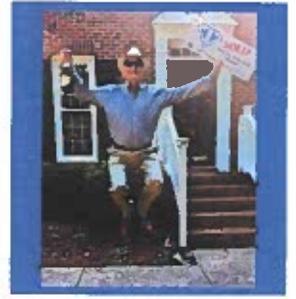
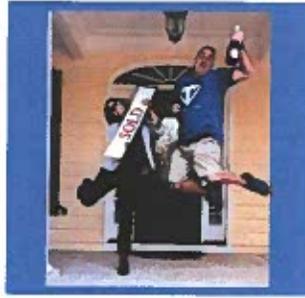
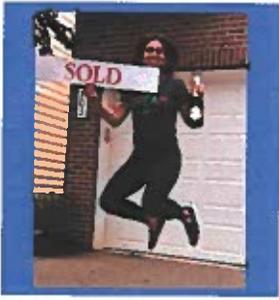


# How to Create LOTH (Letter of the Heart)

**Purpose:** Your database to get to know more about you as a person, versus a businessperson. While it is about you, it must be interesting to them to read and connect with them on an emotional level.

**Who it goes to?** LOTH goes to everyone in the database who knows, likes, and trust you. Current clients, past clients, personal friends, VIPs (not a geographic farm group or businesspeople you are chasing to get an appointment from. Remember this is a personal letter - if you don't know them and you are sharing something personal, they might think you're a bit strange!

- This is a maximum 1-page letter that shares a pain point or heart felt story that others can relate to. This letter needs to evoke an emotion, teach them something or make them want to connect with you.
- Plan these out in advance so the topics are varied and interesting to the person you are sending it to. Write several at once to be sure they go out regularly.
- Examples: Stories about your children, life lessons that you learned, pain that you experienced but overcame, something funny that happened, a great book that you read. No "bragging" about how great your house or car is.
- Include pictures that go along with the topic of your story, if possible.
- Your letter needs a catchy title or headline to draw people in to read it.
- The body of the letter should not talk about business at all, only personal things.
- Please have someone review the letter prior to sending to check for spelling and punctuation errors.
- Your letter should have a "call of action" to encourage the reader to reach back out to you. Example: If the letter is about my favorite restaurant in town, I would ask the reader to let me know their favorite restaurant that I should try next.
- You will add a "PS" (This is where you can add in something brief about business and ask for referrals, working to tie this back into the letter you have written).
- You should sign this letter
- Fun paper and envelopes are a must! No letterhead.



## "THE CLOSING DAY LEAP WITH TERB!"



On May 28, 2020 the "Closing Day Leap with Terb" was born! A great friend of mine and past client, Amy Saunders (pictured on the top left) was the first to leap on closing day and the rest was history. If you are reading this letter you know I love helping people accomplish their real estate goals, and do my best to provide 5 star service while doing so.



In saying this, I've always wanted closing day to be a momentous occasion: a day that my clients will remember for a lifetime. I would bring champagne, a "Sold sign", and take pics to chronicle the day. This was a fine tradition until that day in May of 2020. Amy, a lead trainer who I met through Camp Gladiator, suggested we take it up a notch, and that she leaped in joy on her big day! I loved the idea, and we had a new tradition on closing day from that day on!



Since Amy's original leap, we have had countless "Closing day leaps with Terb" and my clients have had a blast doing it. I have had clients that vowed they would never jump and end up getting airborne with joy for their pic. I even convinced my wife, Leslie Terbet to (somewhat) leap on our closing day. For my clients that may be vertically challenged, I can still manage to get a picture with tippy toes off the ground and a big smile! I will now show up to the final walkthrough with the closing day sign and champagne in hand, and my clients have told me how they've been practicing their leap! I can't tell you how hearing that makes me smile! It is a tradition that I hope continues for as long as I am selling real estate.



I wanted to share some of my closing day pictures with you here. You can tell that the leaps come in all styles with different stories behind each smile. Each leap signifies a new chapter in my client's life, and I am honored to be a part of that day. If you are receiving this letter, I want to thank you for making what I do so enjoyable. I can't thank you enough for your support and referrals. 2023 is already off to a great start in the housing market, and if you know of anyone who we can help and would like to experience the "Closing Day Leap with Terb" next, please let us know! We would be honored to help them.



Sincerely,

Terb



Dear Clients, Friends, and Family,

This time last year, we were celebrating my oldest son, Shimon's Bar Mitzva. It was such a special time for our family. Watching Shimon grow into a young man is surreal to me on many levels. He started high school this year, and Shai and I couldn't be more proud of him.

October was a month full of holidays. We started with Rosh Hashana, then Yom Kippur, then straight into Sukkot. We spent most of that time with our family. As many of you know, I come from a large family with lots of siblings. Shai and I are fortunate that most of our family lives within walking distance to our home. During the holidays, this affords our boys the opportunity to really spend time, and form close bonds with their cousins. For that, we are incredibly grateful.

One of the things that I was able to take from this holiday season was, how amazing it felt to be detached from my phone. There is something to be said about spending uninterrupted time with people you love; no distractions, really listening. Falling asleep came much more easily to me during the holiday, while my mind wasn't racing with tasks left unfinished. There was no grabbing my phone to respond to texts or emails, when I should have been asleep. It can be difficult for me because I love my clients, and I want to be there for them 24 hours a day. Real estate doesn't sleep. However, I knew I needed to make a change.

I finally made a decision and implemented it. Moving forward, one hour before I go to sleep, I shut off my phone, and place it in the kitchen to charge. We are going on week 2 of this, and it has been amazing. I have been waking up earlier, getting my run in, and I feel rejuvenated. This better allows me the time and focus to answer those text messages and emails from my deserving clients.

I would love to hear from you.

What do you do to help yourself fall asleep at night?

How do you shut off the noise of the day?

Even if we haven't spoken in a while, please feel free reach out.

As always, kind regards,

Chedva

845.323.0383

P.s Don't let the news mislead you. Yes, interest rates are higher, but homes are still selling!

