

Here's a 5-part professional email sequence for a fictional real estate company named Harbor & Haven Realty. The sequence is designed to nurture leads from first contact through to booking a consultation, and it's friendly, trustworthy, and conversion-focused.

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## Email 1: Welcome & Introduction

Subject: Welcome to Harbor & Haven — Let's Find Your Dream Home

Send time: Immediately after opt-in

Hi [First Name],

Thanks for signing up! I'm so glad you're here.

At Harbor & Haven Realty, we specialize in helping families and first-time buyers find homes that *feel right*. We believe that real estate isn't just about properties—it's about people and possibilities.

Over the next few days, I'll send you helpful tips, insider knowledge, and local listings handpicked for buyers like you. And if you're ready to take that first step, I'd love to help guide the way.

In the meantime, feel free to reply to this email with any questions you have. We're always here for you.

To new beginnings,

The Harbor & Haven Team

📍 Serving Greater Charleston, SC

[harborandhavenrealty.com](http://harborandhavenrealty.com)

## Email 2: The Biggest Mistake Homebuyers Make

Subject: The #1 mistake homebuyers regret (and how to avoid it)

Send time: 2 days after Email 1

Hi [First Name],

Here's a truth not everyone tells you: the biggest regret most buyers have *isn't* about the price or neighborhood—it's rushing the process without a clear plan.

At Harbor & Haven, we work closely with you to create a simple, step-by-step buying plan, tailored to your goals. No guesswork. No wasted weekends. Just smart, focused home hunting.

🏠 Pro tip: Start with a pre-approval and a wishlist. We can help you with both.

Ready to chat about your goals?

👉 [Schedule a free 15-min consultation](#)

Talk soon,  
The Harbor & Haven Team

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### Email 3: What It's Like to Work With Us

Subject: What to expect when you work with us

Send time: 2 days after Email 2

Hey [First Name],

We get it—real estate agents can feel salesy. That's why we do things differently.

Here's what you can expect when you work with Harbor & Haven:

- Thoughtful, no-pressure guidance
- Regular check-ins with zero overwhelm
- Neighborhood insight that fits your lifestyle
- Negotiation skills that *actually* save you money

Don't just take our word for it—our clients say working with us feels like having a friend in the business.

If you're even a little curious, let's talk.

🔗 [Book your free consultation here](#)

With care,  
The Harbor & Haven Team

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### Email 4: Client Success Story

Subject: How Sarah & Marco found *their* haven in 7 days

Send time: 3 days after Email 3

Hi [First Name],

Let me tell you about Sarah and Marco.

They were relocating from Atlanta with two kids and a tight timeline. They were overwhelmed, unsure of the area, and needed someone who could guide them quickly—but carefully.

With our help, they closed on a charming 3-bedroom in Mt. Pleasant in just 7 days.

The secret? A strategy based on *listening first*, then acting fast with their best interests in mind.

You could be next.

 [Let's chat about what you need](#)

All the best,

The Harbor & Haven Team

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Email 5: Last Call for Free Consult

Subject: Just a reminder—let's chat before Friday

Send time: 2 days after Email 4 (or before your set CTA deadline)

Hi [First Name],

Just a quick reminder: we're offering a free 15-minute consultation through Friday for new leads only. If you've been thinking about moving or just want to ask a few questions, now's the time.

No hard sells. No strings. Just honest help from people who know the local market inside and out.

 [Click here to claim your free session](#)

Whether it's now or later, we'll be here when you're ready.

Warmly,

The Harbor & Haven Team

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