

Real Estate Follow-up Email Templates

1. Initial Open House Follow-up Email Template

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

Dear (*Prospective Buyer*),

I hope that this note finds you well. It was nice meeting you and (*your family, if applicable*) over the weekend at our open house at (*open house address*). I wanted to briefly check in with you to answer any additional questions, hear your feedback, and/or expedite any requests you may have.

For a refresher, I've included the link to (*the open house address*) here (*hyperlink to the listing page or property website*).

I would welcome the opportunity to assist you with your new home purchase. Don't hesitate to contact me directly at (*cell phone number*) or email me at (*email address*).

Thank you!

(*Add your signature*)

2. Hot Lead Open House Follow-up Email Template

Subject: Let's chat about the next steps for (*property address*)!

Hi _____,

It was great to chat with you and get your thoughts on (*property address*). I'd love to continue our conversation (*add in a piece of your personal conversation here or remove entirely*) and work with you to make (*property address*) your new home. (*Reason why the property was a good fit for them, such as a large open-concept kitchen if they like to entertain, or you can remove this entirely.*)

Properties like these are my specialty. I have a proven track record of getting buyers a reasonable 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 to get a personal tour of the property on your own so you can be sure this is the right home for you. I want 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 or schedule a phone call to discuss details. I will be available on *(date and time)*. Are you available to meet or schedule a call to discuss how we can put together an offer for your new home?

Looking forward to hearing from you,

(Add your signature)

3. Seller Who Attended Open House Follow-up Email Template

Subject: Let's get your home sold! Here are the next steps...

Hi _____,

Thanks for stopping by the open house today at *(property address)*. During our conversation, you mentioned that you're interested in selling your home and wanted to learn more about the sales process. I'd love to talk you through it, along with any questions or concerns you may have.

Properties like yours are my specialty. I have a proven track record for marketing and advertising a home to bring in qualified buyers with multiple offers and seamlessly guide my clients through the sales process. I've attached my prelisting packet to this email so you can take an initial look at the details of listing and selling a home.

I would happily meet in person or schedule a phone call to discuss details. I will be available on *(date and time)*. Are you available to meet or schedule a call to discuss how we can get your home ready to sell?

Looking forward to hearing from you,

(Add your signature)

4. After Home Tour With Client Follow-up Email Template

Subject: With low-interest rates, your time to buy is now

Dear *(Prospective Buyer)*,

I just wanted to chat with you after we toured homes over the weekend. I was very excited that you found a few homes that you liked and that met your wish list.

As you know, interest rates are historically low, and I don't want you to miss this window of opportunity. If there is a home you would like to explore submitting an offer on, let's get on a call to explore your options moving forward.

Are you available to discuss this on *(date/time)*? I can call you or meet in person, whichever is most convenient for you.

Thank you!

(Add your signature)

5. Check-in After Prelisting Package Follow-up Email Template

Subject: Checking in after sending the prelisting package for *(property address)*

Dear *(Prospective Seller)*,

I hope that this note finds you well. I'm reaching out regarding the prelisting package I sent over about your home at *(property address)*. I appreciate you taking the time to review it.

I wanted to see if there are any questions or concerns that I can address and let you know the next steps in the process. We could set up a meeting at your home so I can become further acquainted with you and get to know your property. I will provide you with a full listing presentation that gives more detail about the sales process, marketing and advertising strategies, required paperwork, and comparative market analysis of your home.

Are you available to take the next step to selling your home on *(time/date)*?

Looking forward to hearing from you,

(Add your signature)

6. Listing Presentation Follow-up Email Template

Subject: Checking in after our visit at *(property address)*

Dear *(Prospective Seller)*,

I am hoping that this note finds you well. Thank you for the opportunity to visit your home and for giving me the floor to present to you about listing your home. For your convenience, I've attached the listing presentation I gave you when we met.

I wanted to check in and see if there are any questions or concerns that I can address. Understandably, the process can be stressful, but my goal as your agent will be to keep the sale of your home as seamless as possible by being by your side throughout the entire process.

I know that time is of the essence, and I am standing by, ready to expedite any request. Are you available to review taking the next step toward selling your home on *(time/date)*?

Looking forward to hearing from you,

(Add your signature)

7. Change in Listing Status Follow-up Template

Subject: So exciting *(address)* is back on the market!

Dear *(Prospective Buyer)*,

I am hoping that this note finds you well. I am so excited to share that the home you liked at *(address)* is back on the market! I have reached out to the listing agent, and they are requesting that we submit a current offer as soon as possible.

I know that time is of the essence, and I am standing by, ready to expedite any request. It might be easier to discuss this on a quick phone call – are you available on *(date/time)*?

Talk soon,

(Add your signature)

8. Renter Open House Follow-up Email Template

Subject: Following Up on Your Visit to (*Rental Property Address*)

Hi there [*Prospective Renter*]!

It was fantastic meeting you at the open house for the rental property at (*property address*). I hope you enjoyed checking out the space as much as I enjoyed showing it to you!

I wanted to touch base and see if you had any questions or if there's anything more you'd like to know about the property. Renting a place can sometimes feel like a big undertaking, but I'm here to answer any questions and ensure you feel confident.

If you'd like to explore the property more or have any specific requests, I'm all ears!

Let's chat about what you're looking for in your next rental. How about scheduling another visit this week?

Looking forward to connecting soon!

(Add your signature)

9. Real Estate Professional Follow-up Template

Subject: Exclusive Open House Recap & Showing Opportunities

Hello,

Thank you for attending the (*open house or event name*) at (*property address*). It was a pleasure hosting fellow agents who share the same passion of connecting clients with their dream homes.

Now that you've had the opportunity to see the home, I hope you will schedule a private showing or walkthrough for any interested buyers you represent. If any of your current clients might be the right fit for this property, I've included a link to the listing with more details below. You can also arrange a showing by texting me at *XXX-XXX-XXX*.

Please feel free to reach out with any additional questions. I look forward to working together to fulfill your clients' real estate aspirations!

[insert listing website or listing link]

(Add your signature)

10. Similar Homes are Available Follow-up Email Template

Subject: Similar Homes in the Area

Hi (Name),

It was great to meet you at the open house at *(property address)*! While this home might not have been the perfect fit for you, there are many other options in the area.

After we talked, I researched homes with *(specific feature)* you mentioned looking for. Here are a few properties worth exploring:

- *[Property 1] - [Brief Description & Link]*
- *[Property 2] - [Brief Description & Link]*
- *[Property 3] - [Brief Description & Link]*

I'd love to help you discover the right home that meets all of your needs and preferences. If any of these listings catch your eye or if you have other specific criteria in mind, I can continue researching homes as soon as they hit the market. When would you be free for a showing or to discuss your full wishlist?

Looking forward to talking with you more!

(Add your signature)

11. Open House Email to Potential Investor Template

Subject: Exploring Investment Opportunities - Recap of *(Property Address)* Open House

Hi there (Name),

It was great having you join us at the open house for the property at *(property address)*. I hope you found the tour insightful and the potential for investment exciting.

I wanted to follow up and see if you had any specific questions or if there's further information you need about this property. I've helped many other local investors purchase properties and maximize their returns, so I'm here to help you make an informed decision.

If you want to discuss more about this property's investment potential, let's schedule a time to chat. I'd love to learn more about your investment goals and explore the possibilities further.

Are you free on *[date or date range]* for a call?

Looking forward to connecting soon!

(Add your signature)