

1. The Generic Open House Follow-Up Email

"Hi, _____,

I hope you enjoyed the recent open house at [property address]. Thank you so much for coming.

I'd love to know more about what your real estate needs are moving forward. If you're in the market to buy, can we meet to talk about what types of properties appeal to you?

I will be in your neighborhood on [date and time]. Are you available to meet to discuss your real estate needs and how I can help you navigate the process?

Best Regards,

[contact info/phone/email/etc.]"

2. The Hot Lead Open House Follow-Up Email

"Hi, _____,

It was great to chat with you and get your thoughts on [property address]. I'd love to continue our conversation [about something you remember—or leave this section out] and work with you to make [property address] your new home. [Reason why the property was a good fit for them, such big backyard if they have young children.]

Properties like these are my specialty. I have a proven track record getting buyers a good price and streamlining the closing process. I know you're very interested, but buying a house is a big decision, and I want you to be sure you're making the right one.

Let's schedule a time for you to come out and see the property on your own so you can be sure this is the right home for you. I'd like to schedule something soon, though, to be sure no one else puts in an offer.

If you know you want to buy the house and don't need another showing, I can meet in person to talk about details. I will be in your neighborhood on [date and time]. Are you available to meet to discuss how we can put together an offer for your new home?

Best regards,

[contact info/phone/email/etc.]"

3. The Active Buyer Open House Follow-Up Email

“Hi, _____,

It was great to meet you at [property address]. I’d love to continue our conversation [about something you remember—or leave this section out] and see what I can do to help you find your perfect home.

Properties in highly competitive markets are my specialty. I can get you into some properties prior to listing, and have a history of getting buyers a good deal on the home of their dreams.

In fact, I can show you some incredible properties with the same features as the open house property you recently saw. Let’s set up a time, talk about your preferences, and get you settled into your new home soon.

I will be in your neighborhood on [date and time]. Are you available to meet then to discuss some other properties that better fit your needs?

Best regards,

[contact info/phone/email/etc.]”

4. For Sale by Owner (FSBO) Open House Follow-Up Email

“Hi, _____,

Thank you for attending my open house at [property address] on [date]. I enjoyed learning more about your home ownership goals. I fully understand the excitement of looking for and finding the perfect place to call home.

As the homeowner, there is a benefit to working directly with me instead of going through an agent. I know all of the details about the property and can save you the hassle and extra cost of working with a third party.

If you are still interested in my property, then I would be glad to meet with you for a private showing and to answer any questions you have about the house. Please let me know what time/day works best for you.

Best Regards,

[contact info/phone/email/etc.]”

5. Expired Leads Open House Follow-Up Email

“Hi, _____,

I know it’s been a while, but I wanted to thank you for attending the open house at [property address] on [date]. I’m happy to say that this property is still available! I thought you might want to go over the features of the house and talk about what first attracted you to the property.

Houses in the area with [number of beds/baths] bedrooms/baths are selling for [insert price]. This house is currently listed at [price]—an incredible deal. Please let me know if you are still interested or if you have already purchased another home. Can we meet in your neighborhood to discuss your interest?

Best Regards,

[contact info/phone/email/etc.]”