

Email Templates

Initial Email (after initial phone call voicemail):

Subject: Your Inquiry Regarding <Community Name>

Dear [Lead Name],

I am responding to your request for information regarding [COMMUNITY/NEIGHBORHOOD NAME] on Neighborhoods.com OR 55places.com. A few minutes ago, I left you a voice message, and wanted to follow up with an email. I specialize in this neighborhood and look forward to connecting with you.

As an agent with [BROKERAGE NAME], I am able to help you with new construction properties as well as resale homes in [GEOGRAPHIC COVERAGE AREA]. I am excited to speak with you so I can learn why you are considering a move and what you are looking for in your next neighborhood and home.

Please call me at your convenience. I will answer any of your questions, and can even arrange for you to see some neighborhoods and homes for sale.

I look forward to helping you find the right neighborhood and home.

[PROFESSIONAL EMAIL SIGNATURE]

Second Email:

Subject: Were all your questions answered about [COMMUNITY NAME]?

Hi [LEAD NAME]!

You requested information about [COMMUNITY/NEIGHBORHOOD NAME] on Neighborhoods.com OR 55places.com on [DAY OR DATE]. We have not connected yet, and I want to make sure you get the information you need. Were you able to get all your questions answered? I strive to provide the best possible service and support to my clients.

BTW, did you know this community is...[ENTER FUN FACT]...

- Has some of the biggest celebrations in the area?
- Has more clubs and groups than any community nearby
- “The best value in the area” as stated by my past clients

I'd love to hear what's making you consider a move and how I can assist you. When is a good time to reach you?

[PROFESSIONAL EMAIL SIGNATURE]

Final “Goodbye” Email

Subject: [LEAD NAME], can you help me out?

Hi [LEAD NAME],

I did my best to reply to your inquiry regarding [NEIGHBORHOOD/COMMUNITY NAME] as quickly as possible, and even followed up a few times to try to reach you.

It seems like your plans may have changed, and I don't want to bother you. Before I remove you from my client list, can you do me a quick favor? Please reply to this email and let me know if you would like me to help you with your real estate needs.

I appreciate it so much.

P.S. Do you know the top 5 reasons residents love [COMMUNITY/NEIGHBORHOOD NAME]? I would love to share these with you!

[PROFESSIONAL EMAIL SIGNATURE]