**Welcome Baskets**

Your friend has just passed her real estate licensing exam and is excited about the prospect of starting her new career in real estate. She wants to add a special touch to her business that she feels is unique and will also increase her referral business, so she enlists your help in coming up with some creative ideas.

You decide that an added touch for your friend’s new career is to provide gift baskets to new homeowners as a housewarming gift. In addition, upon a completed sale of a home the seller will receive a personalized gift basket. You have always been the person who is the most creative gift-giver of all of your friends so you think this might make a fun and profitable career. In order for this to be a ‘personal’ gift basket, the realtor will need to get to know the client, whether it be someone who is selling their home or someone who is buying a home. You will need to create an interest survey to determine the clients’ likes/dislikes, hobbies, and favorites (restaurants, stores, scents,).

Your task is to prepare a list of questions to include in your interest survey, as well as possible examples of the contents of several gift baskets, such as one for sports enthusiasts, movie watchers, or DIYers. Include an estimate of the cost of a variety of basket types. Prepare an email for your friend which clearly conveys the above information. Hopefully if your friend is excited about your ideas, your business can grow to include many other area realtors.