend a lot of time building relationships without seeking direct referrals, now and again it can pay to simply ask for the connection.

This is a good letter to send on one, six, or 12-month anniversaries of closings, as the date provides a rational reason for reaching out to a past client.

Do be prepared for any constructive criticism or negative feedback and be willing to hear it openly and honestly.

Regardless of the type of feedback you receive, thank *each and every response* to this message.

**Your notes (when you used it, how you used it, modifications, etc.):**

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### Suggested subject lines if used as an email message:

Your endorsement?

A question re: your satisfaction

Helping friends & family?

### Letter/Email Body:

Hi **[CONTACT FIRST NAME]**,

I hope this email finds you enjoying your dream home as much as the day you moved in.

Thanks in no small part to you, I'm in the midst of a busy 20**[XX]**, and wanted to take a moment to check-in and thank you again for the trust you placed in me and my team.

As I am sure you're aware, word-of-mouth here in **[YOUR MARKET NAME / AREA]** is how businesses live and die. There's no higher compliment than your willingness to recommend me, and I am ever grateful for your endorsement. If you do know of someone who may be in the market soon to buy or sell a home, I would be glad to sit down and help them realize their dream.

Naturally, if there's any reason you would not recommend me, please let me know. If I've ever fallen short of your total satisfaction, I do want to know. (Yes, it might be a little tough to hear, but it will only help me improve.)

Our networks of friends and family matter more than ever these days, as do the respect and trust of our neighbors. I wish you the very best and hope to hear from you when you have the time.

**[CLOSING / SIGNATURE]**



### Remember:

To customize this letter, use the file **letter-clientendorse.doc** or **letter-clientendorse.txt**.