

# STANDARD EMAIL TEMPLATES FOR REAL ESTATE AGENTS



# TABLE OF CONTENTS

Buyer Email #1

Buyer Email #2

Seller Email #1

Seller Email #2

Open House Follow-Up #1

Open House Follow-Up #2

Open House Follow-Up #3

Expired Listing Email

## HOW TO USE

1. Download the PDF
2. Open in Adobe Acrobat and copy the wording for the file.
3. Paste into your email marketing platform
4. Customize to your liking!
5. Don't forget to use customization tools where suggested.



## BUYER WELCOME EMAIL #1

**Subject:** Hello, (prospect first name). It's nice to meet you!

**Preheader Text:** Let me know how I can help

**Body:**

Hi (prospect first name),

Thanks for reaching out! I see that you signed up for my weekly listing emails. I have some great properties I'm really excited to share with you and since you're now on my email list, you'll be the first to know when they hit the market.

I understand that the homebuying process can be overwhelming, and I consider myself first and foremost a guide that helps my clients move through the process seamlessly. Whatever you need, whatever questions you may have. I'm here.

In the meantime, I've attached my Buyer Guide that's loaded with tons of great homebuyer resources and information.

Take a look when you have a second and let me know if you have any questions or would like any guidance on the home buying process.

Just reply to this email, I'm happy to help.

Best,

(Your name)

## BUYER WELCOME EMAIL #2

**Subject:** Home Buying 101

**Preheader Text:** Are you pre-approved for a mortgage?

**Body:**

Hi (prospect first name),

Buying a home is one of the biggest decisions you'll ever make, and the process can be intimidating for anyone. My goal is to help you become familiar with the home buying process, and how I can best serve you and your individual needs.

The first step in the process to consider is getting pre-approved. This shows home sellers that you are serious about buying, and it often helps speed up the process once your offer has been accepted.

I actually put together a quick article ([insert article link here](#)) on the specifics around getting your pre-approval. [Click here to take a look!](#)

Let me know if you have any questions or would like some guidance in taking this first step. I'm also happy to connect you with one of the most experienced loan officers in town if you're ready to get started.

Just reply to this email, I'm happy to help.

Best,

## SELLER WELCOME EMAIL #1

**Subject:** Coffee this week? **Preheader Text:** It's on me! **Body:** Hi (prospect first name),

Thanks for reaching out! I got your email that you're looking to sell your home, and I'm grateful to be considered as the real estate agent for the job. If you have any time this week, I would love to buy you a coffee and learn more about your home and timeline. Does (insert day of the week) at (insert time) work for you?

In the meantime, I've attached my Seller Guide (attach KCM Seller Guide) that's loaded with tons of great seller resources to help you get started. If you have specific questions about the home selling process, just reply to this email. I'm always happy to help. Best,

(Your first name)

## SELLER WELCOME EMAIL #2

**Subject:** Is Your House Priced to Sell Immediately?

**Preheader Text:** Let's discuss!

**Body:**

Hi (prospect first name),

In today's real estate market, more houses are coming to market every day. Eager buyers are searching for their dream homes, so setting the right price for your house is one of the most important things you can do.

You don't want to set the price on your own, so I'm more than happy to discuss how to price your home appropriately and maximize your exposure.

I put together this article (insert this hyperlink: <http://bit.ly/2NvXhNI>) on the two things you need to know to properly price your home.

Take a look when you get a chance, let me know if have any questions and when you want to discuss pricing.

Talk to you soon,  
(your first name)

## OPEN HOUSE FOLLOW-UP #1

**Subject:** Not your dream home?

**Preheader Text:** Let's work on that

**Body:**

Hi (prospect first name),

It was great meeting you (day of week) at the (insert address) Open House. I know it was busy, so let me know if you have any questions you weren't able to ask in-person.

Also, I wanted to let you know I have a couple of great properties in that neighborhood similar to (address). They both also have (home features like big master bedroom, pool, cook's kitchen) plus some more I think you'd love.

If you're interested, I'd love to set up a private tour this week.

Thanks again for stopping by, and please don't hesitate to reach out.

Best,

(your first name)

## OPEN HOUSE FOLLOW-UP #2

**Subject:** Thanks for stopping by

**Preheader Text:** Wht did you think of (address)

**Body:**

Hi (prospect first name),

Thanks for stopping by the Open House at (address) on (day of open house). It was great to meet you, and I hope you were able to get a good feel for the home.

Just so you know, I also have a couple more listings in the area similar to (address). What features are you looking for? I can see if they'd be a match.

(Name of neighborhood) is a great area, and I've been helping clients buy and sell homes in it for years. While this is a great time to buy [[link to blog](#)], it can be a competitive market and a complicated process. That's why I'm here to help guide you through it so you can make the best decision for you and your family.

If you're interested in setting up private tours of the other properties, let me know! You can reach me at my cell (123) 456-7891 or this email address.

Best,

(your first name)



## OPEN HOUSE FOLLOW-UP #3

**Subject:** Did you like (address)?

**Preheader Text:** If not, let's find you one you do

**Body:**

Hi (prospect first name),

It was great meeting you at the Open House on (day of open house). As you probably heard, this home is already under contract.

I know how frustrating that can be, but I have good news. As the data shows [[link to blog](#)], this is a great time to move up and there are a couple more homes coming on the market soon that are very similar. If you're interested, I'd love to set up an early showing so you don't miss out this time.

Let me know a time and day that works best for you this week to meet, and we can set something up!

Look forward to hearing from you.

(your first name)

## EXPIRED LISTING EMAIL

**Subject:** Let's sell your house

**Preheader Text:** We've got this

**Body:**

Subject: Let's sell your house

Preheader: We've got this

Hi (prospect first name),

I saw that your listing for (address) expired this week. Obviously, this is not the result you were looking for and I'm sure you're feeling very frustrated and discouraged. I want you to know this is not your fault. When homes don't sell, it usually comes down to one thing: poor marketing. That's why I've invested a lot of time and energy in not only being an expert agent but a master marketer.

In the last 5 years, I have a track record of selling homes in an average of (number) days and (percentage) over asking price. My secret? Combining the right marketing tactics with an unmatched knowledge of the local market.

If you're interested in giving this another try, I have several ideas for how to market your property that I'd love to discuss with you. You can reach me at my cell or by email, whatever works best.

Regards,

(your first name)