

Real Estate Email Marketing Template

1. The Welcome Email

Subject Line: **Welcome to the family**

Hi *[first name]*!

You can take a deep breath and relax now. Buying or selling a home can be a daunting experience, but my purpose is to give you step-by-step tips to simplify the process and make sure you feel completely confident in searching for the perfect home for your family and selling your current home.

I've lived in *[hometown name]* for the past *[X]* years, and I've learned some of the best methods for finding, selling, and negotiating homes here.

In these emails, you can expect to get sneak previews of new listings (before they're available to anyone else), home shopping tips, seller marketing strategies, and unique real estate market details in *[hometown name]*.

I'd love to find a time soon to grab a coffee and bagel on me. Feel free to email me any time with available days and times.

Welcome to the *[agent/brokerage name]* family!

[Signature and headshot]

[Phone number/email address]

[Links to website, social media, etc.]

2. The Newsletter Email

Subject Line: *[Spring]* newsletter

Happy spring! What are you looking forward to the most: warmer weather, the end of the school year, or baseball season?

This month, *[neighborhood name]* is hosting some especially exciting events:

[List of events]

[Month/Seasonal] Home Maintenance Tips

[Neighborhood] Market Update

I hope to see you around!

[Signature and headshot]

[Phone number/email address]

[Links to website, social media, etc.]

3. Buyer Lead Email

Subject Line: **New listings in *[ideal neighborhood]***

Hi *[first name]*!

There's been a lot of sales activity in *[neighborhood name]* this month, so I want to keep you updated on new listings as soon as they go up.

I'm including a few hand-picked listings that fit your needs, as well as a few that are worth a look. I've also been watching the recent sales to get more details about how to negotiate the best deal when we find the right property for you.

I'm available to schedule a showing for any of these properties or grab a coffee to talk about the best way to find your future home in this market. Just hit reply or text/call me at *[XXX-XXX-XXXX]*.

[new listings that match your lead's search criteria]

Talk soon!

[Signature and headshot]

[Phone number/email address]

[Links to website, social media, etc.]

4. Seller Lead Email

Subject Line: **Selling your house for the most \$\$**

Hi *[first name]*!

Selling a home is exciting—congratulations! It's a new beginning for you and your family.

The first thing that's important to do is gather all the information about your area, property, and recent home sales so we can make a plan. I'll put all of this into a personalized comparative market analysis (CMA) for you to read over and start gathering your thoughts, questions, or concerns.

You don't have to do anything for the CMA—that's my job! But it won't be completely accurate if I don't have a firsthand look at your property. When do you have 30 minutes next week for me to stop over?

For now, here's the most recent market data for *[neighborhood name]*. It's clear that *[specific detail about the local market]*, so *[brief description of how that will impact the home sale]*. I'm thrilled to start planning how we can get the best value for your home!

Feel free to reply here or text/call me at *[XXX-XXX-XXXX]* with any questions at all.

Talk soon!

[Signature and headshot]

[Phone number/email address]

[Links to website, social media, etc.]

5. The Former Client Email

Subject Line: **How's the new home?**

Hi *[client name]*,

Can you believe you've owned your house for a few months already? I was in your neighborhood last week, and it reminded me of you. How is everything in the home going? Do you have any questions I can help with?

Did you ever get a chance to go to *[event/activity/location]*? I remember how excited you were about *[event/activity/location]*.

I want you to know that even when we're not working together on a property, you can still reach out to me at any time. I'm always happy to hear from you.

And if you have a friend or family member who needs real estate-related advice or is considering buying or selling a home, it means so much to me when I'm referred by my clients. Please don't hesitate to call or text me at *[XXX-XXX-XXXX]*.

Best regards,

[Signature and headshot]

[Phone number/email address]

[Links to website, social media, etc.]

6. Open House Follow-up Email

Subject Line: **Thank you for stopping by and visiting (open house address)**

Dear *[potential buyer]*,

It was nice meeting you *[and your family, if applicable]* over the weekend at the *[open house address]* open house. I wanted to touch base with you to answer any additional questions, hear your feedback, and expedite any requests you may have.

I'd love to learn more about what you're looking for in a home. If you need something slightly different, I have a few similar properties that might be a better fit.

Please feel free to contact me here or at *[phone number]* if you'd like to go see other homes or have questions about *[street name]*.

Thank you!

[Signature and headshot]

[Phone number/email address]

[Links to website, social media, etc.]

7. Emails for 'After a Showing'

Subject Line: **What are your thoughts about [property address]?**

Hi *[first name]*,

I'm *[your first name]*, the listing agent for *[address]*. How was your showing earlier today?

I'd love to hear your honest thoughts about the property. You have your own unique needs and perspective, and I can't tell you how valuable it is to hear both positive and negative feedback about the actual property or even the online listing and information.

If you're thinking of submitting an offer, give me a heads-up here so I can be ready for it and prevent any delays.

You probably have a lot on your mind, but any thoughts you can send over would be enormously valuable to me.

Thanks for your time!

[Signature and headshot]

[Phone number/email address]

[Links to website, social media, etc.]

8. Online Inquiry Email Template

Subject Line: **What are your questions about [property address]?**

Hello *[first name]*!

I'm *[your name]*, and I just got your inquiry about *[property address or information title]*.

House hunting is so exciting! It can be overwhelming too, but with the right strategy, we can find the right home for you without unnecessary stress.

First, are you itching to schedule a tour for this property, or do you have some questions first? I'm here to help with whatever you need!

You can reach me through this email address or by calling/texting me at *[XXX-XXX-XXXX]*.

Talk to you soon!

[Signature and headshot]

[Phone number/email address]

[Links to website, social media, etc.]

9. Renter Email

Subject Line: **Thinking about [City/Neighborhood]? Let's find your perfect rental!**

Hello *[first name]*!

I'm *[your name]*, your local real estate expert. I understand that searching for the ideal rental property in *[city/neighborhood]* can be a challenging process, and that's why I'm here to help.

Finding a place that meets your needs in terms of location, amenities, price, and comfort is my top priority. I would love to learn more about what you're looking for in a rental property.

Feel free to respond to this email or reach me directly at *[XXX-XXX-XXXX]* to discuss your needs or any questions you might have.

Looking forward to helping you find your perfect rental home!

[Signature and headshot]

[Phone number/email address]

[Links to website, social media, etc.]

10. New Listing Email

Subject Line: **Just listed: your dream home at [listing address]**

Hello *[first name]*,

I'm thrilled to introduce a stunning new property that's just hit the market in *[city/neighborhood]*! *[Briefly describe the property, e.g., This 3-bedroom, 2-bath home combines modern amenities with classic charm.]*

To learn more about this exciting listing, you can visit *[link to the property]*, or let's schedule a tour at your earliest convenience to experience it firsthand.

Feel free to reach out to me at *[XXX-XXX-XXXX]* or respond to this email if you have any questions or if you're interested in viewing the property.

Don't miss out on this opportunity to find your dream home!

[Signature and headshot]

[Phone number/email address]

[Links to website, social media, etc.]

11. Review Request Email

Subject Line: **How was your experience with *[Your Name or Your Company]*?**

Hello *[first name]*,

I hope you are settling in well into your new home! It was an absolute pleasure assisting you throughout your real estate journey.

As I strive to provide the best service to my clients, I would greatly appreciate it if you could take a few minutes to share your experience. Your feedback not only helps me improve, but it also helps other potential clients in their decision-making process.

You can leave your review on [*\[link to review platform\]*](#) or simply reply to this email.

Thank you in advance for your time and for choosing *[your name/your company]* for your real estate needs.

[Signature and headshot]

[Phone number/email address]

[Links to website, social media, etc.]