

Partners and Vendors NA – (Industry contacts (other agents, attorneys, mortgage brokers, etc.). This Bucket does not trigger a Program, but you can use this Bucket to do your own outreach to these contacts.)

Subject Line: Leads in [AREA]

[NAME OF CONTRACTOR],

I appreciate all the work you've done for the homeowners I've sent your way. Nothing but good reviews. I just gave your name to a new home owner: [NAME].

Here's an interesting fact about [AREA], an area I know is in proximity to your office. The homes have been moving quickly. That means it's a seller's market.

- Any talk from a homeowner in that area hinting at selling?
- Anyone doing renovations?

Let me know. Give me a call.

Always great to work with you,

[AGENT]

Subject Line: Who's in the News You Know?

[Name of Contractor],

I appreciate all the work you've done for the homeowners I've sent your way. Nothing but good reviews. I just gave your name to a new home owner: [NAME].

There's a lot of movement in the real estate market.

So I thought to drop you this note to see if I can help someone you know.

- Who has recently had a change in family size, say, a new child or a child going off to college?
- Who has recently gotten a promotion or changed jobs for the better?
- Whose simply been talking about the housing market or a better home?

Let me know. As you know, I build my business through referrals.

Give me a call.

Always great to work with you,

[AGENT]

Current Clients 7 NA – (Your current/active clients. This Bucket does not trigger a Program, but will hold you accountable for following up at least once per week.)

Subject Line: I Love Real Estate and the People I Meet!

[Name],

I just wanted to drop a note to say how much it's been a pleasure working with you. You're why I love this business!

- It's about working with great people and helping them realize their dreams.
- It's about building communities, not only in great neighborhoods, but amongst clients' friends and family.

I look forward to putting the bow on the package. I know you do, too.

Onward!

[Agent]

Subject Line: What I Know About You and Me

[Name],

I just wanted to drop you a note to let you know that there are a number of reasons I've enjoyed showing you homes.

- I know you appreciate learning about homes.
- I know you're ultimately going to find a home you really like.
- I know I can make the transition go as smoothly as possible.

We all like to learn, discover and do the best we can.

That's why I love this business. And why I love working with you.

Anticipating the best,

[Agent]
