

Birthday Cake Campaign for Real Estate Agents

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Everyone loves to feel special on their birthday! Your agents will appreciate that you remembered their special day enough to bring a cake. Keep this simple! White, Chocolate or Yellow cake with a basic frosting and sprinkles. Don't forget a card, too!

This is an ongoing campaign that you can do for your favorite agents. This will grow as you gain attention and more agents. Start by gathering their birthday information with their date of birth and favorite flavor. Enter it into a calendar and each month plan on how you are going to get the cake made and delivered to the agent.

You will need:

Foil cake pan with lid

Yellow, white or chocolate cake mix

White or chocolate frosting

Sprinkles

Birthday Card

Baking the cake is extremely easy...don't burn it! 🥞 Frost and add sprinkles to it and cover it for delivery. Tape the birthday card from you on top – put your business cards inside with a personal message from you.

On the day of their birthday, drop by with the treat. Trust me, the whole office is going to appreciate this. Try to drop by when they are there...but, as not all agents are full time, this can be challenging. You could always call them to coordinate this, too. Or you can leave it as a surprise. If they are there...you can sing happy birthday to them or simply wish them a happy birthday and spend a few moments chatting about their day so far. If they are not there, simply ask the receptionist if they could let them know they have cake at the office for them. You will get a thank you email or text later and you can chat with them then about how their birthday is going.

The cake will be shared with everyone, which spreads the word about what you did through the office. You do this a few times and the receptionist will have a hard time keeping you away from the agents. This will break down barriers very well and warm the agents up to being more receptive to you. Keep it up, though. Once you start this.... they will look forward to it each year!

Although it seems like an opportune time to sneak in loan talk...it's not. This is a relationship opportunity only. Do not bring up loans unless they do! Keep it about them and their important day.

Cost of cake mix, frosting and sprinkles: \$10.00

Birthday Card: \$3.50