



Stay in Touch

Without Becoming a Pest

Consistency matters. So does giving people a reason to be glad they heard from you.

The old database systems were built around frequent contact: monthly communication, newsletters, birthday touches, client events, calls and face-to-face visits. The useful lesson isn't that everybody needs the same schedule. It's that relationships usually fade when staying in touch is left completely to chance.

A SIMPLE RULE: DON'T MAKE EVERY TOUCH ASK FOR SOMETHING

SOME CONTACTS CAN BE PERSONAL

A quick check-in. A handwritten note. Congratulations. A birthday. Something you remembered from your last conversation.

SOME CAN BE USEFUL

A contractor name. A neighborhood update. A local event. A resource that actually matches something they care about.

SOME CAN BE SOCIAL

Coffee. Lunch. A client event. Running into each other intentionally instead of hoping it happens by accident.

AND YES—SOMETIMES REAL ESTATE IS THE REASON

A home anniversary, a question about the house, a market change that genuinely affects them, or something they specifically asked you to keep an eye on.

THE PROBLEM ISN'T FREQUENCY BY ITSELF. The problem is when every contact feels like the same disguised request for business.

YOUR MIX SHOULD FEEL LIKE A RELATIONSHIP

REMEMBER

Things that matter to them.

HELP

When you have something genuinely useful.

CONNECT

Because you actually like knowing them.

WORK

When there's a real business reason.



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BUILD A RHYTHM YOU CAN ACTUALLY KEEP The source material used fixed cadences—monthly communication, multiple annual calls and visits, birthdays and events. Treat those as examples, not commandments.

RELATIONSHIP	WHAT FEELS NATURAL?	HOW WILL I REMEMBER?
Closest relationships	_____	_____
Past clients	_____	_____
Referral relationships	_____	_____
Newer connections	_____	_____

THE 'AM I BECOMING A PEST?' CHECK

- ☐ Would this make sense if I weren't in real estate?
- ☐ Have I listened enough to know what this person actually cares about?
- ☐ Am I varying how I stay in touch—or sending the same thing over and over?
- ☐ Do they have an easy way to ignore this without me chasing them?
- ☐ Have I had enough real conversations that this still feels like a relationship?

ONE THING WORTH TRACKING

The old personal-note guide had one especially practical idea: keep track of what you sent and when, so the next contact isn't the exact same thing again.

Last meaningful contact: _____ What it was: _____

Something worth remembering next time: _____

YOU DON'T NEED TO STAY TOP OF MIND EVERY 30 DAYS. You need to stay enough of a real relationship that hearing from you still feels normal.