

Email Scripts

The below email templates are provided, complimentary to our Market Leader customers, as part of our robust training and education included with your Market Leader system. Feel free to choose the templates that you like, customize them into your own voice and incorporate them into your Market Leader system. Here are the two best places to add your message templates:

1. Your Message Templates section found in the Email tab in Admin. This enables you to quickly send an email to an existing contact.
2. If you save a Single Email Templates in your Marketing Center, you'll be able to send this as a group email to your database as well as individuals.

Please note: We highly advise that you copy these templates into notepad first, to remove formatting.

Scripts for Buyers

Template: Buyer Welcome Email – option 1

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.

Template: Buyer Welcome Email – option 2

Subject: Received Your Request

Message:

Just a short note to tell you that I received your request for information on newly listed properties.

I'm currently analyzing the area and will send you information on listed properties meeting your search criteria very soon. I will also update you with new listings as soon as they come on the market.

Thank you for this opportunity to be of service. Please don't hesitate to email or call me if I can answer any questions you might have about your listings request or any specific properties that interest you.

Template: 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.

Template: Would you like to change Your Search Criteria?

Subject: Change Your Search Criteria?

Message:

Just a short note to confirm that you are still receiving the updated home listings I have been sending to your email address. If you have any problems viewing them, be sure to let me know so I can resend the information by email or fax, or deliver a printed copy to you.

At this time, I would also like to know if you are interested in personally touring any of the properties you've seen or if you would like to modify any aspect of your listing search criteria.

Please don't hesitate to email or call me any time if you are ready to look at homes. I would be happy to show you properties that meet your criteria.

If you would like to change your search parameters, please let me know what you would like to see by replying to this email with your updated criteria. I will start providing you with listings that match your new requirements.

New Information affecting your home search could include:

- * How soon you are planning to buy
- * Cities and neighborhoods that interest you
- * Type of home (single family, multi-family, townhouse, condo, manufactured home, mobile home)

- * Your price range (minimum and maximum price)
- * Minimum number of bedrooms
- * Minimum number of bathrooms
- * Any other information on your desired home

In the meantime, I will continue to send you valuable information about the buying process, financing your home, negotiating the purchase, and tips on closing and moving. Please let me know how I can help you!

Template: 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 market place, 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.

General Prospecting

Template: Just Listed

Subject: Just Listed

Message:

Address:

Price:

Bedrooms:

Baths:

Size:

I have just listed this home. If you know anyone who may be interested in moving or if you are considering making a move, I'd be happy to help. Please feel free to call or email me.

Template: Just Sold

Subject: Just Sold

Message:

Address:

Price:

Bedrooms:

Baths:

Size:

I have just sold another home in your area. In the process of marketing this home, I have generated additional buying interest in this area. If you are considering selling and would like a home evaluation, please feel free to call or email me.

Template: Just Listed/Just Sold

Subject: Just Listed or Just Sold

Message:

I wanted to let you know that I've (just listed or just sold) the home at:

Features:

Bedrooms:

Baths:

Size:

Price

Quite often homeowners are interested in knowing when a home is listed or sold in their area. Generally, they are interested in the price and compare it against their own home. If you would like to

know what the current value of your home is, please call or email me for a FREE market evaluation.

When a home is listed or sold it also generates strong buying interest in the area. If you know of anyone who is interested in buying or selling a home, I would sincerely appreciate it if you would give them my information or forward their name to me. I'd be happy to provide them with the highest level of service.

Template: Offer to prospects to receive listings by email

Subject: Would You Like Listing Information?

Message:

Buying a new home is one of the largest financial transactions that most people ever undertake. Because the process can be lengthy and sometimes confusing, I want you to know that I am here to help you through every step. My goal is to help you find the home of your dreams and also make your home buying experience as easy and enjoyable as possible.

If you are interested in seeing current home listings, please email me with the following information:

- * Your time frame for buying a home
- * Cities and neighborhoods that interest you
- * Type of home (single family, multi-family, townhouse, condo, manufactured home, mobile home)
- * Your minimum and maximum price range
- * Minimum number of bedrooms and bathrooms
- * Any other information about what you're looking for

I will analyze your requirements and send you information on currently listed properties meeting your search criteria. I will also send you information on new listings as soon as they come on the market.

In the meantime, I will pass along valuable information about the buying process, financing your home, negotiating the purchase, and tips on closing and moving. Please feel free to email or call me if you have any questions.

Template: 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

City
State
Zip Code
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.

Template: Getting Top Dollar for Your Home

Subject: Getting Top Dollar for Your Home

Message:

Buying and selling a home can be a major cause of stress. In addition to proper packing and moving, several important steps can help to ensure a smooth transaction and minimize the stress associated with moving.

To optimize your house for today's market your home should be:

- * Competitively priced
- * In good condition, with maximum appeal
- * Marketed to the widest number of potential buyers

PRICE

I recently sent you a market evaluation, so you have a good idea of price range. If you want a more precise opinion of value, I would be happy to stop by for a quick tour of your home. This way I can prepare a more thorough market analysis.

CONDITION

Because condition and emotional appeal are so important to the marketability and the value of your home, I can also provide you with some excellent tips and techniques to help you prepare your home for sale. This will enable you to capture the interest of more buyers and help you obtain top dollar.

MARKETING

When you are ready to sell, I will be glad to discuss my marketing plan with you. I have an effective marketing plan, which will provide you with the best possible exposure allowing you to get top dollar for your home.

Please call or email me if you have any questions or if you would like me to assist you further.

Template: Introduction to a Buyer Prospect

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.

Template: Listing Feedback Email

Subject: Checking-In

Message:

Just a note to check in with you to make sure you received the listing information I sent and that you were easily able to view it. If you did have any problems, I can resend the information, send it via postal mail, or deliver it to you personally.

I am interested in getting your thoughts on the homes. Did any of them appeal to you? Did you enjoy viewing the listings? Did it give you a good idea of what is available?

If you would like to see any of these homes in person, I would be happy to set a time to get together to show you any of these and/or any others that come on the market that meet your criteria. Please feel free to call or email me for any further help or questions.

In the meantime, I will continue to send you valuable information about searching for a home, the buying process and packing and moving. I welcome the opportunity to represent you and help you find the home of your dreams!

Past Clients

Template: Client Feedback

Subject: Survey After the Sale

Message:

Thank you for the opportunity to help you with your real estate needs. I hope you are settling in to your new home nicely.

In order to continue to provide the highest level of service, I would appreciate your feedback. Please take a moment to answer the questions and email them back to me.

- * How satisfied were you with the service you received?
- * Did you feel communication was frequent and timely?
- * Were all of your concerns addressed?
- * Was your transaction handled professionally?
- * Additional comments or suggestions?

I appreciate your taking the time to respond. Your complete satisfaction is my number one concern. I look forward to the opportunity of helping you in the future.

Template: Market Evaluation for Past Clients

Subject: An Updated Market Evaluation?

Message:

It is always a good idea to know the value of your home. Some of the most common reasons people are interested in an updated home evaluation are:

- * Insurance purposes
- * If you are contemplating refinancing
- * If you are contemplating making a move

If you would like an updated opinion on the value for your home, I'd be happy to prepare a free market evaluation for you. I will give you a price range based on comparable properties that have sold through the Multiple Listing Association (MLS) in the last six months.

If you would like a more precise evaluation, I would be happy to stop by for a quick review of your home. Please feel free to call or email me if you'd like a free home evaluation or any other real estate information.

As always, if you know of anyone who could benefit from the services I provide, I would appreciate the opportunity to help them as well.

Template: Thank You for the Referral

Subject: Thank you for the referral

Message:

Thank you for referring _____ to me. Please know I will do my very best to help them with their real estate needs. My goal is to provide them with the same quality of service you know and have come to expect.

Since my business is built on referrals from good people like yourself, I truly appreciate the referral and the trust you place in me. I am proud to be the real estate resource for you, your family, and friends. If you know of anyone else who could benefit from the services I provide, please send them my way. I would be happy to help them.

Template: Email to Brokers/Agents

Subject: New Listing!

Message:

Just a short note to let you know that I just listed a new home in this area. If you know someone who may be interested in buying this home, I would appreciate the opportunity to work with you on the transaction.

Address:

Bedrooms:

Baths:

Price:

Special features:

Please feel free to call or email me if I can answer any questions about the property or help you in any way. I would certainly appreciate your help in selling this nice home.