

Just Closed Buyers 30 – (Buyers who have just closed with you. This Bucket triggers the "Just Closed Buyers" Program, a one-year follow-up plan to keep in touch after the transaction.)

Subject Line: Boxes, Letters and “Whose My Neighbor?”

[Name],

Nice! Nothing like settling into a new place called home.

Of course, so many boxes. And so much new homeowner mail. It's all par for the course.

One thing people usually don't get is a letter from a neighbor. But sometimes they get a visit from or meet a neighbor in their yard.

And some new homeowners actually take the initiative to reach out to their neighbors with a handshake and a smile. I encourage that. Nothing like being proactive in community building.

Such a pleasure working with you. Feel free to call me with any questions. Or introductions.

Happy living!

[Agent]

Subject Line: Finding Help That Works

[NAME],

Congratulations on your new step into a neighborhood worth exploring.

Now that you're settling in, I want to offer you a list of vendors who offer quality service. [IF YOU ALREADY OFFERED A LIST, INCLUDE THE FOLLOWING: Things get lost in a move, so I want to share again what I offered when you got your keys.)

- Gardening – [after each of the following, two names]
- Plumbing –
- Handyman –
- HVAC –
- House Cleaning –

It's not an exhaustive list, but it's a good start. If you need additional help identifying qualified help, don't hesitate to call me.

And let me know if you find another vendor you really like. I'm always looking to meet good help... and good people.

All the best with getting settled,

[AGENT]

Subject: A Resource for Help Around the Home

Hi, [NAME],

It's [AGENT NAME] with [TEAM]. I'm just touching base to see how you're doing in your new home.

How have you been enjoying it?

Are you planning some improvements in the future?

Would it help if I gave you the contact information of some professionals that I trust who could help you on any work?

I want you to think of me as your total home resource. I can refer you to contractors and service providers who are well reviewed. Would that benefit you?

Also, you probably know a few people who are looking to make a change. Life happens and we move, right. I'd love to be a resource to them as well.

Let me know if I can refer you some help or if there is anyone I can help.

Best,

[AGENT]

Just Closed Sellers 30 – (Sellers who have just closed with you. This bucket triggers the "Just Closed Sellers" Program, a one-year follow-up plan designed to help you keep in touch after the transaction.)

Subject Line: Every Change Has Its Phases

[Name],

Congratulations on the first phase of your transition!

- First Phase: Pack up, move out.
- Second Phase: Move in, unpack.

Oh, yes. And Phase I, Part B: Have a nice dinner out to celebrate a close that put you in a great position for Phase II!

[OPTIONAL: Attach an e-gift card to a nice restaurant.]

Moving is a phase of life, a transition into new opportunities.

I'm eager to continue uncovering opportunities during this time of fantastic change.

My best regards,

[Agent]

Subject Line: Paying It Forward to Friend

[Name],

You sold your house. Well done!

The moving vans arrived, the boxes were loaded and a friend or two of yours probably wondered, "Maybe we should be thinking about selling as well."

I don't know if their income has increased, the number in their household has decreased or they simply have a dream that won't go away, but I'd love to meet them.

I'd love to be introduced in the same way [NAME of person from whom the seller's name was referred] introduced me to you.

Who do you know?

A quick reply to this email can set good things in motion for someone you care about.

It's a great time to sell. I'm happy you've made a great decision.

Regards,

[Agent]