

Long-Term Sellers 30 – (Sellers looking to sell in the next two years. This Bucket triggers the "Long-Term Sellers" Program, a two-year follow-up plan to help you nurture long-term seller leads.)

Subject Line: An Investment Return That's Pure Enjoyment

[NAME],

I love it when people know they won't be selling for a year or so. They can make sound upgrades to their home AND enjoy those improvements.

Of the many homes I've shown over the past several months, the ones that have most attracted buyers have had

- [NAMED RENOVATION]
- [NAMED RENOVATION]
- [NAMED RENOVATION]

Of course, one needs to be careful not to upgrade excessively.

Think about an area you'd like to improve AND enjoy it until you sell your home.

Then give me a call.

I can give you some pointers on how to best get a return on your investment.

Best regards,

[AGENT]

Subject Line: Getting Comfortable with Numbers

[NAME],

Why read a market update when you're a year or two out?

- It prepares you for understanding the market when you do list.
- It helps you identify trends so you can better price your house when it's time.
- It can show opportunity you might otherwise miss.

So here's your current update for your neighborhood:

- Prices are up/down [%] over last year.
- Sales are up/down [%] over last year.

For how that translates to your prospects of selling, just give me a ring and I'll share my thoughts.

All the best,

[AGENT]

Subject: Your Neighbors Are Making It to the Bank!

Every house in your neighborhood has sold for more than you'd expect this last year. Buyers are finally submitting offers like hotcakes.

Does [DATE AND TIME] at [LOCATION] work for showing you a report I've drawn up? I think you're going to love the numbers.

Best,
[AGENT]

Subject line: Let's Chat about Selling Your Home

Hi, [NAME],

It was a pleasure chatting with you on [CONVERSATION DATE] about selling your home. I strive to make the selling experience as comfortable and enjoyable as possible. Is [PREVIOUSLY DISCUSSED DATE RANGE] still your timeline for selling your home?

I will create a custom home valuation report for your property and get in touch with you shortly with the finished report. In the meantime, please visit my website [WEBSITE LINK] or, if you have any questions, feel free to email or call me at [YOUR NUMBER].

Appreciatively,

[Agent signature]

Long-Term Buyers 30 – (Buyers looking to buy in the next two years. This Bucket triggers the "Long-Term Buyers" Program, a two-year follow-up plan to help you nurture long-term buyer leads.)

Subject Line: The Value of Keeping an Eye on the Market

[NAME],

I thought to drop you a note about a perspective that might be helpful.

Today's market: [SELLER'S/BUYER'S]

[IF SELLER'S: In general, we would say this isn't the ideal time to buy. But no one buys a house "in general." They buy a specific home, and there are always some homes priced below market – some substantially so. These are called "value properties."]

[IF BUYER'S: Even in a buyer's market, there are always some homes that have such appeal they command a relatively high price. But likewise, there are also homes that are priced below the current buyer's market – some substantially so. These are called "value properties."]

Buying into value today can add up to long term savings and a solid return on the investment.

I'd love to sit down with you to get an idea of what sort of home you're looking for. Then I can occasionally drop you a note when I find something of value that might catch your eye.

Give me a call. I'll show you value.

Best regards,

[AGENT]

Subject Line: A Suggestion for a Dream

[NAME],

May I make a suggestion?

- Pay attention to home ideas you see in magazines (even tear out some pictures).
- Notice characteristics of homes as you drive past (even take a photo).
- Identify what aspects of your current home are less than ideal (and then be grateful for all the good aspects).

Later, when the time comes to buy, you can paint a clear picture of the house you want.

When that time comes, I'll help you find what you want.

Until then, look at every home as a suggestion for a dream.

Best regards,

[AGENT]

Subject: Finding Your Dream Home

Hi, [NAME],

I'm glad you contacted me about the house at [address] on [conversation date]. I'm looking forward to helping you find your dream home!

When we spoke [X WEEKS OR MONTHS] ago, you weren't ready to talk to a lender, so I'm just following up to see where you stand now. If you've had that conversation, what did you determine your price range is. I'll schedule us to go view some listings.

If you haven't been pre-qualified yet, I have a great lender that I partner with. May I give her your email or phone so she can contact you?

Thanks for letting me know what your status is so that we can get started on the next step.

[Agent signature]

Subject: Your Interest in [NEIGHBORHOOD/CITY]

Hi, [NAME],

I appreciated your taking a minute to chat with me on [CONVERSATION DATE].

I understand not feeling ready to look at properties. It's a big decision and there's a lot to think about.

After we spoke, I set you up to receive an occasional email with listings similar to what we discussed. I'm hoping they piqued your interest, so shoot me an email or give me a call at [your number] to chat.

I want to make sure I'm sending you what you need.

If you have any questions, please let me know!

[AGENT]

