

# Email Drip Campaign for Realtors – Lead to Loyal Client

## Email 1: Welcome & First Contact

**Subject: Let's find your perfect home ■**

Hi [First Name],

Thanks for reaching out — I'm excited to help you on your real estate journey! Whether you're just starting to browse

Over the next few days, I'll share a few tips and tools that my clients find helpful — including what to look for in a home

If you ever have a question or want to chat directly, just hit reply. I've got you!

Talk soon,

[Your Name]

Realtor | [Your Company]

■ [Phone Number]

■ [Email Address]

## Email 2: Establish Trust + Offer a Resource

**Subject: The 5 things most buyers overlook (but shouldn't)**

Hi [First Name],

Looking at homes online is fun — but what about the things you \*can't\* see in photos?

Here are 5 often-overlooked details that can make or break your home experience:

1. HOA fees & rules
2. Noise levels at different times of day
3. Future development plans nearby
4. Commute time during rush hour
5. Natural light throughout the day

Buying a home is emotional — but being informed = confident decisions.

Want my full \*\*Buyer Checklist\*\*? Just reply "Checklist" and I'll send it over!

Best,

[Your Name]

## Email 3: Social Proof & Value

**Subject: "We didn't think it was possible..." ■**

Hi [First Name],

A quick story:

A recent client of mine was ready to give up after losing out on two offers. They thought the market was too competi

With a few smart tweaks (and a little patience), we found the perfect place — and won it under asking.

Whether you're just starting out or frustrated with the process, know this: I'm here to help you win with strategy, not s

When you're ready, I'll be ready too.

Cheers,

[Your Name]

■ Want to book a quick intro call? [Insert link]

## Email 4: Light CTA – Book a Chat

**Subject: Your questions, answered (no pressure)**

Hey [First Name],

Buying or selling a home comes with \*so\* many questions — and Google doesn't always cut it.

If you're wondering:

- What's the market doing right now?
- Is now the right time to buy/sell?
- How do I even start?

Let's chat. No pressure. Just a quick 15-min convo to talk through where you're at and what makes sense for you.

■ Here's my calendar: [Insert link]

Or just reply and we'll find a time!

— [Your Name]

## Email 5: Final Nudge / FOMO

**Subject: A lot can change in 30 days...**

Hey [First Name],

A month from now, you could be:

- Moving into your new home
- Reviewing multiple offers on your current one
- Still wondering if you should make a move

The choice is yours — but I'm here to help if you want guidance.

Let's get you where you want to be, faster.

■ Book a call: [Insert link]

— [Your Name]