

HOLIDAY GIFT GUIDE

CHRISTMAS CARDS | GIFT CARDS | HOLIDAY STAMPS



RESHAWNA LEAVEN

STEP-BY-STEP HOLIDAY PROJECT PLAN

STEP 1: IDENTIFY YOUR TOP 20-50 SPHERE MEMBERS

- Include past clients, referral partners, business owners, and close friends who've supported your business this year.
- Use your CRM or spreadsheet to list their names, addresses, and preferred coffee shops or stores.

STEP 2: CHOOSE YOUR HOLIDAY CARD DESIGN

- Select professional, warm, and personal designs
- Choose a card style that aligns with your personality
- Pro Tip: Order in bulk to reduce cost per card.

STEP 3: ADD A PERSONAL TOUCH

- Handwrite each recipient's name and a short note.
- Use an ink pen with metallic or gel ink for an elevated look.
 - Example note: *"Thank you for your continued support and referrals. Wishing you joy, peace, and success this holiday season!"*

STEP 4: SELECT YOUR GIFT CARD TYPE

You can mix and match depending on your recipients:

- Coffee Gift Cards: Starbucks, Dunkin' Donuts — \$5 each
- Grocery Gift Cards: Aldi, Walmart, or local markets — \$25 each
- Restaurant Gift Cards: Panera, Chick-fil-A, or DoorDash — \$10-\$20 each
- Bonus: Include one or two larger \$50 cards for giveaways or top referrers.

STEP 5: GATHER SUPPLIES

If you prefer one-stop shopping, visit my Amazon Store ([click here](#)):

- Box of 20 cards
- Holiday stamps
- Ink pens
- Envelopes
- Gift card holders
- Gift stickers & address labels



LOWEST-COST OPTION

If you want to stay budget-friendly yet meaningful, here’s a sample setup

Item	Quantity	Total
Box of Holiday Cards	20	\$6.99
Book of Holiday Stamps	20	\$25.95
Starbucks \$5 Gift Cards	20	\$100
Estimated Total	60	\$132.94 (\$6.65 per contact)

PRO TIPS

- Start mailing by December 5th to ensure delivery before Christmas.
- Use holiday-themed return labels or include your business logo subtly.
- If you’re sending multiple card batches, set aside time for writing and stamping.
- Keep extra cards and envelopes handy for last-minute additions.

OPTIONAL ADD-ON IDEAS

- Include a QR Code linking to your holiday appreciation video or calendar link for January coffee meetups.
- Add a business card or magnet inside each envelope.
- Track responses and follow up with a “Happy New Year” text or email.



CHRISTMAS CARD DESIGNS

Click on the images below to see what's included with the Christmas card package



GIFT CARD IDEAS

Click on the images below to order your gift card from Amazon.



Buy in Bulk: Many retailers, like Starbucks, offer bulk packs of gift cards. For example, 10 cards at \$5 each. It's an easy way to save time and stay organized.

Go Digital: Most major retailers, including Amazon, now offer digital gift cards you can email or text directly to recipients. Perfect for last-minute gifts or long-distance clients.

Flexible Gift Options: Consider using One4All Gift Cards or Zillion Gifts. These allow recipients to choose where to spend their card, giving them flexibility instead of being tied to one specific store.



HOLIDAY STAMPS

There are many holiday stamp options to choose from. The stamp options below are from Amazon and on my Amazon store for your convenience.

- Buy from **USPS** - See more holiday stamp options - [click here](#)
- Buy from **my Amazon Store** - Buy the options above - [click here](#)



PRO TIPS

- If you buy Forever Stamps, you lock in today's postage rate, and the best part - they never expire! As of November 2025, Forever Stamps cost 78¢ each. If postage increases to 85¢, your previously purchased Forever Stamps will still cover the full postage amount. That means you won't need to buy or add extra postage later. Saving you both time and money.



PURCHASE THE COST TO CLOSE

If you've enjoyed this Holiday Gift Guide, you'll love *The Cost to Close*. The ultimate resource for real estate agents who want to streamline their business, understand every phase of a real estate transaction, and build a profitable, referral-driven career. This book breaks down the real numbers behind your success from budgeting and commission tracking to client experience systems and marketing strategies. It's packed with actionable steps, templates, and insights to help you thrive in today's real estate market.



WHERE TO BUY

- Amazon - [Buy Here](#)
- Barnes & Noble - [Buy Here](#)
- Books-A-Million (BAM!) - [Buy Here](#)
- National Association of REALTORS® Store - [Buy Here](#)
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- Agent Resources: www.CostToClose.com/real-estate-agent-resources

