

New Message

To: You

Subject: Real Estate Email Marketing

**21 TEMPLATES  
TO ENGAGE YOUR  
DATABASE**

Send



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## Introduction

As a real estate agent, one of your most valuable assets is your database of past clients and potential leads. However, simply having a database isn't enough. You need to consistently engage and market to your contacts to stay top of mind and generate new business.

One of the most effective ways to do this is through email marketing. Email allows you to easily and consistently communicate with your contacts by staying in touch, promoting listings, and sharing industry news.

To help you get started, we've put together a list of 21 email templates that real estate agents can use to market to their database, along with a few tips to help your emails get opened and read. These templates can be easily customized to fit your brand and message and can be used for a variety of email campaigns!

## Email Marketing Quick Tips

First, here are a few email marketing tips to ensure your emails get opened and generate more deals for you:

### **Build a quality, ethical email list**

The success of your email marketing depends on the quality of your email list. When you talk to leads like Expireds or FSBOs, ask for their email address and get permission to send them regular market updates. This ensures ethical, legal compliance for all of your future email marketing efforts.

### **Personalize your emails**

Personalized emails have higher open rates and better engagement. Use the recipient's name, address them directly, and segment your email list based on their interests and preferences.

### **Keep your emails short and sweet**

People have short attention spans, so keep your emails brief and to the point. Highlight important information in your email, and use a clear, concise subject line.

### **Provide valuable content**

Share valuable content that your subscribers will find useful and relevant. This can include local real estate market updates, home buying and selling tips, CMA offers, and industry news.

### **Be consistent**

Consistency is key when it comes to email marketing. Stick to a regular email schedule to keep your subscribers engaged and informed. If you're not sure how often to send, once a week is a good place to start.

### **Follow email marketing best practices**

Familiarize yourself with [email marketing best practices](#) such as avoiding spam trigger words, including an unsubscribe link, and complying with anti-spam laws. This will help ensure that your emails are actually delivered to inboxes and that you maintain a positive reputation.

**Call to action:** Every email should have a clear call-to-action (CTA) that encourages the recipient to take a desired action such as contacting you for more information or visiting your website.

Click [here](#) to learn more email marketing best practices for real estate agents.

## 1. Introductory Email

This email can be sent to new contacts who have recently been added to your database. It's a great way to introduce yourself and your services and start building relationships! Keep it simple by sharing how you can help them and give them your contact information.

As word continues to spread about the hot market, more and more homeowners will give in to the temptation of selling. You just have to reach the right people in the right places. Here are some of the most common qualifiers you should detail when talking to your sphere about a referral program:

### Copy and paste these templates into your own email campaigns!

*Subject: Hello from your local real estate agent!*

Dear **[Recipient]**,

*I hope this email finds you doing well! As your local real estate expert, I wanted to take a moment to reach out and say hello.*

*I truly value everyone I've met and worked with, and I wanted to let you know that I'm here for you whenever you need me.*

*Whether you're looking to buy, sell, or just have a question about the real estate market, I'm always happy to chat.*

*With my in-depth knowledge of the local area and years of experience in the real estate industry, I'm here to provide you with the expert guidance you need to achieve your goals. From finding the perfect home to securing the best deal, I'm committed to ensuring that you have the support you need every step of the way.*

*I would love to catch up and hear more about your specific real estate needs. Please don't hesitate to reach out at any time to chat or schedule a meeting.*

*I truly appreciate you and look forward to working with you soon!*

Warm regards,

**[Your Name]**

**[Your Real Estate Company]**

Remember to fill in the bracketed sections (bolded) with unique information about you or your listing.

**TIP:** You can copy and paste these templates directly from this ebook into your email client! Just remember to fill in the bracketed sections and double check the formatting.

## 2. Stay-in-Touch Email

This email can be sent on a regular basis (monthly or quarterly) to keep in touch with your contacts and remind them of your services. Be sure to add value by including insights about the market with a call to action at the end inviting them to chat.

A lot of CRMs and email automation tools allow you to autofill contact names for mass email marketing. Does yours? If not, consider switching to a [platform](#) with advanced automation and autofill features.

Subject: Just checking in...

Dear **[Recipient]**,

*I just wanted to take a moment to check in and see how you're doing. Whether you're looking to buy, sell, or just have a question about the real estate market, I'm here to help.*

*I wanted to share some updates with you on the current state of the real estate market. **[Insert some brief insights about the current market in your local area, such as recent trends or changes in home prices.]***

*As always, if you have any questions or concerns about the market or your own property, I'm always here to help.*

*Feel free to reply to this email or call me at **[insert your phone number]**!*

*Talk soon!*

**[Your Name]**

**[Your Real Estate Company]**

### 3. New Listing Email

Send this email to promote a new listing, and generate interest by inviting them to share the listing with friends and family. Include high-quality images, a virtual tour, and all the relevant information about the property.

*Subject: Just Listed! Spectacular Property with Virtual Tour*

Hey **[Recipient Name]**!

Look what just hit the market! **[insert link to new listing]**

Feel free to change up this first line to match the highlights of your new listing.

If you don't have a full virtual tour, just link to the listing photos.

*This property is located in a sought-after neighborhood, and it offers a perfect combination of luxury and functionality. It has **[insert number]** bedrooms and **[insert number]** bathrooms, with **[insert square footage]** square feet of living space. The property has been meticulously maintained and offers several features that are sure to impress.*

*To provide you with a better view of the property, I have included a link to a virtual tour, which you can access by clicking here **[insert hyperlink to virtual tour]**.*

*I believe this property would be an excellent fit for you or someone you know, and I would be more than happy to answer any questions you may have. Please feel free to reach out to me directly via phone or email - **[insert your phone # and email address]***

*Thank you for your time. I look forward to hearing from you soon!*

**[Your Name]**

## 4. Market Update Email

Send this email to promote a new listing, and generate interest by inviting them to share the listing with friends and family. Include high-quality images, a virtual tour, and all the relevant information about the property.

*Subject: Real Estate Market Update: Latest Trends and Insights*

Dear **[Recipient]**,

*With the ever changing real estate market, I wanted to make sure I keep you updated with what's going on in **[City/Region]**.*

*Our area continues to be active, with high demand and low inventory. Despite the interest rates, we are seeing an increase in both buyer and seller activity.*

*Here are some key highlights and trends in the current market:*

- Home prices are staying pretty stagnant, with the median sales price in our area decreasing by **[Percentage]** over the past year.*
- Inventory levels remain low, with fewer homes on the market.*
- Homes are on the market longer, with the average days on market increasing to **[#]** days.*
- Buyers are looking for homes with home offices, larger outdoor spaces, and updated kitchens and bathrooms.*

*If you are looking to buy or sell a home, I have the knowledge and resources to help you achieve your goals.*

*Please feel free to contact me if you have any questions or if you are interested in seeing what your home is worth.*

*Thank you for your continued trust and support!*

**[Your Name]**

**[Your Contact Information]**

**TIP: You can copy and paste these templates directly from this ebook into your email client! Just remember to fill in the bracketed sections and double check the formatting.**



## 5. Open House Invitation Email

Use this email to invite your contacts to an upcoming open house event. Include the date, time, and location of the event, along with any other important details. Be sure to highlight the benefits of attending to increase the chances of a successful turnout!

*Subject: You're Invited: Open House Event at **[Property Address]***

*Dear **[Recipient]**,*

*I'm excited to invite you to an exclusive open house event at **[Property Address]**. This stunning property is located in one of the most desirable neighborhoods in **[City/Region]**, and it is a must-see for anyone interested in buying a home in the area.*

*Date: **[Date]***

*Time: **[Time]***

*Location: **[Property Address]***

Feel free to change this section to highlight the unique features of your listing.

*At this open house event, you'll have the opportunity to explore this beautiful **[Number of Bedrooms]** bedroom, **[Number of Bathrooms]** bathroom home with **[Square Footage]** square feet of living space. You'll have the chance to see the stunning finishes, modern amenities, and charming details that make this property truly unique.*

*The home features an open floor plan, gourmet kitchen, luxurious master suite, and a large backyard perfect for entertaining. The property is located in a highly sought-after location, with easy access to **[Local Amenities such as Schools, Shopping, or Parks]**, making it an ideal place to call home.*

*I will be on hand to answer any questions you may have about the property or the local real estate market.*

*Please RSVP to this invitation by responding to this email so I can prepare for your arrival. If you have any questions or concerns, please do not hesitate to contact me directly.*

*I look forward to seeing you at the open house event!*

***[Your Name]***

***[Your Contact Information]***

## 6. Testimonial Request Email

Use this email to invite your contacts to an upcoming open house event. Include the date, time, and location of the event, along with any other important details. Be sure to highlight the benefits of attending to increase the chances of a successful turnout!

*Subject: Could I get your help with this?*

Dear **[Client]**,

*It was an absolute pleasure working with you during the process of **[buying/selling]** your home. I hope you are enjoying your new home, and I wanted to take a moment to thank you for entrusting me with the transaction.*

*My goal is always to exceed my clients' expectations and ensure a smooth and successful transaction. I take great pride in helping my clients achieve their real estate goals, and your satisfaction is of the utmost importance to me.*

*I would be extremely grateful if you could take a few moments to share your experience working with me by providing a testimonial. Your feedback will not only help me to continue providing the best possible service to my clients, but it will also help other prospective buyers/sellers understand what they can expect when working with me.*

*Please feel free to write about any aspects of the process you found particularly helpful or notable. Your honest thoughts and opinions will be greatly appreciated. Just respond to this email with your testimonial!*

*Thank you again for the opportunity to serve you, and I look forward to hearing from you soon.*

Sincerely,

**[Your Name]**

**[Your Contact Information]**

## 7. FSBO Listing Email

Send this email to help a For-Sale-By-Owner (FSBO) listing understand the benefits of working with an agent. Be sure to address the FSBO's concerns about paying a commission and explain how your services can actually save them time and money in the long run.

*Subject: Is this your home?*

Dear **[Seller]**,

*I recently came across your For-Sale-By-Owner listing! While I understand that you're looking to sell your home on your own, I wanted to let you know that I'm here to help if you ever change your mind.*

*Selling a home can be a challenging and time-consuming process, especially if you're doing it alone. As a licensed real estate agent, I have the knowledge, skills, and experience to help you navigate the complex world of real estate and achieve your goals.*

*If you decide to work with me, I can offer you a range of services, including:*

**Pricing your home:** *I can help you determine the right price for your home based on current market conditions, recent sales in your area, and other important factors.*

**Marketing your home:** *I have access to a wide range of marketing tools and techniques that can help you reach a larger pool of potential buyers.*

**Negotiating with buyers:** *I can help you negotiate with buyers and their agents to ensure that you get the best possible deal.*

**Handling the paperwork:** *Selling a home involves a lot of paperwork, but I can take care of it all for you, making the process smoother and less stressful.*

*While I understand that you may want to save on the cost of commission, **studies show that homes sold with an agent's expertise net more money - even after a commission.***

*I encourage you to consider the value of my services in terms of the time, effort, and resources you'll save. By working with me, you'll have a professional on your side to help you navigate the real estate market and sell your home quickly and for the best possible price.*

*What time tomorrow would work for a short phone call?*

*I look forward to hearing from you soon.*

**[Your Name]**

**[Your Real Estate Company]**

**[Your Contact Information]**

## 8. Referral Request Email

Don't be afraid to ask for referrals! Use this email to request a referral from your past clients to help you generate new leads and business. If your clients are satisfied with your services, they will likely be happy to refer you to others who may benefit from working with you.

*Subject: How can I help?*

*Dear **[Client]**,*

*I hope that you're enjoying your new home! As your real estate agent, I'm committed to your satisfaction during and after the **[buying/selling]** process, and I'm grateful for the opportunity to have worked with you.*

*As you may know, one of the most valuable ways to grow my business is through referrals from satisfied clients like you. If you know anyone who is looking to buy or sell a home in the near future, I would greatly appreciate it if you could refer them to me.*

*I take pride in providing my clients with exceptional service, and I'm dedicated to helping them achieve their real estate goals. By referring me to your friends and family, you can be confident that they will be in good hands and receive the same high level of service and expertise that you experienced.*

*I would be happy to answer any questions they may have, and to provide them with a free consultation to discuss their real estate needs.*

*Thank you for your continued support of my business!*

*Sincerely,*

**[Your Name]**

**[Your Contact Information]**

## 9. Holiday Greeting Email

Holidays are an easy way to reach out to your contacts. Use this email to send holiday wishes and express gratitude to your database. Don't underestimate the power of a thoughtful holiday email - it can go a long way in building stronger relationships with your network.

*Subject: Happy Holidays from [Your Name]!*

*Dear **[Recipient]**,*

*As the holiday season approaches, I wanted to take a moment to express my sincere appreciation for your trust and support throughout the year. It has been an absolute pleasure serving you as your real estate agent and being a part of your journey.*

*I would like to extend my warmest wishes for a joyful holiday season and a happy and prosperous New Year. May this season bring you and your loved ones happiness, peace, and a time of relaxation, and may the New Year be filled with new opportunities and growth.*

*I look forward to staying in touch in the coming year!  
As always, whether you're looking to buy, sell, or invest in real estate, I'm always here to help!*

*Thank you again for your continued support, and I look forward to hearing from you in the New Year.*

*Warmest regards,  
**[Your Name]**  
**[Your Contact Information]***

**TIP: You can copy and paste these templates directly from this ebook into your email client! Just remember to fill in the bracketed sections and double check the formatting.**

## 10. Newsletters

Newsletters are an excellent way to demonstrate your expertise as a real estate professional while staying top-of-mind with your contacts. Use this email to share industry news, trends, and other relevant information with your network. This can also help you establish yourself as a knowledgeable and trustworthy resource.

*Subject: Your Monthly Real Estate Update - [Month/Year]*

Dear **[Recipient]**,

*This is your monthly real estate update! In this newsletter, you'll find the latest news and insights about the real estate industry, as well as helpful tips and advice to help you make informed decisions when buying or selling a home.*

**Real estate market update:** *The local real estate market remains strong, with steady demand and limited inventory. If you're thinking about buying, now is a great time.*

**Home improvement tips:** *With the holiday season approaching, it's the perfect time to start thinking about ways to improve your home. Check out these home improvement ideas to increase your home's value and appeal, including updates to the kitchen, bathrooms, and curb appeal. [LINK](#)*

**Mortgage rate update:** *Mortgage rates remain steady at around [X%]. With rates not projected to change soon, now may be the time to check your buying power.*

**Real estate news:** *The real estate industry continues to evolve, with new technologies and trends shaping the way we buy and sell homes. Check out these articles for the latest news and insights about the real estate market.*

- *Why more buyers are turning to virtual home tours*
- *The benefits of working with a real estate agent*
- *Top home design trends for 2023*

*If you have any questions about the real estate market or if you're thinking about buying or selling a home, please don't hesitate to contact me. I'm always here to help and provide you with the expert advice you need to make the best decision for your real estate goals.*

*Thank you for your continued support, and I look forward to staying in touch.*

*Best regards,*

**[Your Name]**

**[Your Contact Information]**

Adjust this section to match the current state of the real estate market.

Adjust this section to match the current season and recommend relevant home improvement tips.

Adjust this section to match any local or national real estate news that you're seeing as an informed agent. Link to relevant articles in your area, or from the National Association of Realtors.

Adjust this section to match the current mortgage rates and rate projections.

## 11. New Development Email

Use this email to promote a new development in your area. Include information about the location, amenities, and any special incentives or promotions that your database or first-time homebuyers would be interested in.

*Subject: New Development Alert - **[Development Name]** in **[Location]***

Hey **[Recipient]**!

*I'm excited to share with you the latest development in our area - **[Development Name]**! This brand new development offers a prime location, luxurious amenities, and state-of-the-art features that will elevate your living experience to the next level.*

*Located in the heart of **[Location]**, **[Development Name]** is a contemporary community that boasts modern architecture and world-class design. Residents will enjoy a prime location that's just minutes away from top restaurants, shopping centers, parks, and entertainment venues.*

*Here are some of the key features and amenities of **[Development Name]**:*

**Luxury finishes:** Every unit is finished with the highest quality materials, including gourmet kitchens, hardwood floors, and spa-like bathrooms.

**Resort-style amenities:** Residents will enjoy access to a state-of-the-art fitness center, swimming pool, clubhouse, and more.

**Energy-efficient:** Each unit is designed to be environmentally conscious, with energy-efficient appliances and eco-friendly features.

**Smart home technology:** Residents will enjoy the latest in smart home technology, with remote access to home features and appliances.

*If you're interested in learning more about this exciting new development, please don't hesitate to contact me. I would be happy to provide you with more information and answer any questions you may have.*

*Thank you for your time, and I look forward to hearing from you soon.*

**[Your Name]**

**[Your Contact Information]**

Feel free to add or change this list of amenities based on the new development is offering.

## 12. First-Time Homebuyer Email

Send this email to reach out to potential first-time homebuyers and offer your services as a real estate agent. Include information about the home buying process and tips for first-time buyers. Use a warm and welcoming tone, and make it clear that you are available to answer any questions and guide them through the entire process.

*Subject: First-Time Homebuyers - Let's get you into your Dream Home!*

Dear **[Recipient]**,

*Are you a first-time homebuyer ready to take the exciting step of buying your first home? As an experienced real estate agent, I understand that buying your first home can be a complex and intimidating process. That's why I'm here to offer you expert guidance every step of the way.*

*You may have questions about how to get started, what type of home to buy, how to secure financing, and much more. With my expertise, I can help guide you through this process and make it as smooth and stress-free as possible.*

*Here are a few tips to help you get started:*

**Determine your budget:** *Before you start looking at homes, it's important to know how much you can afford. Consider your income, debts, and expenses to determine what you can comfortably afford. Check out this mortgage calculator if you aren't sure! [\[link to mortgage calculator\]](#)*

**Get pre-approved for a mortgage:** *This will give you an idea of what you can afford and make you a more attractive buyer to sellers. If you aren't sure where to get pre-approved, please reach out! I'll be more than happy to put you in touch with some great brokers.*

**Hire a real estate agent:** *As your agent, I can help you find homes that fit your needs and budget, negotiate offers, and handle the many details involved in the home buying process.*

**Don't rush the process:** *Take your time and be patient. Finding the right home can take time, but it's worth it in the end.*

*If you're ready to take the first step towards homeownership, don't hesitate to contact me. I'm here to answer your questions and provide you with expert guidance throughout the home buying process.*

*Thank you for considering my services, and I look forward to hearing from you soon.*

Sincerely,

**[Your Name]**

**[Your Contact Information]**



### 13. Expired Listing Email

Expired listings are an opportunity for a trusted real estate agent like you to step in and help disappointed sellers. Use this email to reach out to expired leads and offer your expertise and services. Be sure to address any concerns or objections they may have had with their previous agent and emphasize the unique value you can offer.

*Subject: Why your property didn't sell... and how I can help!*

Dear **[Recipient]**,

*I noticed that your property listing recently expired, so I wanted to reach out to help. I understand that selling a home can be a stressful and frustrating process, especially if it expires.*

*There are a few reasons why I think your property may not have sold, and I would like to share my thoughts with you in the hope that I can help you get your property sold quickly and for the best possible price.*

*I understand that you may have reservations about working with a new agent, but I'm confident that I have the skills and knowledge necessary to sell your property.*

*I would love to chat and provide you with a no-obligation consultation to discuss your needs and how I can help!*

*What time works best for you tomorrow to hop on a phone call?*

*Talk soon!*

**[Your Name]**

**[Your Contact Information]**

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## 14. Neighborhood News Email

Use this email to share news and updates about the neighborhoods you specialize in. Include information about new businesses, community events, and any other relevant local information.

*Subject: Neighborhood News: Updates and Happenings in **[Neighborhood]***

Dear **[Neighborhood]** residents,

*I hope this email finds you all in good health and spirits. As a local real estate agent specializing in your neighborhood, I'm excited to share some recent updates and happenings with you!*

*Firstly, I want to highlight some of the new businesses that have opened up in the neighborhood. We now have a new coffee shop called **[Name of Coffee Shop]** on **[Street Name]**, which offers delicious coffee, tea, and pastries.*

*Additionally, a new boutique store called **[Name of Boutique Store]** has recently opened on **[Street Name]**, selling unique clothes, jewelry, and home decor items.*

*There are also some exciting community events coming up in the neighborhood. On **[Date]**, we will be hosting a neighborhood-wide garage sale. This is a great opportunity to declutter and sell any unwanted items, while also getting to know your neighbors.*

*Lastly, I want to remind you of the ongoing construction project on **[Street Name]**. As you may have noticed, the project is progressing well and is on track to be completed on time. The new road will feature wider sidewalks, improved lighting, and designated bike lanes, making it safer and more accessible for pedestrians and cyclists.*

*I hope you find this update helpful and informative. As always, if you have any questions or concerns regarding the real estate market in the neighborhood, please do not hesitate to contact me. I'm always here to help.*

Sincerely,

**[Your Name]**

**[Your Contact Information]**

Adjust each of these to include actual, current updates and events in your local community.

\*NOTE: If you need more email addresses for your area, check out [GeoLeads PLUS!](#) This circle prospecting tool makes it easy to drop a pin in your area and get thousands of email addresses.

## 15. Home Maintenance Tips Email

Use this email to share tips and advice for home maintenance. Include information about seasonal maintenance tasks, home repairs, and more. Make the email informative, and easy to read with pictures and videos to keep your clients engaged and interested.

*Subject: Spring Home Maintenance Tips for Homeowners*

*Dear Homeowners,*

*Spring is a great time to tackle home maintenance tasks to help ensure your home is in top condition for the warmer months ahead. Here are some tips and advice to help you get started:*

**1. Check your roof and gutters:** *The winter months can be tough on your roof and gutters. Inspect your roof for any signs of damage or leaks and clean out your gutters and downspouts to ensure they are clear of debris.*

**2. Service your air conditioning system:** *Before the weather heats up, have your air conditioning system serviced to ensure it is working properly. Clean or replace the filters to keep the air in your home clean and healthy.*

**3. Test your sprinkler system:** *Check your sprinkler system for any leaks or damages and test it to ensure it's working properly. Adjust your sprinkler heads to ensure that they're not watering the pavement or other non-lawn areas.*

**4. Check for pests:** *Spring is the time when pests start to emerge. Check for signs of pests like termites, ants, and rodents, and take steps to prevent infestations.*

*By following these tips, you can help ensure your home is in top condition for the spring and summer months ahead!*

*As always, if you have any questions or concerns regarding home maintenance or real estate in general, please don't hesitate to reach out.*

*Happy Spring!*

**[Your Name]**

**[Your Contact Information]**

Adjust these to match the season! Simply search for "[Season] Home maintenance tips" online and make your own list.

## 16. Upcoming Event Invitation Email

Use this email to invite your contacts to an upcoming client appreciation event to thank them for their business. Include details about the event such as the date, time, and location, and include a call to action such as an RSVP deadline to encourage your clients to respond and attend the event.

*Subject: You're Invited! Join us for a Client Appreciation Party*

Dear **[Client Name]**,

*As a valued client of mine, I wanted to express my appreciation and gratitude for your continued support by hosting a client appreciation party in your honor! This is a great opportunity to catch up, share stories, and have some fun.*

*Join us on **[Date]** at **[Time]** at **[Event Center Name]** located at **[Event Center Address]**. I have reserved a private area for my guests to enjoy the evening in comfort.*

*This party will feature delicious snacks, drinks, and entertainment. It's going to be an enjoyable evening filled with surprises, so make sure to bring your family and friends along.*

*Please RSVP to this invitation by **[RSVP Date]** to ensure I have enough space and refreshments for all the guests. You can RSVP by replying to this email!*

*I'm so excited to see you at the event and look forward to the opportunity to show my appreciation for your trust and loyalty.*

*See you soon!*

**[Your Name]**

**[Your Contact Information]**

## 17. Mortgage Rates Update Email

Use this email to share updates on mortgage rates and how they may affect your contacts. Include information about current rates and trends, as well as any advice on how to take advantage of them.

**Example:** Mortgage rates are currently 5.75% for a 30-year fixed term. This is .50% lower than last month's rates.

*Subject: Mortgage Rate Update!*

*Dear **[Contact Name]**,*

*I wanted to update you on the current mortgage rate trends and how it may affect your home buying or refinancing plans.*

*Mortgage rates are currently **[insert current rate]** for a **[insert length of term]** term. This represents **[insert whether it's higher, lower, or the same as the previous month]**. There are a variety of factors that influence mortgage rates, including economic indicators and geopolitical events.*

*While interest rates remain higher than last year, there are still market fluctuations that may impact your ability to qualify for a mortgage or refinance. It's important to monitor mortgage rates and discuss your options with a mortgage lender to help you find the best rates and terms that fit your individual needs.*

*If you're in the market for a home or considering refinancing, I can connect you with trusted mortgage professionals in our network who can help you navigate the process and guide you through the available options.*

*Please don't hesitate to reach out if you have any questions or need additional guidance. My goal is to help you make informed decisions and achieve your real estate goals.*

*I hope to hear from you soon!*

**[Your Name]**

**[Your Contact Information]**

## 18. Client Appreciation Email

Use this email to show appreciation for your clients and thank them for their business. Include a small token of appreciation, such as a discount on future services or a small gift.

*Subject: Thank you for your business! Here's a little something...*

Dear **[Client Name]**,

*I wanted to take a moment to express my sincere appreciation for your trust and support as my client. I understand that buying or selling a home can be an exciting, yet sometimes challenging experience. That's why I strive to provide exceptional service and support every step of the way.*

*As a small token of my appreciation, please accept the enclosed \$5 Starbucks gift card for a coffee on me as a thank you for your business. I hope it will help brighten your day and provide a small moment of enjoyment in your busy schedule.*

*It's clients like you that make my business a success, and I truly value your continued trust and loyalty. If you ever have any questions or concerns regarding real estate or anything related to your home, please don't hesitate to contact me. I'm always here to help.*

*Thank you again for your business and for being a part of my real estate family.*

**[Your Name]**

**[Your Contact Information]**

This can be whatever kind of gift you want! Here are some other ideas: home improvement gift card, gift basket, movie ticket voucher, window cleaning service, car detailing, etc.

**TIP: You can copy and paste these templates directly from this ebook into your email client! Just remember to fill in the bracketed sections and double check the formatting.**

## 19. Home Buyer Follow Up Email

Stay in touch with your past clients with a simple anniversary email! This email is a great way to express your gratitude for their business while also asking for any referrals they might have for you. And for easy reminders, save each client's closing date in your CRM or calendar and set reminders to follow up.

*Subject: Happy One Year Home Anniversary!*

Dear **[Client Name]**,

*Can you believe it's been a year since you bought your home? I wanted to take a moment to congratulate you on this milestone and to express my gratitude for the opportunity to work with you.*

*As a real estate agent, one of the most rewarding aspects of my job is helping people find their dream home. Knowing that you're happy in your new home means a lot to me, and I'm honored to have been a part of the journey with you.*

*If you know anyone who is thinking about buying or selling a home, I would be honored to assist them as well. My business thrives on referrals from satisfied clients like you, and I would be grateful for any referrals you can provide.*

*Please don't hesitate to contact me if you have any real estate questions or concerns. I'm always here to help you with anything related to your home.*

*Thank you again for trusting me to help you find your perfect home. I wish you many more happy years.*

*Talk to you soon!*

**[Your Name]**

**[Your Contact Information]**

## 20. Home Value Email

Every homeowner wants to know what their home is worth. Use this email to invite homeowners to use your services for a home value report! This can help you showcase your expertise and position yourself as the expert with your contacts.

*Subject: Your Home Value Report - Request Your Free Update*

Dear **[Homeowner]**,

*As a homeowner, one of your biggest investments is your home. Whether you're planning on selling your home soon or simply curious about its current value, it's always important to stay up-to-date on the latest trends in the real estate market.*

*I'm reaching out to offer you a **FREE home value report**, which will provide you with a detailed analysis of your home's current market value. This report will be personalized to your property, and will give you valuable insights on the current state of your local real estate market.*

*As your local real estate agent, I have access to the latest market data and trends, and can provide you with an accurate and up-to-date home value estimate.*

*My report will include information such as recent sales in your area, current market conditions, and other important data that can impact your home's value.*

*If you're interested in receiving your free home value report, simply reply to this email or give me a call, and I'll be happy to send it to you right away.*

*I look forward to hearing from you soon.*

**[Your Name]**

**[Your Contact Information]**



## 21. Just Sold Email

Use this email to promote a property that has just been sold in your area. Share the sale price and other relevant information with your contacts and offer your services for anyone who might need them.

*Subject: Just Sold! **[Address]** - **[Sale Price]***

*Dear **[Neighborhood]**,*

*I'm thrilled to announce that I just sold a beautiful property located at **[Address]**. This stunning home was on the market for just a short time before it was snapped up by a lucky buyer.*

*I'm proud to report that the sale price of this property was **[Sale Price]**, which reflects the hard work and dedication that my team and I put into the sale. We worked tirelessly to ensure that this property was marketed to the right buyers, and we are thrilled with the outcome!*

*If you're considering selling your own home, now is a great time to do so. I'd be happy to provide you with a free home value report to help you understand the current market conditions and how they might impact the value of your property.*

*As always, please don't hesitate to contact me if you have any questions about the local real estate market or if you'd like to discuss your own property goals. I'm always here to help.*

*Thank you for your continued support, and congratulations to the new owners of **[Address]**!*

**[Your Name]**

**[Your Contact Information]**

**TIP: You can copy and paste these templates directly from this ebook into your email client! Just remember to fill in the bracketed sections and double check the formatting.**

## Conclusion

Start Sending More Emails!

It's important to remember that these templates are only a starting point. They should be customized and tailored to your specific audience and message. But they are a great resource to help you stay in touch with your database and generate new business.

Remember: email marketing is a powerful tool for real estate agents, and by using the templates in this ebook, you can easily and effectively market to your database, stay top of mind, and close more deals.