

How the program works

A welcome home gift that arrives after the keys do.

Why it exists

A closing gift should do more than say congratulations. It should help a new house feel like home. The Walden Backyards Welcome Home program gives lenders and realtors a simple way to send a lasting, useful gift — one that lives on the porch, the patio, and around the backyard — while giving the new homeowner the fun of choosing it themselves.

Walden Backyards is independent, local, and veteran-owned. Every gift is picked, packed, and shipped by people who believe a backyard is where a house becomes a home.

How it works — for lenders and realtors

- 1. Verify once.** Create your professional account and verify your role. Verification keeps professional pricing and volume discounts where they belong.
- 2. Choose a gift level.** Pick a \$50, \$100, \$250, \$500, or \$2,000+ gift. Each level offers a curated selection of Walden Backyards and partner products.
- 3. Personalize the card.** Add your logo, a photo, and a personal message. The homeowner receives a beautiful printed card with a single-use gift code.
- 4. We handle the rest.** The homeowner chooses their gift and confirms their address. We pack it with your card and ship it to their new home. You get tracking along the way.

How it works — for the new homeowner

The card arrives with a gift code. The homeowner visits welcomehome.waldenbackyards.com, enters the code, and chooses the gift they love most from the selection you funded. They can add personal extras at their own expense if they like — your gift amount is always covered by you. The gift ships straight to their new address.

The annual program

Gift spending accumulates over the calendar year. As your annual total grows, volume discounts unlock automatically — the more welcome homes you send, the further each dollar goes. Totals reset each January 1. Because the program launches in late 2026, all 2026 spending rolls over into 2027 for discount calculations.

What's in the gifts

Every gift level features durable, American-made outdoor goods from Walden Backyards — fire pits and accessories, roasting sticks, blankets, birding gear, and more — alongside flags and flagpoles from our partner, Flags Unlimited. Products rotate with the seasons, so each gift level always has something worth choosing.

A gift with your name on it

Your brand travels with every gift: your logo and message on the printed card, and your company name on the package note inside the box. Months later, when the fire pit is lit or the flag goes up, the homeowner remembers who welcomed them home.

Ready to welcome someone home?

Visit welcomehome.waldenbackyards.com to create your professional account, or enter your gift code if you've received a card.