

Email Systems That Convert Leads into Business

Building Automated Follow-Up That Creates Conversations, Appointments, and Closings

Presented by Tony Geraci
Century 21 HomeStar

Slide 2: Why Email Still Works

- Email remains one of the highest ROI marketing tools
- Most online leads expect email communication
- Email allows consistent follow-up at scale
- Automated campaigns save time
- Email builds trust before a phone conversation

Pro Tip: Most leads don't convert because agents stop following up too soon. Email helps keep you in front of prospects long-term.

Slide 3: Building a Strong Real Estate Database

- Capture every lead in your CRM
- Organize contacts by category
- Tag buyers, sellers, investors, and past clients
- Track lead sources
- Maintain accurate contact information

Pro Tip: The money is in the follow-up, but the fortune is in the database.

Slide 4: The Perfect Lead Nurture Sequence

- Welcome email immediately
- Educational email within 48 hours
- Market update email
- Success story or testimonial email
- Call-to-action email requesting a conversation

Pro Tip: Every email should answer one question: "What's in it for the client?"

Slide 5: Types of Emails Realtors Should Send

- New listing alerts
- Market updates
- Homeownership tips
- Local community information

- Client success stories and testimonials

Pro Tip: Educational emails consistently outperform sales-focused emails because they provide value first.

Slide 6: Automating Follow-Up Systems

- Create drip campaigns for new leads
- Schedule monthly market reports
- Automate anniversary and birthday emails
- Send listing and price reduction alerts
- Use behavioral triggers when possible

Pro Tip: Automation starts the conversation. Personal follow-up closes the deal.

Slide 7: Writing Emails That Get Opened and Read

- Use short subject lines
- Personalize whenever possible
- Keep messages concise
- Focus on one main topic
- Include a clear call to action

Pro Tip: Write emails like you're sending them to one person, not an entire mailing list.

Slide 8: Turning Email Engagement into Appointments

- Track opens and clicks
- Identify engaged prospects
- Call active leads promptly
- Follow up with personalized messages
- Schedule consultations quickly

Pro Tip: When a lead repeatedly opens your emails, they're raising their hand. That's the perfect time to call.

Closing Thought

“The best email system doesn't just send messages—it creates relationships. Consistent, valuable communication turns cold leads into warm conversations and warm conversations into closed transactions.” – Tony Geraci