

New Leads 7 – (All new leads that you need to qualify. This Bucket triggers the "New Leads" Program, a 14-day follow-up plan to help you qualify leads and convert them to clients.)

Subject Line: So You're Thinking About Making a Move...

[Name of PROSPECTIVE BUYER],

We met at [PLACE] on [DATE]. I wanted to follow up on our discussion there.

People have a lot of motivations for buying. Some are

- Worried that they'll be priced out of the market if they don't act soon, or
- Anxious to move out of a home that no longer suits their needs, or
- Longing to take a step closer to their dream home.

I don't know if any of these are motivating you, but I was wondering if it would make sense for us to sit down together. My clients find that the initial conversation brings a lot of clarity to what motivates them and what they're looking for.

What days work for you? Would this [day or day] work for you?

Let me know and we can put something on the calendar.

Call me today.

Best regards,

[Agent]

Subject Line: Questions Beyond the Real Estate Database

[Name of PROSPECTIVE SELLER],

On [LEAD GENERATION SITE] you expressed interest in learning more about the market relevant to selling your home.

Usually when I work clients who have been doing online research, they have a sense of what their home is worth. But then questions arise:

- What does a professional think MY home is worth?
- What can I do to best market my house?
- How long would it take to sell?
- Should I worry about selling my home before I get into a new one?

To begin to answer these or other questions you may have, I'd want to sit down with you to better understand your concerns and interests.

What days work for you? Would this [day or day] work for you?

Let me know and we can put something on the calendar.

Call me today.

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!

I'd like to take you to see some listings, but I want to make sure I've found the right ones for your price range. Have you spoken with a lender about getting pre-qualified? If not, I have a great lender whom I partner with. May I give her your email or phone so she can contact you?

Between us all, we can get the ball rolling!

[AGENT]

Subject: Let's Look at Some Homes

Hi, [NAME],

Thanks again for contacting me about the house at [ADDRESS] on [CONVERSATION DATE].

I'm reaching out to see what your schedule is like to take a look at it and possibly other houses in the area.

You can reply back to this email or simply give me a call or text at [your number]. We'll get started finding your next home.

Talk to you soon,

[AGENT]

Subject: Selling Tips

Thanks again for emailing/calling/chatting with me about selling your home on [CONVERATION DATE]. I would love the opportunity to help you navigate this process.

While you sort out your timeline and what you're looking for in a new home, I thought I'd pass along some resources to make your home stand out to potential buyers. These articles and links should help:

- <insert link to seller resources on your Point2 Agent site>
- <insert link to an article on your real estate blog>
- <insert link to one of your "Seller Tips">

If you have any questions about the selling process, you can reach me by phone, email or text at any time. I'm here to help!

[AGENT]

Subject: What Did You Think?

[NAME],

Just a note to make sure you were able to view the listing information you requested. If you had any problems, I would be happy to resend it another way or deliver it to you personally.

I'd love to get your thoughts on the home(s).

- Did it/any of them appeal to you?
- Did you get a good idea of what is available?

If you would like to see any homes in person, let me know and we can set up a tour. I can get us access to new listings as soon as they come on the market.

Please feel free contact me for further input on the buying process.

Helping you find the home of your dreams is what I do!"

[AGENT]

Subject: Still looking in [COMMUNITY]?

Hi [NAME],

Are you still interested in [NAME]? I've got a new listing coming up (not yet on the market) and I wanted you to be one of the first to know about it!

Please let me know if you're interested in more details.

Sincerely,

[AGENT]

Dead Leads 90 – (Leads that have been unresponsive or have no value to you at this time. This Bucket triggers the "Dead Leads" Program, a 10-year follow-up plan that automatically sends a "checking in" email every six months.)

Subject Line: A Simple Idea for a Pleasant Home

[Name],

Just checking in.

Here's an idea I came across recently.

[Share an interesting feature you saw in a house you recently saw, something of interest or value that the recipient could apply in their own home.]

I hope this and so much more makes your home as enjoyable as you can imagine.

Best,

[Agent]

Subject Line: Connecting with Neighbors to Build a Home

[Name],

Every time I sell a house I think, "I've just helped shape a neighborhood."

Then I encourage new homeowners to reach out to their neighbors.

Indeed, I hope neighbors everywhere will get to know each other.

Community is a handshake away, and a friendly wave can bring a smile.

So shape your neighborhood to build a community.

It's the natural extension of home.

Best,

[Agent]

Subject: [AGENCY NAME] Annual Home Sales Report

Hi [NAME]

Want to see how the [MARKET NAME] housing market performed in [LAST YEAR] and what lies ahead for [UPCOMING YEAR]?

Discover statistics that show home sales, prices, values and other key data during the 12-month period here in my in-depth report. [LINK](#)

Regards,

[AGENT]

Short-Term Leads 14 – (Hot Buyer and Seller leads that are looking to buy/sell in the next 90 days. This Bucket does not trigger a Program, but will hold you accountable for following up at least every two weeks.)

Subject Line: Ready? Set? Go!

[Name],

Ready? It will take time and decisions, but it's also exciting.

Set? You have a list of criteria, but also an interest in expanding your vision.

Go! If not now, when?

Let me help you get moving.

Give me a ring.

Expecting great things,

[Agent]

Subject Line: Prepare Your Home – Starting Today ***

[Name of PROSPECT SELLER],

Here are a few ideas to keep in mind as you prepare to sell your house:

- **Renovate selectively:** Avoid major renovations – most of the time. It's better to do light makeovers everywhere, with an eye on the kitchen and bathrooms. They're far more cost-effective and provide a much better return on investment.
- **Clean, clean the corners and clean some more:** It's hard for buyers to picture themselves living in a dirty house. Scrub floors, baths, kitchens, windows and walls, and be sure to clean, vacuum and deodorize rugs. If scrubbing and dusting isn't your thing, hire a maid service.
- **Declutter:** You want to show space, not contents. Box up family photos, kids' school papers and excess art, and store bulky and worn furniture. Organize your closets to make them look half empty. Besides, all this will need to be done as you pack up your house to move.

There are numerous other ways to position your home for sale. That's what marketing is about: Optimal positioning.

Let's sit down together so I can better understand your goals and begin formulating the best strategy for marketing your house.

Give me a call today.

Best regards,

[Agent]

Subject: [NEIGHBORHOOD] Is a Great Neighborhood to Know

Hi [NAME],

Thanks so much for stopping by the open house for [ADDRESS] [DATE]. It was great to meet you!

If you're interested in seeing more homes in this neighborhood, there are a few I'd like to show you. It's a competitive area, but my expertise buying and selling in [NEIGHBORHOOD] is unparalleled.

But before we jump into anything serious, I'd love to learn more about what you're looking for in a new home. I also want to share my approach to the homebuying process to make sure I'm the right fit for you.

If you'd like to set up a time to meet, click this link to book time on my calendar. [LINK TO MEETING TOOL]

Talk to you soon,

[AGENT]
