THE COMPLETE GUIDE TO EMAIL MARKETING

For Real Estate Professionals

What's Inside:
- What Is Drip Marketing
- How to Nurture Leads with Email
- Email Scripts that Work
- Tips to Increase Your Email Effectiveness
# Table of Contents

3 Reasons Every Agent needs Email Marketing Software 3

What is Email Drip Marketing? 6

Real Estate Newsletter Marketing Tips 9

Don’t Let Your Newsletters End Up in the Trash 11

3 Stats to Evaluate Your Email Effectiveness 13

Why is Lead Nurturing Important? 15

How to Automate Emails without Sounding Like a Robot 20

Email Best Practices
   Stop using a Yahoo/Gmail/Hotmail email now 22
   Power Up your Email Signature

10 Email Scripts to Engage Your Leads 24
3 Reasons Every Agent needs Email Marketing Software

Quick – what marketing technique do you use that gives you a return on your investment between 94 and 139 percent? If you didn’t think “email marketing,” you must not be doing it. “Most email marketers are at least doubling their money,” claims a study conducted by Marketing Sherpa.

Email marketing software is the most powerful marketing tool in your office if used correctly. By creating and sharing targeted content that people actually read, you’re branding yourself as a trusted real estate resource.

If you aren’t using email marketing software, read on for three good reasons why you should.

**Email Marketing Software Saves Time**

Staying top-of-mind with your leads and your sphere of influence helps grow your business. Nurturing your relationships with both new prospects and past clients is time-consuming but critical.

Because of this, many agents who use email marketing software claim that its most valuable feature is the automation function. Busy agents tend to feel that time is their nemesis – pulling them in multiple directions at once. Any tasks that can be delegated or automated are a blessing because it’s one less thing on your plate every day.

By integrating your email campaigns with your contact management software you set it and forget it while you get out and close deals or network for new ones.
Email Marketing Software Ensures Delivery

Think about the number of contacts in your database and how many emails you’ll be sending out on a weekly basis. Now, consider this: how much would it hurt your bottom line to have to pay $16,000 for each email you send that is found to violate the CAN-SPAM law? Not a pretty thought, is it?

Market Leader’s email software provides ethical email functionality that honors CAN-SPAM regulations. For example, recipients will find an unsubscribe link and your business address at the bottom of all emails.

Unless you’re doing really spammy things, however, you aren’t likely to get fined. The more likely issue will be your emails going to the SPAM folder and not being read by your potential clients.

To ensure deliverability of your emails, and remaining in compliance with the law, send emails only to those who have opted in to receive them from you. This includes:

- Contacts who have registered on your website.
- People who have personally given you their contact information, such as those you meet at an open house or a networking event.
- People who have agreed to receive emails from you in other situations, such as by registering on your blog or niche website.

Once you’re assured that all of your potential email recipients are voluntary, take a look at the content you’re about to send. It needs to be targeted, relevant and include information valuable to each recipient.

This will help you in the following three ways:

- Relevant content is welcome, not annoying, so your emails are less likely to be flagged as spam.
- More people will actually read your emails and perhaps forward them on to friends who also need the information.
- Targeted, valuable content elicits more responses than haphazard “junk” marketing email.
Email Marketing Software Tracks Important Metrics

If you aren't using email marketing software you most likely have no idea how effective your email campaigns are. What are your open rates, click-through and conversion rates?

A robust email marketing software platform provides you with the answers to these important questions. Having the ability to measure the success rate of each campaign allows you to adjust those that aren’t as effective as you’d hoped.

This is critical data that you’ll use time and again during the course of tweaking your marketing. These metrics can help you:

- Experiment with your subject lines.
- Send emails on a different day or at a different time.
- Test different calls to action.
- Play with formatting.
- Determine which topics are the most popular.

Having these metrics at hand helps agents determine what works and, more important, what doesn’t work. Since even small changes can make a huge difference, experimenting with different ways to optimize your email marketing pieces will make the campaigns more successful.

Real estate consumers hear it all the time: Your home will probably be the biggest financial investment you’ll make in your lifetime. It’s enough to make anyone anxious, especially when trying to choose an agent to represent them in this purchase.

Your email marketing campaign is the best way to show potential clients that you’re the expert, thus building trust. With targeted, relevant content, they’ll open and read your emails, gradually getting to know you, like you and trust you.
Chinese water torture is a way to drive someone insane by slowly dripping water on the person’s forehead.

Drip email marketing is a communication strategy that slowly drips email messages to prospects’ inboxes over time.

Folks on the receiving end of either may feel tortured.

There is a positive way to drip that may even be welcomed by the recipient. Compare it to drip irrigation – those bubblers that deliver metered amounts of nourishing water to the roots of your garden plants. If your drip marketing is more nurturing and less crazy-making, it may actually turn a lead into a sale.

The Benefits of Drip Email Marketing

Probably the biggest benefit of drip email marketing is that, if done right, it is hands-off. Sure, it requires time and effort to determine what your goals are, plan the drip campaign, write your emails and determine a suitable schedule. But from there, it can be completely automated to do all the work while you spend time on more important tasks.

These campaigns also reduce sales funnel leakage. A certain percentage of the leads you stuff into the top of the funnel will leak out at some point as they move down, but a campaign of consistent contact reduces that number significantly. It may even prompt some to leak out earlier rather than later, which is a good thing, according to Social Media Today.
Drip Marketing Tools

To set up an effective system that will save you time in the long run requires a customer relationship management platform (CRM). This is the air traffic controller, in a sense, for all leads. It clears new ones to land in the system and guides them to their spot within the database. It determines outgoing flights to the leads as well, depending on criteria that you set forth.

A robust CRM has the ability to group your leads and contacts for targeted marketing campaigns and to set up automated email campaigns. The right platform will create, schedule and track your drip email campaign. In other words, it makes it effortless.

Content

One of the biggest problems agents have with email drip campaigns revolves around the content of the emails. Avoiding being impersonal and inappropriate (for where recipients are in the sales cycle) and determining the right content for the campaign can be a challenge.

Here are a few things to keep in mind when thinking about content:

- Keep it simple. Forget the HTML and the photos of yourself – that stuff screams “SPAM!” Sometimes the best email is one that is only three to four sentences in length. Longer content should be scannable. For instance, break your newsletters up into chunks with subheads that are easy to scan.
- Make it engaging. Drip emails aren’t the place for heavy pitches. Write in plain English and have fun.
- Be relevant. Unless you have only one type of client, you’ll need content targeted to each group of clients. This way, buyers don’t receive information about selling their houses, and sellers don’t get new listings (unless they want them). Then there are prospects and leads – each requires two different approaches.
- A good way to determine what subjects to write about is to segment your recipients into buyers, sellers, past clients, sphere of influence, or whoever is populating your CRM. Then, make a list of each group’s needs.

For instance, think about the information that buyers need. This will include mortgage information, a walk-through of the home-buying process, inspection information, and explanations of the more confusing topics (closing, contingencies, etc.).
Coming up with content ideas is far easier for past clients – if you took the time to get to know them. Links to items of interest, greetings for special occasions, and current market conditions to keep them abreast of the value of their investment are always welcome topics.

The most important content to include in all emails is links to your social media pages, your blog and your website.

**Track It**

Drip email campaigns don’t have to remain static, and should especially be changed if you track your results and they turn out to be dismal. Play with your subject text, format and content until you receive the desired number of opens, you reach your click-through rate goals and, most important, the number of appointments generated by the campaign increases.

With any drip campaign, it’s important to keep an eye on that fine line between driving leads and prospects crazy and nurturing them. Straddle that line and you can’t help but build a full pipeline.
Real Estate Newsletter Marketing Tips

If you are writing a weekly or monthly real estate newsletter because your competition has one, then you’re doing it for the wrong reasons. Newsletters should support your overall marketing campaign. If you don’t have a clear strategy, you’re wasting money and effort by creating newsletters.

According to Dustin Russell, Manager of Acquisition Marketing at Market Leader, “Newsletters vary by industry, but for real estate professionals, they need to focus their newsletter on the consumer. Many real estate professionals make the mistake of talking about themselves too much, 'I just sold this house’ or 'Why I’m the number one agent in x city.’ It’s important for agents to gear their newsletters toward the consumer.”

**Market**

Before you come up with a strategy, think about your target market. Who are you trying to stay in contact with? Who are you trying to sell homes to? Are they retirees, first-time homebuyers or people purchasing property as an investment? Don’t believe that you are trying to sell homes to everyone. If you build a strategy for “everyone,” you won’t be able to focus your marketing campaigns.

**Budget**

To decide on print email or both, take a look at your budget and think about your target market. E-mail newsletters are popular because they are less expensive, but they are also less formal. People respond less favorably and distrust e-mail newsletters that look like spam or appear to be poorly designed. According to Robert L. Weiner Consulting, only 11 percent of people actually read e-mail newsletters and 57 percent skim their print newsletters.

If your target market consists of retirees and you can afford to print, think about going with a printed newsletter – it will have better chances getting into the hands of your target market. For those who are marketing to first-time homebuyers and are on a small budget,
consider choosing e-mail newsletters. People in the first-time homebuyer category are generally accustomed to getting their information online or through their e-mail.

**Content**

You need to write copy that engages the reader. If you are writing an e-mail newsletter, spend some time coming up with engaging subject lines. A generic subject line like “Alice Ross’ Weekly Newsletter” will not get most people to open their e-mail. To come up with a good subject line, wait to write one until after you’ve written the newsletter. Come up with a 40- to 50-character subject line that explains the content in the newsletter. You can get some good ideas for subject lines from your own inbox. Use your e-mail inbox as a resource.

So what should you write in the newsletter? Write about topics that are interesting to you or that your target market will find informative. You are trying to connect with your target market, and there is nothing that will lose that connection faster than a boring newsletter.

Russell gives some pertinent tips about creating a content toolbox to use for your newsletter:

“Customize the newsletter for each prospect. If you know where the prospect is searching, talk about interesting things happening in that area – new shopping centers opening up, schools that performed highly on state exams, local bars and restaurants with great reviews, etc. If you have too many prospects to manage something like this, focus on your top five for customized content.

- Update prospects with trends in interest rates, home values, and neighborhood stats.
- Position yourself as the local expert. Write a blog with your expert opinion on a trending topic in real estate and link to it in your newsletter.
- Most consumers will be interested in listings. Take a few listings that are extremely interesting (customized to the prospect) and post them on your newsletter with a link back to your website. This keeps them engaged with you and off of other websites where they’ll run into more agents vying for their attention.
- Add something fun. Express your personality, but in a professional manner – funny cartoons, games, puzzles and articles may be just the thing you need to connect with a new lead.”

Personalizing your newsletter will make it stand out from the crowd regardless of whether it is printed or e-mailed. A clear strategy for your newsletter raises your chances of making and maintaining important contacts.
Don’t Let Your Newsletters End Up in the Trash

"If you want a 100 percent open rate, send one email to your mother," says Dela Quist, CEO of Alchemy Worx. If you just want to improve your open rate, on the other hand, create better subject lines.

Think about your favorite magazine and what compels you to purchase it. Sure, the cover photo has a lot to do with it, but the headlines typically sell the magazine. Studies of online headlines for blog posts and other content also bear that out.

Why, then do so many agents ignore the importance of the email’s subject line, which is, in effect, its headline? Just like blog posts and articles, content that is being sent electronically deserves to be treated with decades of journalistic best practices and proven methods for success.

That is, IF you want people to read what you write.

The Headline

Think of the subject line of an email as the headline of the content within the email. It should be concise, descriptive and compelling. Yes, it’s a big job for just a few words to accomplish.

Some of the most effective subject lines have to do with helping, not selling. For instance, if your newsletter contains stories about interest rates and home improvement projects, “3 Ways to Increase your Home’s Value” or “Spice up your Kitchen in 5 Easy Steps” are much more enticing subject lines than “Real Estate Newsletter” or “Interest Rates Drop.”

Since numbered lists are one of the most popular forms of content, and numbered list headlines – such as “3 Steps to Win a Bidding War” – get the most clicks, according to
Nathan Safran at Moz, it only stands to reason that agents should consider using them in their email subject lines.

Keep the list short. Although potential buyers may be looking for ways to raise their FICO scores, few will click on “101 Ways to Improve your Credit Score.” Shorten the list to five or seven ways and you may grab their interest.

Abreena Tompkins, instruction specialist at Surry Community College, confirms this with the results of a meta-analysis of more than 300 articles. Her analysis finds that “The brain can process no more than nine items in a sequence, and it actually does this much more efficiently with three or five. Odd numbers work better than even numbers,” Tompkins concludes. So, skip the “50 Ways to Leave Your Money Pit” and go with “3 Amazingly Simple Tricks to Sell Your Home.”

The Moz study also finds that powerful adjectives in headlines get more clicks than the use of no adjectives. For instance, which menu item are you more likely to order – “cheese omelet” or “omelet of 3 freshly-cracked eggs loaded with tangy, smoked Vermont cheddar?”

Consider using emotion-rich adjectives such as powerful, exciting, amazingly (simple), surprising, and startling, to name a few.

Then, plug them into Safran’s template: “(odd number) (adjective) (mistakes/tips/insights/shortcuts) for (achieving/avoiding) (desired outcome/disaster). The result for a real estate agent may be: “3 Disastrous Homebuyer Mistakes.” Number one is, of course, not hiring you as their agent.

Don’t be hard on yourself if your open rate for your drip email or newsletter campaign isn’t as high as you’d like it to be. Concentrate more on beefing up the subject line and your stats will improve.

Think of those few critical words as bait. They get your email recipients on the hook and lured in to the email’s content and purpose. Whether that purpose is a specific call to action or merely to keep you top-of-mind, the headline is everything.
3 Stats to Evaluate Your Emails

You probably already use email to communicate with your leads and clients. But do you know how your emails are performing? Are you sending the right message to your leads? Are they even reading your emails?

As with any investment, you need to measure your ROI. In the case of email marketing, the main cost is the time you’re investing, but you still need to make sure you’re getting a good return. As your database of leads grow, email marketing is a great way to automate some of your communication and stay in touch in a meaningful way. But you want to make sure your emails are being read and helping your leads to become your clients.

Don’t worry – you don’t have to spend tons of time with metrics to evaluate your email. By simply tracking three metrics, you can get a good sense of your email ROI:

1. Open Rate

This is the percentage of prospects that open your emails. This percentage tells you how many people viewed and potentially read your email. The subject line of an email and how often you send emails to your contacts heavily influence open rates. If you send too many emails, especially when the content and subject lines are not interesting to your audience, the open rate will be low.

Ways to improve open rate: Focus on subject lines and content that is relevant and interesting to your audience. For example, a first-time homebuyer is not likely to be interested in home staging tips. Listings appeal to buyers and sellers, but make sure the listings you send are relevant to your leads based on the searches they did on your site. Subject lines should pique readers’ interest and describe the content of the email, but don’t let it get too long. Limit the subject line to less than 150 characters.

2. Click-Through Rate
The CTR is the percentage of prospects that click through your email to whatever content you’re promoting (your blog, a featured listing, etc.). In order to track this metric, you will need to include a clickable link in all your emails. This is a best practice to ensure your leads are interacting with you and your website, instead of going elsewhere.

Click-through rate is an important metric to track because it measures what percentage of the total audience is consuming your content. This lets you know if the people who opened your email found it interesting enough to continue on to your site.

**Way to improve CTR:** Include a link to your website in all emails. Segmenting your lead database according to their interests and interactions, and then sending targeted messages to each segment is the best way to increase click-through rate. This will ensure that relevant content reaches the prospects that find it most interesting.

### 3. Conversions

This refers to the number of people that do the call to action from your email. The conversion rate is a percentage of people that complete the conversion action. For example, if you send a link to listings, a conversion could be saving the listing or replying to ask for more information. If you send a link to a blog article, a conversion could be viewing additional blog posts or signing up for your newsletter. Conversions are the goal of your email. Tracking them will let you know if people are responding to your emails with the actions you would like.

**Ways to improve conversions:** The best way to improve conversions is to have a clear call to action for your email. Tell your audience what you would like them to do and how to do it. Provide links to direct readers right to the content you would like them to see, and make the process to complete the conversion as simple as possible. If your conversion rate isn’t good, make sure your website landing page (the part of the site you linked to in your email) also displays the call to action clearly and that it can be completed easily.

By taking a look at whether people are opening your emails, clicking through to your website, or completing your desired conversion, you can determine how effective your email campaigns are. This will help identify which leads are interacting the most with your email and site.
Why is Lead Nurturing Important?

Ninety percent of today's consumers start their home search online. So, if you want to capture the majority of the opportunities in your local market, you need to be generating online leads, period. By capturing online leads, you are more likely to reach that lead well before they engage their best friend's brother's cousin's uncle who is also an agent. In other words, many consumers pick their agent simply because that was the only one they knew about.

The reality is that agents shy away from online leads because they have trouble converting them. However, the problem is usually not the lead; it's the agent's lack of understanding as to where the lead is in the buying process. Most agents push the first conversation into sell mode, and what does the lead say?

"Sorry, I'm just looking."

An effective lead nurturing plan helps you build a relationship with a potential client over time and keeps you top of mind by providing helpful information throughout their buying journey. If the plan is content-driven it also establishes you as the expert, building trust.

To effectively nurture your real estate sales leads you'll need the email marketing tied to an IDX website and contact management system to carry out the process. Let’s take a look at some of the “must-have” emails to successfully follow up on and nurture leads until they are sales-ready.

Email marketing system should include:

- Auto-response emails to respond immediately to new leads. According to NAR, 94% of home buyers rate responsiveness as very important.*
• Pre-built and customizable drip email campaigns. Sixty-five percent of buyers and sellers use the first agent they contact to assist with their home sale. Being top of mind increases your chances of being the agent of choice.*
• Automated listing alerts. Seventy-five percent of consumers who register on an agent's website do so in order to receive listing alerts.**
• The capability to create newsletters containing market data relevant to the lead.

Tied together with your contact management system and websites, these emails will help you nurture your leads along. By the way, it's also the ideal system to keep yourself top of mind with past clients, and increase referrals and repeat business.

How it works

Sarah is considering selling her home and buying in a new location. Like 90% of today's consumers, Sarah starts her search online. Through a quick Google search, Sarah finds your IDX enabled website and browses homes for sale in the Bellevue, WA area for $400,000. When she registers to view more listings, your CRM automatically responds to her with a message thanking her for visiting and letting her know she is signed up for listing alerts in Bellevue in her price range.

You will then determine which pre-built drip nurture campaign has the most helpful information for Sarah. This will include information about the home search process, how to find the ideal neighborhood, and anything else that might aid Sarah during the home buying process.

Sarah will receive one of these emails every day, every week or every month—you can determine the frequency. You might also add her to the list of prospects to which you send a newsletter every month.

This drip, drip, drip keeps you in the front of Sarah’s mind whenever she thinks about buying a house. The power of your CRM will also let you know when Sarah is actively browsing your website, so you can contact her at the exact moment she’s behind her computer looking at homes.

There is a huge opportunity out there for agents who have the tools and knowhow to effectively nurture online leads. Market Leader is the only company in the industry that provides agents with all of the tools you need to capture, nurture, and convert today's online consumer.

*2012 NAR Profile of Home Buyers and Sellers
** Market Leader/Hebert Research Study
How to Automate Emails Without Sounding Like a Robot

The object of the real estate agent game is to fit as many tasks as possible into a finite amount of time. From lead generation and follow-up to coordinating transactions, that’s a lot of tasks. Thankfully, many of them can be either delegated or automated, freeing up time for you to do the things you do best.

Hiring the right people to pick up some of these tasks is a challenge unto itself. Automating certain duties is easy; doing so while maintaining the human element is a bit harder, and many agents end up utterly failing.

Palm Beach real estate agent Paul Schafranic tells the story of a European client who emailed five real estate agents regarding his desire to purchase property in the area. All but one of them sent automated responses that sounded, well, automated.

A month later, when the client was due to roll into town to make the purchase, Schafranic – the one out of the five who personalized his response – was his agent and assisted him in the purchase of a $4 million home.

There’s nothing wrong with automating as many of your systems as possible. What is unforgiveable, however, is sounding like a robot. If you don’t want to lose buyers and listings, read on.
Listings Alerts

A listing alert is an automatic email notifying a contact of new listings that match the search criteria that the contact provides. Listing alerts are designed to keep your contacts coming back to your website frequently.

Market Leader has found that the more contacts you have who receive listing alerts, the more returning visitors you have to your website. The more returning visitors you have, the more likely you are to get a phone call when a contact finds his or her ideal home.

To set up this system, you’ll need to have software tied into your MLS. Market Leader software has listings alerts built into the website and CRM. The beauty of this system is that your leads can set up and edit their listing alerts as their criteria evolve.

Listing alerts by their very nature run the danger of making you seem robotic. To avoid this, ensure that your listing alert service is customizable so that the alerts appear to be coming from you.

Next, personalize the message so that it sounds more like your voice. Don’t forget to add an email signature.

Email Marketing

Staci Dancey, an agent with Surterre Properties in Newport Beach, Calif., automated her lead generation efforts by buying leads and using email marketing to sell $24 million in real estate in one year.

“I was able to work Monday through Thursday, and I was still one of the top producing agents in the area,” she said. “That success came from the fact that I wasn’t spending time generating new leads – they were coming to me.”

“I was able to set up mass emails in my Market Leader Professional system and make them appear as if they were individual,” said Danci. “It continues to work beautifully.”

Not all the leads you receive are ready to transact right away, so email marketing helps you stay in touch until they are ready.
Use email marketing software to send emails automatically, based on the schedule you desire, from every few days to every few months. The Market Leader system does this, and it is built-in with website and contacts, making it easy.

**Make Sure…**

If the lead communicates back to you, turn off the drip email and respond by phone.

If you are using templates, personalize them.

---

**When NOT to Automate**

While having the proper systems and tools in place and automating as much as you can frees you up for more important tasks, some things require the personal touch. To ensure you are providing quality customer service, do not automate:

- Your replies to leads that have contacted you.
- Phone calls.
- Buyer and agent feedback.

The best way to avoid sounding robotic is to have a voice and not be afraid to use it.

“Everyone hates automated phone systems, so why would they want to read the digital equivalent of the same thing?” asks Chelsey Yearin at Social Media Contractors. “Sounding human will at least make people want to interact with you,” she continues, “and your company’s voice is as much a part of your brand as anything else.”
Email Best Practices

Stop using a Yahoo, Gmail, or Hotmail email now

One of the easiest changes that can have a huge impact on your email marketing is your sender email address. You should stop sending from your free email accounts and send emails from your website domain instead. Why?

Greater Credibility

Anyone can sign up for a free email account from Yahoo, Gmail, Hotmail, etc. These are great email services, but are also disposable, and your recipients may see your messages as spam. Even if your leads don’t think spam, these email accounts don’t give you any credibility as an established agent. You want to show your leads and clients that your business is legitimate, professional, and trustworthy, and that means having a professional website with email from the same domain.

Exposure for Your Website

When people get an email from you, or anyone in your business, they will assume you are also available at the website attached to it. For example, if my email address is mary@acmerealty.com, they will assume they can learn more about my business at acmerealty.com. If you’re using a free email service like marybaker@gmail.com, they can’t do that. Your email should help remind your leads and clients about your website and your business.

It’s easy and low cost

Getting a custom email address is easier than you think. If you register your new website address with GoDaddy.com, for example, your account comes with a basic email service that automatically gives you up to five email addresses attached to your new URL. It’s a
package deal that gives you a great one-two punch. Most other Web-hosting companies also give you email services with your site, and it's often beneficial to shop around for the best deals and the email features that best match your business.

Choosing to change your email address can sometimes be a scary step, especially if you've been associated with a particular address for some time. But the sooner you make the leap to the “right” email address, the better you'll be.

What’s more, most email services today offer a “forwarding” program that makes the transfer easy. It will not only forward emails sent to the old email address to your new address, but will also send a notification back to the sender, telling them where to best contact you moving forward.
Email Best Practices

Power up your Email Signature

Even the most basic email services offer a “signature” tool, which basically auto-populates the bottom of your email with whatever information you like.

Surprisingly, not everyone uses this service, but it’s an excellent way not only to give email recipients more information about how to contact you, but also tell them something about your business.

Setting up email signatures is typically quite easy, and you can learn how to do it with your current email provider by using the “help” feature.

At a minimum, your email signature should tell recipients a little more about you as well as how to contact you. The most basic email signatures should look like this:

Mary Baker
Broker, Acme Realty
E: mary@arealty.com
P: 425-XXX-XXXX
W: www.arealty.com

With this signature, Mary has given the basic ways to reach her – via phone, email, mobile, and online. Adding multiple phone numbers or links to Facebook, LinkedIn, or other social media sites gives your contacts more options, but can be overwhelming and may not actually help them get in touch with you. Only include the contact methods that you check frequently so that you can respond quickly when your leads reach out.

The signature above is basic but helpful. It tells people who Mary is, and how to contact her, but it doesn’t give people a reason to immediately engage with her, to explore more, or to request information that could lead more quickly to a transaction.

For example, what if underneath the contact information she added this:

Sign up for our FREE newsletter!
With this basic call to action, Mary has given her email recipients something to interact with right away, something further to explore, and an opportunity to engage with her company and come closer to a transaction.

Think about what these links could look like for you. Some examples include:

- Don’t miss out on your dream home. Sign up to get free listings alerts.
- Find out how much your home is worth, with a free, no obligation CMA.
- Get a free copy of a Home Buying Guide.

Whatever you decide to include in your email signature, make sure it gets people more engaged in learning about your services and expertise, and moves them closer to a transaction with you.
10 Email Scripts to Engage Your Leads

Engaging your leads with email is critical to converting leads into clients. You will need to send the right message at the right time. Here are 10 sample email scripts to help engage your leads from your first introduction to the time your leads are ready to buy or sell.

Sample #1: Buyer Website Welcome Email

Subject: Your New Property Request

Message:

I just wanted to drop you a quick note to let you know that I received your request and wanted to let you know there’s a real live person behind this site. I’m setting you up to receive email updates of new homes for sale as they come on the market. Please be sure to add my email address to your safe senders list so you can receive all the new homes for sale.

I also have additional information that will help you in the purchase process that I would be happy to share. Let me know if you would like information about the buying process, financing your home, negotiating the purchase, or tips on closing and moving. This is a service I provide to all my buyers.

Let me know when you are ready to start looking at homes in person. I am excited to start working with you and am happy to meet with you and show you any properties that fit your 'dream home' criteria.
Sample #2: Email Introduction for Leads

Subject: Welcome, You have access to new homes!

Message:
Hello (Name), you recently contacted me on (insert source) I have signed you up on my website, now you can access new homes for sale and listing on the market just like I can!

You’re Tools:
Using your new password on the website you now can:

- Save your favorite home listings
- View listing details and multiple photos
- Forward homes to your friends to share your favorites
- Sign up for listing alerts to be the first to see listings

Feel free to use my website as long as you like, view as many homes as you like, save the ones that appeal to you, ask as many questions as you have.

I look forward to assisting you. If you need anything, you can contact me directly at (insert phone#)

Sample #3: Introduction to a Buyer

Subject: A Personal Introduction

Message:
I wanted to take this opportunity to introduce myself and let you know a little bit about the type of services I provide.

I am a local real estate agent who specializes in your neighborhood. I have had the opportunity to help many homebuyers in your area sell their homes as well as find homes that they love.

According to a recent report by the National Association of Realtors, 86% of homebuyers reported difficulty and confusion in the home buying transaction. When the time comes for you to begin your home search, I can help you through the process.

I will be there to provide you with information about the buying process, financing options, current market conditions and the types of properties that are available that meet your criteria.
My services include helping you find the right home, assisting you in arranging financing, negotiating a good purchase price on your behalf, and handling the details of the transaction to ensure a smooth closing.

When the time comes for you to purchase a new home, I would appreciate the opportunity to represent you. In the meantime, if you have any questions, please call or email me. I look forward to the opportunity of becoming your trusted real estate resource.

Sample #4: Home Alert Set-up Email

Subject: ___ bedroom homes?

Message:

While you were on my website or (insert source) I noticed you were looking at ___ bedroom homes in (insert area contact was looking in). I have set you up a daily report to see similar homes in (insert area) under (insert the top price they were viewing under).

Please let me know if there is something in particular that you are looking for in a home? If so I can create another search for you that is a little more targeted.

Feel free to use my site as long as you like! Whenever you are ready to start looking or have questions about a property don’t hesitate to reach out to me, I am always here to help!

Sample #5: Did You Receive the Listings?

Subject: Did You Receive the Listings?

Message:

This note is to confirm that you have received the home listings I sent you by email and to make sure you were able to view them. If you had any problems, I'll be happy to deliver the information to you.

Once you have had a chance to look at these new listings, I'd appreciate your feedback, especially whether or not any of these homes appeal to you.

I will continue to send you information on new listings as soon as they come on the market, as well as valuable information about the buying process, financing your home, negotiating the purchase, and tips on closing and moving.
I look forward to working with you. When you are ready to start looking at homes in person, I would be happy to meet with you and show you any properties that fit your 'dream home' criteria.

Sample #6: Factors to Consider When Selling Your Home

Subject: Thinking of Making a Move?

Message:

There are many factors to consider when you are contemplating making a move. Price is one of the most important.

Another factor to consider is when to sell. The decision about when to put your home on the market is usually determined by when you want or need to move. Once you have decided on a move date, we can analyze the approximate time your home should take to sell by looking at the average time on the market for comparable homes in your price range. I would be happy to gather that information for you when you are ready.

When you do decide to sell, you'll want to view your home through the eyes of a potential buyer. Some points of consideration are:

- Is your home in 'show shape'?
- Are there repairs that need to be made?
- Does the paint need a bit of touching up?

If you would like, I can take a quick tour of your home and suggest some simple ways to prepare your home for the market.

Proper pricing and a home that is in 'show shape' will eliminate some of the hassles and help sell your home faster, maximizing your time and profits.

Please feel free to call or email me. I will be happy to provide you with valuable information so you can feel comfortable with the process and make an informed decision about when you want to move.

Sample #7: Buyer Follow-up, Ask for Listing Information

Subject: Following-up

Message:

Many people find shopping for a new home stressful, frustrating and time consuming. My goal is to make this a fun and exciting process, while making it as smooth as possible.
By only showing you homes that meet your criteria, negotiating the best buy possible, walking you through the process step-by-step, and handling the details of the transaction, I hope to take the stress out of the closing process.

Because a new home is often the most important and substantial purchase people make, I'd be happy to help you find a great home that meets your needs.

I preview many new homes every day. If you would like me to email you information about homes new to the marketplace, please email the following information to me:

- What is your time frame? When do you want to make a move?
- What price range do you have in mind?
- What areas/neighborhoods are you interested in?
- What type of home: single family, condo, multi-family, etc.?
- How many bedrooms?
- How many baths?
- Do you need to sell in order to buy?
- Do you have other requirements?

As soon as I receive this information, I can select homes for you that fit your criteria and send them to you for your review.

Please call or email me if I can provide you with additional information or answer any questions you may have as you begin contemplating a move. I look forward to the opportunity to assist you.

**Sample #8: Showing Offer/ Saved a Home Email**

**Subject:** Ready to look inside?

**Message:**

I noticed you saved a few homes in (insert area). I have some availability Monday & Tuesday around 5:30PM for you to preview the inside of those homes. You can always call or e-mail me for additional information or to schedule a showing.

Please let me know if you need anything else. I look forward to helping. Have a wonderful day!

**Sample #9: Inventory Selling E-mail**

**Subject:** Don’t miss out on your listing
Message:

I noticed you saved/ liked several homes in (insert area) and (insert area); most of those homes have already sold however the property below is still available.

(insert listing info)

I will be in the neighborhood Saturday afternoon if you would like to take a peek at the inside. You can always call or e-mail me for addition information or to see a home that catches your attention. Please let me know if you need anything else.

I look forward to helping. Have a wonderful day!

Sample #10: Market Evaluation for Prospects

Subject: How Much is Your Home Worth?

Message:

If you are interested in knowing the current value of your home, I would be happy to email you a market evaluation. This will give you a good idea of an initial price range for your home.

If you are interested in this free service, please reply to this email and provide me with the basic information listed below.

Address:
Type of Property (single family, condo, duplex, other) :
Approximate Sq. Footage :
Bedrooms :
Baths :
Any Additional Features :

I will send a market evaluation back to you with a price range based on the comparable property information I can compile from the Multiple Listing Service (MLS). If you are interested in a more precise evaluation, please let me know and I'll drop by for a quick review of your home.

Please feel free to email me if you have any questions or would like further information. In the meantime, I will send you valuable information about preparing your home for sale and getting your family ready to move.