

## Re-engagement Email / Letter Template

*Out of touch with your list of contacts? Break the silence and have them looking forward to seeing you in their inbox with this template, which gently reintroduces your people to the idea of receiving regular messages from you.*

**Subject line:** My apologies, {first\_name}...

Hi {first\_name},

You deserve an apology from me.

I haven't stayed in good contact with you (this is entirely my fault).

But recently, I've rededicated myself to taking better care of the people I want to serve — like you!

**“What does this have to do with me?”** you might be asking.

Great question!

In order to best serve you, I'm going to stay in touch and work to provide you with consistently great value.

That means that you're going to get tools, resources, and real estate tips & advice from me, starting right now.

Here's my first resource for you:

[See next page for ideas of resources to share]

I hope you find it useful. And if you or a friend have any real estate questions, such as...

- Are homes in my market overpriced?
- What should be included in making an offer on a home?
- How should I get my home ready for sale?

... I'm here to help! I look forward to staying in touch.

[signature]

P.S. — [See next page for ideas of offers of help to make here for further engagement]

## Examples of Resources to Send

For the first highlighted section in the template on the previous page, you'll want to give an item of value to your reader that entices them to investigate you further and will foster their sense of trust in you. Here are a few examples of resources you could try.

Example	Copy to Use in the Template
Example 1: A post from your blog	My latest blog post, titled “ <b>New Year, New Home? Set Homeownership Goals Whether You’re Buying, Selling, or Staying Put.</b> ” → [insert link to blog post]
Example 2: Report from our archive	The <b><i>House Care Calendar: A Seasonal Guide to Maintaining Your Home.</i></b> Download the report here for you to easily save, print, or share. → [insert link to report download]

## Examples of Offers of Help to Make

The last highlighted section, the P.S., is actually a highly viewed area of email messages (people often just scroll to the end). This makes it a great place to include an easy but effective call to action to encourage further interaction with your reader. Here are a few examples you can use.

Example	Copy to Use in the Template
Example 1: Connect on social media	P.S. — I share valuable real estate info like this all the time on my social media. I'd be honored if you would kindly take a moment to follow me. → [insert link to your Facebook or Instagram page]
Example 2: Trusted Partner Program referrals  Add service providers like contractors to your "Trusted Partner Program" and offer vetted referrals.	P.S. – I've also been hard at work building up my base of exceptional vendor contacts. If you or anyone you know needs a trusted resource for a paint job, landscaping project, or anything else home-related, please let me know so I can get you in touch with one of my Trusted Partners.