

<b>Client</b>	
<b>Copy Required?</b>	Total of 5 personalized automated response emails
<b>Desire from Copy?</b>	To increase engagement and to make the whole process less transactional. To create further lead generation in the future/
<b>How will Copy Assist?</b>	Making the emails more intimate and less computer-sounding this will, in turn, make the buying process with the client seem less transactional. Thus building a rapport with the client can increase the likelihood of repeat business, lead generation, and referrals.
<b>Additional Notes</b>	Brackets indicate [Name] placeholder. <b>Yellow</b> denotes a new email. <b>Blue</b> highlights are for your reference, not part of the material.

**Example 1:** Email one focuses on diligence and communication

Dear [Seller's Side], (Place Holder, please change this before you send out anything)

I wanted to thank you for choosing our offer on [property address]. We understand that there were likely many options to choose from, and we're grateful that you put your trust in our team.

As the loan officer for this transaction, I assure you that we'll work diligently to ensure the loan process is quick, smooth, and stress-free. Communication is key, and we'll keep you informed every step of the way.

At [redacted], we pride ourselves on our attention to detail and commitment to excellence. We've never lost a deal due to our own negligence or incompetence, and our track record proves that.

If you have any questions or concerns, please don't hesitate to reach out. My phone is always on my person, so feel free to call or text me anytime.

Thank you again for choosing our offer. We look forward to working with you.

Best regards,

[redacted] You could also add [redacted] here, but if you want to be the face of it, I'd recommend just keeping your name here.

**Example 2:** Email two emphasizes accountability and ensures no deal is taken for granted.

Dear [Seller's Side], (Place Holder, please change this before you send out anything)

Thank you for choosing our offer on [property address]. We know many options were available, and we're honored that you put your trust in [REDACTED].

Our team is a tight-knit group that takes accountability very seriously. We hold each other to the highest standards of professionalism and understand the impact a missed deadline or shortcoming can have on a transaction.

We never take any deal for granted and will work tirelessly to ensure your transaction goes smoothly and efficiently. Our commitment to excellence and accountability means you can rest easy knowing that we're doing everything possible to make this process as stress-free as possible.

If you have any questions or concerns along the way, please don't hesitate to reach out. We're always here to help in any way we can.

Again, thank you for choosing [REDACTED]. It means the world to us, and we're committed to making this a successful transaction for everyone involved.

Best regards,

[REDACTED]

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**Example 3:** Email three emphasizes [REDACTED] attention to detail and our pre-approval process while also praising that the buyer's agent involved has done their homework before sending an offer.

Hello [Seller's Side],

I am writing to express my *gratitude* for selecting our offer on [property address]. As the loan officer for [REDACTED] and on behalf of the buyer's agent [Agent], we're thrilled to have this opportunity to work with you.

We understand that real estate transactions can be stressful, so we want to reassure you that *we've already done our due diligence* to ensure this loan will be **clean** and **hassle-free**. Our pre-approval process is complete, and we're confident that this loan will be rock-solid from start to finish.

We also want to acknowledge the buyer's agent, who has worked *tirelessly* to find the right property for their client. No stone was left unturned, and we're all excited about the potential of this deal.

At [REDACTED], we take pride in our work, so when we send an offer, we want it to be clear, unlike any other Originator and Agent pairing involved, we've already done hours' worth of work before even sending our offer in. [REDACTED] and [agent] ensure this deal will not fall apart due to any corner-cutting.

We know communication is key, so I can confidently say my phone is permanently attached to my hand if you have any questions. Please feel free to call or shoot me a text if you have any questions or concerns.

Take care,

[REDACTED]

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**Example 4:** Email four emphasizes the buyer's agent more while keeping the same energy as the last email. I.e., the attention to detail and that no stone was left un-turned.

Dear [Seller's Side],

Thank you for choosing our offer. On behalf of the buyer's agent, [Name], and the team at [REDACTED], we're *thrilled* to have this opportunity to work with you.

We understand that a real estate transaction can be complex and stressful, *so we want to reassure you that no corners were cut during the process*. [Name] has worked tirelessly to ensure this property is the right fit for the buyer and meets all necessary guidelines, such as FHA requirements for condos or a complete understanding of the agreement to prevent any unnecessary delays.

At [REDACTED], we pride ourselves on our attention to detail and professionalism. We're committed to ensuring that this transaction goes smoothly and efficiently and that you have a positive experience.

If you have any questions or concerns along the way, please don't hesitate to reach out. We're here to help in any way we can.

Thank you again for choosing us. We're excited about the potential for this deal and look forward to working with you.

Best regards,

[REDACTED]

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**Example 5:** Email five emphasizes that both parties involved are on the same team despite having different goals. This email is longer but touches on all the points made previously into one cohesive email.

Dear [Seller's Side],

We would like to express our sincere appreciation for selecting our offer on [property address]. On behalf of [REDACTED], the [buyer's agent], and [the buyer's attorney], we're thrilled to have the opportunity to work with all of you.

At the outset, we want to emphasize that we are all on the same team. While we may have slightly different goals, our primary objective is to ensure a smooth and successful transaction for all parties involved. As such, we assure you that everyone involved, including [REDACTED], the buyer's agent, and the buyer's attorney, will do everything in their respective powers to ensure we all walk away from this deal feeling good.

We take our *responsibilities seriously* and recognize that accountability and transparency are critical to building trust. [REDACTED] is a tight-knit group that holds each member accountable for any shortcomings or missed deadlines, and we have never allowed a deal to fall apart due to our own negligence or incompetence.

Rest assured that we have completed the pre-approval process and have done our due diligence to ensure a clean and successful loan. The [buyer's agent] has worked *tirelessly* to ensure this property fits the buyer and meets all necessary guidelines. We all know real estate transactions can be complex and stressful, so we're committed to clear communication and making this process as smooth as possible.

If you have any questions or concerns, please don't hesitate to contact any team member. We're all here to support you and ensure a successful transaction.

Thank you again for choosing us. We look forward to working with all of you.

Best regards,

[REDACTED]

I think keeping this as "[REDACTED]" is best, as this email focuses more on the capabilities of your entire team and all partnerships.

Please keep every few lines spaced apart like all my examples provided. This increases readability.