

REAL ESTATE EMAIL TEMPLATES

READY TO USE
SEQUENCES



BUYER LEADS EMAIL SERIES

TO INITIATE BUYER LEADS

EMAIL #1 - SEND ON DAY 3

SUBJECT - HOUSE HUNTING

HI! I SAW THAT YOU JUST LOOKED AT A FEW HOMES ONLINE, IS THERE ANYTHING I CAN BE DOING FOR YOU IN THE MEANTIME WHILE YOU'RE BROWSING ONLINE OR ANY QUESTIONS THAT YOU HAVE?

FIRST & LAST NAME PHONE NUMBER

EMAIL #2 - SEND ON DAY 7

SUBJECT: YOUR HOME SEARCH...

I HOPE THE HOME SEARCH IS GOING WELL! ARE YOU HAVING ANY TROUBLE WITH YOUR SEARCH OR DO YOU NEED ANYTHING FROM ME AT THIS STAGE? I'VE ACTUALLY GOT A REALLY COOL SEARCH TOOL THAT ISN'T EVEN ON MY WEBSITE YET AND GIVES YOU A CUSTOM HOME SEARCH WITH A TON MORE OPTIONS. LET ME KNOW IF YOU'D LIKE ME TO SET IT UP FOR YOU.

FIRST & LAST NAME PHONE NUMBER

BUYER LEADS EMAIL SERIES

TO INITIATE BUYER LEADS

EMAIL #3 - SEND ON DAY 12

SUBJECT: JUST CHECKING IN...

JUST WANTED TO CHECK IN TO SEE IF THERE WAS ANYTHING YOU NEEDED FROM ME? HAVE YOU FOUND ANY HOMES YOU WOULD LIKE TO SEE? HOPE ALL IS WELL AND TO HEAR FROM YOU SOON!

FIRST & LAST NAME PHONE NUMBER

EMAIL #4 - SEND ON DAY 20

SUBJECT: NOT GOING TO SELL YOU...

BY NOW I HOPE YOU KNOW I'M NOT GOING TO TRY TO SELL YOU ON WHY YOU SHOULD USE ME AS AN AGENT. I CERTAINLY CAN, BUT RATHER THAN TOOT MY OWN HORN, I'D RATHER LET YOU KNOW I'M HERE TO HELP YOU THROUGH ONE OF YOUR BIGGEST FINANCIAL DECISIONS. SO IF YOU'RE READY TO GO LOOK AT SOME HOMES, OR JUST NEED A LITTLE MORE TIME, LET ME KNOW, AND I'LL WORK AT YOUR PACE. HOPE TO HEAR FROM YOU SOON!

FIRST & LAST NAME PHONE NUMBER

SELLER LEADS EMAIL SERIES

TO INITIATE SELLER LEADS

EMAIL #1 - SEND IMMEDIATELY

SUBJECT: GOT YOUR MESSAGE...

GOT YOUR MESSAGE. I HAVE A COUPLE OF QUESTIONS ABOUT YOUR HOME. WHAT'S THE BEST TO CHAT- AFTERNOONS OR NIGHTS?

FIRST & LAST NAMEPHONE NUMBER

EMAIL #2 - SEND 3 DAYS LATER

SUBJECT: #1 HOME-SELLING ADVICE

I'D LIKE TO SHARE WITH YOU THE BEST ADVICE ANYONE HAS EVER GIVEN ME ABOUT SELLING HOMES. ARE YOU AVAILABLE THIS AFTERNOON? I'LL HAVE SOME TIME TO SPARE THEN. FIRST & LAST NAMEPHONE NUMBER
AFTERNOONS OR NIGHTS?

FIRST & LAST NAMEPHONE NUMBER

SELLER LEADS EMAIL SERIES

TO INITIATE SELLER LEADS

EMAIL #3 - SEND 5 DAYS LATER

SUBJECT: HECK OF A WEEK!

IT'S BEEN A HECTIC WEEK, BUT I'M NEVER TOO BUSY TO CHECK IN WITH YOU. I'D LIKE TO MAKE SURE YOU ARE GETTING THE BEST PRICE FOR YOUR HOME AND ON YOUR TIMELINE. WHAT KIND OF TIMELINE DO WE HAVE TO WORK WITH? ARE YOU LOOKING TO MOVE QUICKLY?

FIRST & LAST NAME PHONE NUMBER

EMAIL #4 - SEND 10 DAYS LATER

SUBJECT: BUYERS - JUST LIKE YOU...

ONE THING TO CONSIDER IN SELLING YOUR HOME IS LOOKING FOR A BUYER WHO IS JUST LIKE YOU! THINK ABOUT IT- YOU ARE LOOKING FOR SOMEONE WITH THE SAME IDEALS AND TASTE IN MIND AS YOU HAS WHEN YOU BOUGHT YOUR HOME. THAT BEING SAID, WHAT IS YOUR HOME'S BEST FEATURE?

FIRST & LAST NAME PHONE NUMBER

SELLER LEADS EMAIL SERIES

TO INITIATE SELLER LEADS

EMAIL #5 - SEND 15 DAYS LATER

SUBJECT: WHEN YOU'RE READY

I HATE THAT WE WEREN'T ABLE TO CONNECT IN THE LAST COUPLE OF WEEKS. JUST KNOW THAT I AM HERE, READY, AND ABLE. HOPEFULLY YOU ALSO NOTICE - I DON'T GIVE UP EASILY! IF YOU NEED HELP, I'M YOUR AGENT! BUT YOU SHOULD MOVE AT YOUR OWN PACE. LET ME KNOW WHEN THAT IS.

FIRST & LAST NAME PHONE NUMBER

EMAIL #6 - SEND 25 DAYS LATER

SUBJECT: WOULD YOU STILL LIKE TO SELL YOUR HOME THIS YEAR?

WOULD YOU STILL LIKE TO SELL YOUR HOME THIS YEAR?

FIRST & LAST NAME PHONE NUMBER

OTHER LEADS EMAIL SERIES

TO INITIATE POTENTIAL CLIENTS

EMAIL #1 - SEND IMMEDIATELY

SUBJECT: YOUR LOCAL EXPERT

I'M {{MY_FIRST_NAME}} {{MY_LAST_NAME}}, YOUR LOCAL POINT OF CONTACT. I'LL BE ASSISTING YOU FROM THIS POINT FORWARD. MOST PEOPLE NEED MY HELP WITH THE FOLLOWING THREE THINGS:

1. SETTING UP IN-PERSON SHOWINGS WHEN YOU FIND A HOME YOU LOVE ONLINE
2. NEGOTIATING THE BEST PRICE, ONCE YOU DECIDE TO MOVE FORWARD
3. MAKING SURE THE PAPERWORK IS DONE RIGHT (IT'S PRETTY COMPLICATED, UNFORTUNATELY)

IF AT ANYTIME YOU EVER NEED ASSISTANCE, SIMPLY HIT REPLY TO THIS EMAIL. BASICALLY, I'M HERE IF YOU EVER NEED ME, BUT NOT WHEN YOU DON'T.

FIRST & LAST NAME PHONE NUMBER

OTHER LEADS EMAIL SERIES

TO INITIATE POTENTIAL CLIENTS

EMAIL #2 - SEND 3 DAYS LATER

SUBJECT: HOUSE HUNTING?

I SAW THAT YOU JUST LOOKED AT A FEW HOMES ONLINE, IS THERE ANYTHING I CAN BE DOING FOR YOU IN THE MEANTIME WHILE YOU'RE BROWSING ONLINE OR ANY QUESTIONS THAT YOU HAVE?

FIRST & LAST NAME PHONE NUMBER

EMAIL #3 - SEND 7 DAYS LATER

SUBJECT: YOUR HOME SEARCH

I HOPE THE HOME SEARCH IS GOING WELL! ARE YOU HAVING ANY TROUBLE WITH YOUR SEARCH OR DO YOU NEED ANYTHING FROM ME AT THIS STAGE? I'VE ACTUALLY GOT A REALLY COOL SEARCH TOOL THAT ISN'T EVEN ON MY WEBSITE YET AND GIVES YOU A CUSTOM HOME SEARCH WITH A TON MORE OPTIONS. LET ME KNOW IF YOU'D LIKE ME TO SET IT UP FOR YOU.

FIRST & LAST NAME PHONE NUMBER

OTHER LEADS EMAIL SERIES

TO INITIATE POTENTIAL CLIENTS

EMAIL #4 - SEND 12 DAYS LATER

SUBJECT: A FEW QUICK QUESTIONS...

JUST WANTED TO CHECK IN TO SEE IF THERE WAS ANYTHING YOU NEEDED FROM ME? HAVE YOU FOUND ANY HOMES YOU WOULD LIKE TO SEE? HOPE ALL IS WELL AND TO HEAR FROM YOU SOON!

FIRST & LAST NAME PHONE NUMBER

EMAIL #5 - SEND 20 DAYS LATER

SUBJECT: NOT GOING TO SELL YOU...

BY NOW I HOPE YOU KNOW I'M NOT GOING TO TRY TO SELL YOU ON WHY YOU SHOULD USE ME AS AN AGENT. I CERTAINLY CAN, BUT RATHER THAN TOOT MY OWN HORN, I'D RATHER LET YOU KNOW I'M HERE TO HELP YOU THROUGH ONE OF YOUR BIGGEST FINANCIAL DECISIONS. SO IF YOU'RE READY TO GO LOOK AT SOME HOMES, OR JUST NEED A LITTLE MORE TIME, LET ME KNOW, AND I'LL WORK AT YOUR PACE. HOPE TO HEAR FROM YOU SOON!

FIRST & LAST NAME PHONE NUMBER