

## Text of Email Templates

### **After Sale Follow-up**

[CONTACT'S SALUTATION]

Congratulations on the sale of your property!

While I'm sure you have many memories there, it's time to open a new chapter in your life.

I want you to know that it was a pleasure working for and with you. If there's anything more I can do for you, do not hesitate to let me know.

If you know of anyone else who would be interested in my services, I'd very much appreciate the referral. Please forward this email, with my contact information, or tell them to give me a call.

[USER EMAIL SIGNATURE]

### **Agent Listings Search**

Click the link below to view. If after clicking the link, your Internet browser does not launch, right click on the link and Copy the Shortcut. Then paste the Shortcut into your browser's Address Field.

[LISTING URL]

[USER EMAIL SIGNATURE]

### **Appointment confirmation**

[CONTACT'S SALUTATION]

Just a note to confirm our appointment on <ENTER DATE AND TIME> at <LOCATION>. If you need to reschedule, please contact me as soon as possible.

[USER EMAIL SIGNATURE]

### **Attached Buyer Presentation**

[CONTACT'S SALUTATION]

I look forward to helping you find the perfect home! That's why I've attached a list of properties matching your preferences for area, style of home, price, etc.

The details include:

- a short description of each property
- a Comparative Market Analysis that lets you compare features across all selected properties
- an ownership analysis of the charges and payments required to purchase

If one of the featured properties catches your interest, I'd be happy to help you prepare an offer. If you have other preferences that aren't reflected in this selection of houses, please let me know. I can make the necessary adjustments and present you with a new report.

As I cannot guarantee the continued availability of these properties for long, I urge you to look through this report as soon as you can. I look forward to finding the perfect home for you!

[USER EMAIL SIGNATURE]

### **Buyer Closing Anniversary**

[CONTACT'S SALUTATION]

It's been <XX DAYS> since the purchase of your new home!

Here's hoping that you are nicely settled in and getting to know the neighborhood.

I want you to know that it was a pleasure working for and with you. If there's anything else I can do for you, do not hesitate to give me a call.

If you know of anyone else who would be interested in my services, I'd very much appreciate the referral. Please forward this email, with my contact information, or tell them to give me a call.

Once again, I wish you good luck in your new home.

[USER EMAIL SIGNATURE]

PS: Perhaps you'd like to see how the value of your current property has changed in a couple of years' time!

### **Buyer Listings Search**

[CONTACT'S SALUTATION]

I've found a property that I'm sure will interest you. Please click on the link to view the details: [LISTING URL]

I'd like to show this property to you as soon as possible, so please call me to arrange a time. If you need a map or driving instructions, I can easily provide those too.

Should you be interested in any other properties in the area, please send me the addresses or listing numbers and I'll be happy to research them and provide you with additional information. Perhaps we can arrange to see several properties in the same area at one convenient time.

Let me know!

[USER EMAIL SIGNATURE]

### **Buyer Open House Announcement**

[CONTACT'S SALUTATION]

Mark your calendar! There's an Open House I really think you should attend on <DATE> at <TIME>.

This property has a good number of the qualities and features you are looking for

in a new home. It's in your preferred area and price range:  
<SHOWING ADDRESS>  
<MISCELLANEOUS POINTS OF INTEREST>

Should you need a map or driving directions, let me know and I can provide these. I look forward to seeing you there. If you have any questions prior to this event, don't hesitate to call me.

[USER EMAIL SIGNATURE]

### **Buyer Property Search**

[CONTACT'S SALUTATION]

Just a note to let you know that we are [XX] days into the search for your new home!

This is a most important time, as we must be vigilant about reacting immediately to any and all new leads, as they arise.

We must work closely to ensure that you are among the first to view the properties you are interested in.

With this in mind, I'll be contacting you soon and hopefully often.

[USER EMAIL SIGNATURE]

### **Buyers interested in your area**

[CONTACT'S SALUTATION]

I want to let you know I have a buyer interested in your area. If you are considering a move soon, or know if any of your neighbors are considering moving, please give me a call or reply by e-mail.

[USER EMAIL SIGNATURE]

### **Buyers interested in your home**

[CONTACT'S SALUTATION]

I wanted to let you know I have a buyer interested in your home. I don't know if you've considered a move lately, but if you have, please call me or reply by e-mail at your convenience.

[USER EMAIL SIGNATURE]

### **Client Listings Search**

[CONTACT'S SALUTATION]

Please visit a personal page I've set up for you that contains property listings of interest. Click the link below to view. If after clicking the link, your Internet browser does not launch, right click on the link and Copy the Shortcut. Then paste the Shortcut into your browser's Address Field.

[LISTING URL]

[USER EMAIL SIGNATURE]

### **Client Listings Search**

[CONTACT'S SALUTATION]

Please visit a personal page I've set up for you that contains property listings of interest. Click the link below to view. If after clicking the link, your Internet browser does not launch, right click on the link and Copy the Shortcut. Then paste the Shortcut into your browser's Address Field.

[LISTING URL]

[USER EMAIL SIGNATURE]

### **Comparative Market Analysis**

[CONTACT'S SALUTATION]

Please visit a personal page I've set up for you that contains a link to a Comparative Market Analysis report.

[LISTING URL]

[USER EMAIL SIGNATURE]

### **Featured Properties**

[CONTACT'S SALUTATION]

I am pleased to present these latest featured properties. Click the link below, then log on to my website for your exclusive look.

[LISTING URL]

If this is your first time logging on, you'll need to follow a few simple steps to set up a secure account, complete with your own unique password.

Let me know what you think!

Regards,

[USER EMAIL SIGNATURE]

PS: If after clicking the link your Internet Browser does not open, right-click on the link and copy the shortcut. Paste the shortcut into your Browser's Address field.

### **First Time Owner**

[CONTACT'S SALUTATION]

If you're at all interested in owning your own home, you owe it to yourself to take a serious look at the possibilities. Let me help you. I have many tools at my disposal, such as:

- Mortgage calculators, to calculate a payment schedule based on the current numbers
- Rent vs. Buy Calculator, to estimate the costs of renting vs. buying. You might be surprised!
- Loan Comparisons, to see which scenario is most suited to you.

Owning your first home can be both daunting and rewarding. I can help you make it a rewarding experience. Please give me a call and we can set up an appointment.

[USER EMAIL SIGNATURE]

### **For Sale By Owner**

[CONTACT'S SALUTATION]

Selling your home is a huge undertaking and involves more than you may have planned for. As a professional Realtor«, I can help you with what works best and what doesn't work so well when selling your home. I can:

- provide an objective, fair analysis of your property
- make recommendations to enhance its saleability
- increase your market exposure
- help with advertising by featuring it on my website
- and much more!

Please contact me. We can meet to discuss where to go from here.

[USER EMAIL SIGNATURE]

### **Interest in Your Area**

[CONTACT'S SALUTATION]

I want to let you know I have a buyer interested in your area. If you are considering a move soon, or know of any neighbors who are considering a move, please give me a call or send me an e-mail.

[USER EMAIL SIGNATURE]

### **Let Me Introduce Myself**

[CONTACT'S FIRST NAME] [CONTACT'S LAST NAME]

[CONTACT'S ADDRESS]

[CONTACT'S CITY], [CONTACT'S STATE] [CONTACT'S ZIP]

[CONTACT'S SALUTATION]

As a real estate specialist in your area, and fellow neighbor, I'd like to introduce myself. My name is [USER FULL NAME].

If you've been thinking about moving up, downsizing, or changing locations, I'd like to help you with your real estate needs. Let me assist you with finding the best financing and giving you some ideas to help sell your present home.

If you'd like to discuss how I can best help, please call me at [USER WORK PHONE] or reply to this e-mail and we can set up an appointment.

I look forward to assisting you with any of your real estate needs, now or in the future.

[USER EMAIL SIGNATURE]

### **On the Market**

[CONTACT'S SALUTATION]

Your property has been on the market for [XX] days now.

I know this is an exciting and emotional time for you, as well as one of some inconvenience. But let me remind you that we need to stay focused on keeping your home in optimum viewing condition and be ready for any spontaneous inquiries.

Allow any real estate agents who want to see the property to do so, and then collect their business cards for me to follow up. For your own safety, I don't recommend letting in buyers who don't have an agent with them.

Let's close this deal soon! If you have any questions or concerns, now's the time to let me know.

[USER EMAIL SIGNATURE]

### **Property for you**

[CONTACT'S SALUTATION]

I've found a property that I'm sure will interest you. Click the link below to view. Please call me to arrange a time to view it. If there are any other properties that you'd like to know more about, please send me the addresses or listing numbers and I'll be happy to research them and provide you with additional information.

[LISTING URL]

[USER EMAIL SIGNATURE]

### **Prospect Follow up**

[CONTACT'S SALUTATION]

Just wanted to drop you a quick note to find out if you're still interested in buying or selling your home, or if you know anyone who is. I'd love to be of assistance and would really appreciate any referrals you can provide. I promise to provide the highest quality service.

I also thought you might find the links below of interest, as they offer information about area houses for sale and other industry information:

- Search for homes in our area: [LISTING URL]
- View current interest rates: <http://www.bankrate.com>
- Current real estate news: <http://www.inman.com>
- Real estate trends: <http://www.realestatejournal.com>

[USER EMAIL SIGNATURE]

### **Prospector email template**

Hello [CONTACT'S FIRST NAME],

The following new or updated properties match your search criteria. Please contact me with any questions. I look forward to hearing from you.

[LISTING URL]

[USER EMAIL SIGNATURE]

### **Showing confirmation**

[CONTACT'S SALUTATION]

Just a note to confirm a showing of your property on <ENTER DATE> at <ENTER TIME>. If you have any questions, please give me a call.

[USER EMAIL SIGNATURE]

### **System Default Notification**

Hello [CONTACT'S FIRST NAME],

The following new or updated properties match your search criteria. Please contact me with any questions. I look forward to hearing from you.

[LISTING URL]

[USER EMAIL SIGNATURE]

### **Thank you for meeting**

[CONTACT'S SALUTATION]

Thank you for meeting with me today! I'm looking forward to working with you. If I can answer any other questions you may have, please don't hesitate to call me.

[USER EMAIL SIGNATURE]

### **Thank you for your inquiry**

[CONTACT'S SALUTATION]

Thank you for contacting me about my real estate listing. I'll be in touch with you shortly. If you need to speak with me immediately, please feel free to call.

[USER EMAIL SIGNATURE]

### **Thanks for Your Inquiry**

[CONTACT'S SALUTATION]

Thank you for your e-mail inquiry. I'll be in touch with you shortly to discuss your

property interests.

If you haven't already, please take a look at the Featured Property or My Listings areas of my website. You can even conduct a Property Search of the listings currently available: [LISTING URL]

In the meantime, if you need to speak with me immediately, please feel free to call. I look forward to assisting you.

[USER EMAIL SIGNATURE]

### **Your Exclusive CMA**

[CONTACT'S SALUTATION]

Take a look at this Comparative Market Analysis for your neighborhood!

Prepared exclusively for you, this CMA report gives you a quick summary of recent real estate transactions in your area -- for selected homes that are just like yours.

Compare the key features or improvements that made all the difference. Then, consider the special features of your property that could add to the price and fast track its sale.

We can discuss all this and more after you've had a chance to review the attached information. Simply click the link to the personal web page I've set up for you:  
[LISTING URL]

Please contact me should you have questions or would like any additional information. I look forward to working with you to sell your home quickly!

[USER EMAIL SIGNATURE]

### **Your Open House Confirmation**

[CONTACT'S SALUTATION]

Just a note to confirm the scheduled Open House at your house on <ENTER DATE> at <ENTER TIME>.

Remember some of the things we discussed to help us sell your home:

- have the property in "optimum" showcase condition by removing any clutter and tidying up -- both inside and out.
- please make alternate arrangements for you and your family (including your pet) during the open house.

If you have any questions, give me a call.

[USER EMAIL SIGNATURE]