



RYNO'S PORCH | AGENT RESOURCE #07

Reasons to Reach Out

When You Have Nothing to Sell

You don't need a market update, a new listing or a referral request to say hello.

The old personal-note list had 24 different reasons to write someone: appreciation, gratitude, reconnecting, shared experiences, useful information, something funny, being impressed, thinking of somebody and more. The best part wasn't the scripts. It was the reminder that ordinary life gives you plenty of reasons to reach out.

THE EASY REASONS

YOU THOUGHT OF THEM

Something reminded you of them. You drove past a place you went together. You remembered a conversation. Their name simply crossed your mind.

YOU HAVE SOMETHING TO THANK THEM FOR

A referral. Their time. Great service. Helpful information. A favor. An introduction. Or just being somebody you appreciate.

YOU NOTICED SOMETHING GOOD

They did something impressive. Hit a milestone. Helped somebody. Started something new. Shared something worth acknowledging.

YOU FOUND SOMETHING THEY'D ACTUALLY ENJOY

An article, local event, funny story, restaurant, contractor, neighborhood update—or anything that made you think, “They’d like this.”

IT'S JUST BEEN TOO LONG

No elaborate excuse required. Sometimes “I realized it's been forever” is enough.

YOU ARE ALLOWED TO CONTACT PEOPLE WITHOUT TURNING IT INTO REAL ESTATE. In fact, that's kind of the point.



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MAKE IT SOUND LIKE YOU—NOT A SCRIPT The original list offered canned openings. Use the reason behind them, then say it the way you'd actually say it.

Instead of a formal “thinking of you” card...

“Hey, you randomly crossed my mind today. How the hell are you?”

Instead of manufacturing a reason to reconnect...

“I just realized it's been way too long since we've talked. What's new with you?”

Instead of a generic thank-you...

“I don't think I properly thanked you for that. I really appreciated it.”

Instead of sending random 'value'...

“Saw this and immediately thought of you. Figured I'd send it before I forgot.”

Instead of waiting for a transaction anniversary...

“I was thinking about that whole house adventure of yours the other day. How's the place treating you?”

THE 30-SECOND TEST

Do I have a real reason to contact them?

☐ YES

Would I still send this if they never referred me business?

☐ YES

Does this sound like something I would actually say?

☐ YES

Can I send it without adding a sales pitch at the end?

☐ YES

TRY THIS THIS WEEK

Pick three people from your database. Don't ask for business. Don't give them a market report they didn't ask for. Just find one honest reason to say hello.

A relationship doesn't need a campaign every time it needs a little attention.