

# How to Create Raving Fans

Seychelle Van Poole, Dallas, TX

Seychelle and her team, Van Poole Properties, have created a system that rewards referrals, reviews, and key partnerships. Her team added “Raving Fans” gift boxes to their curated touch plan.

The idea stemmed from a few questions:

1. What if we could get people that already know, like, and trust us, to refer to us more?
2. How do we create a system that rewards people who send us referrals, whether local or from other agents?
3. How can we be more intentional with our touches?
4. How can we create raving fans?

## Step 1: Identify Your Target Audience

Seychelle’s team sends 110-150 boxes quarterly. She has narrowed down the behavior she wanted to encourage and the audience she wanted to reward to the following:

1. In-town referring clients
2. Out-of-town referring agents
3. People who leave a positive review
4. Key vendors and business partners
5. Van Poole Properties team members

You could start with a group as simple as repeat clients that transacted in the previous year or people you know have referred a client to you.

**PRO TIP:** Start tracking your referrals! Not only who was a referral, but where they came from. This creates an easy reference to know who are your top referrers! Seychelle uses tags to help identify her Raving Fans for the year. Each quarter she pulls the list of people that were tagged in the previous four quarters. You can use a tag as simple as “RFQ124” – Raving Fan Quarter 1 2024. Or “RFJune24” – Raving Fan June 2024. You will also want to tag your “Forever and Always” Raving Fans. These are the people you always want to be on your list.

## Step 2: Create a TCPA-Compliant Plan Overview

Everyone should have a powerful touch plan! Using your touch plan as the basis for creating Raving Fans allows you to incorporate more meaningful touches just for those people.

- Examples of touches Seychelle’s team does include:
1. Four Raving Fans boxes sent quarterly for a year to anyone who sends a referral
  2. One Raving Fans box sent to anyone who writes a review
  3. Four TCPA-compliant calls a year (two “Thank you” calls and two check-in calls)
  4. Four Videos (one with vendor, one with show and tell, one asking for posts with them, one with "Thank You" message (Posted to social media))
  5. 18 Emails a year from Vyrat (two video emails a month and one TCPA-compliant text email a month)
  6. If in-town added to VIP events (two events + six additional touches around the events)

## Step 3: Source Products

Supporting local businesses is important to their team, so Seychelle has built relationships with local vendors to supply items for the boxes. Not only is she supporting her community, but she also receives referrals from these companies. She tries to keep each box at a total cost of \$20-\$25, including packaging and shipping.

**PRO TIP:** If you’re looking for an easy button, you can use websites like BoxFox.com or HappyBoxStore.com to send pre-curated gift boxes.



## Step 4: Make It Personal

In every box Seychelle’s team sends, they include a brand card and a market update booklet. The market update booklets are especially great for the out-of-town referring agents to showcase your area expertise.



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TCPA Reminder: Remember to comply with the TCPA and any other federal, state or local laws, including B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

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