

A+ Hot Seller Leads 14 – This prospect is ready to buy. They like you, are qualified and are seriously disposed to selling.

Subject Line: Great Markets Make for Great Opportunities

[Name],

I'm the real estate agent who introduced myself at [place, date]. These are exciting times for sellers, so I wanted to keep you apprised.

In your neighborhood alone, [#] homes sold in the last month. That means inventory is moving.

And you are at an advantage. *You can find your ideal next home, put a bid on it with confidence you can sell your current home quickly.*

I'd love to help you list your current home and also help you find your next.

Let's find time to go through your options.

Call me. I can make things happen.

Regards,

[Agent]

Subject Line: What Just Happened? Bidding Wars!

[Name],

I'm the real estate agent who met you at [place] on [date]. Just reaching out to stay in touch and keep you thinking.

Here's some food for thought:

- [address] just sold for [\$]. But it had listed for only [\$].

What happened? They advertised at a price slightly below market in a great market for sellers. So...

- Multiple buyers started bidding on it until the most suitable buyer offered the best price.

When I list a home, that's one of three pricing strategies I want my clients to seriously consider.

Are you interested in how to get the most for your house?

Let's sit down and discuss strategy. I make things move for more.

Will [name a couple of days and times] work for you?

Regards,

[Agent]

Subject Line: Why a Full-Service Brokerage

[NAME],

As a full-service brokerage [TEAM] uses all the available tools to showcase your home in the best way possible to the largest consumer base. Being exposed at that level allows us to reach the greatest number of buyers which leads to selling at the best terms and price.

Exposure is critical. As opposed to full-service brokerages, some discount brokerages try and low-bid the homes because they know the seller opted for less services. But low-bidding isn't an option for savvy sellers.

With the market conditions still not as solid as we would all like, I think you deserve the very best exposure. Wouldn't you agree?

Let's find time to connect. I'll share with you how I market to maximize value.

My calendar is open on [TWO DAYS] next week.

Give me a call and we can discuss the best way to position your house.

Best regards,

[AGENT]

All Other Seller Leads 45 – These prospects you’ve met but either don’t have the rapport with you that the A+ sellers have, or they don’t have the same urgency or focus. The goal is to build rapport or increase their sense of urgency. At a minimum, you’re trying to keep your name in front of them.

Subject Line: Investing in Improvements: Values that Translate

[Name],

I hope this note finds you well. When we met at [place], you expressed interest in selling your home – if you could get a great price.

Part of what I do when I market a house is help the owner identify how to make it more presentable. Some investments can go a long way:

- A kitchen remodel
- And perhaps the bathrooms as well;
- New paint
- And perhaps the carpet as well.

The key is to *strategically* renovate.

Let’s get together for a walkthrough of your house. I can share some ideas that translate to value.

So click to Return email. It could be a good return on your investment.

Best regards,

[Agent]

Subject Line: Pricing a Home Just Right

[Name],

I’m the real estate agent who met you at [place] on [date]. I thought to reach out and share an idea.

Remember the story of Goldilocks, how she sampled the bears’ soup and found one too cold, one too hot and one just right? Well, there’s an analogy here for home pricing:

- You can price a home too low, too high... or just right.
- And if it’s just right, Goldilocks may just be willing to pay higher than the listing price.

There’s an art and science to home pricing. Kind of like a good recipe for soup.

Let’s get things cooking. Call me today.

With my regards,

[Agent]

Subject line: Apprising You of Your Appraisal

[NAME],

I appreciated meeting you at [PLACE, DATE] and learning about your interest in selling your home. As I said, I strive to make the selling experience as seamless and enjoyable as possible. Is [PREVIOUSLY DISCUSSED DATE RANGE] still your timeline for selling your home?

Let's put something on the calendar so I can take you through a home valuation report for your property.

In the meantime, please visit my website [WEBSITE LINK], read a blog, or, if you have any questions, give me a ring.

Best of the best,

[AGENT]

Subject: How Much is Your Home Worth?

[NAME],

Are you still interested in knowing how much your home is worth?

I think you'll be surprised what I uncovered in my market analysis. Want to grab a coffee and walk through it?

How's Tuesday afternoon?

[AGENT]

P.S. Getting homes sold above asking price is something of a gift I have.

