



## THE EMAILS YOU SHOULD BE SENDING TO YOUR SPHERE

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In a perfect world, you would be able to talk to everyone in your sphere of influence face-to-face. Unfortunately, that's not realistic. To maintain long-term relationships in your sphere of influence, you need to communicate a message that's efficient, yet still personal. If you don't have a system to regularly communicate with your previous clients you're missing out on leads.

Drawing from our many years of experience, we crafted email templates and tips to help you reconnect with one of your most important source of leads: your past clients.



# RECONNECTING WITH YOUR CLIENT

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This email is your initial outreach email. This is your starting point as you plan to reconnect with your previous client. The purpose of this email is to establish your credibility as an expert in all things real estate and re-engage your client.

There are a few key elements to this email:

- Reintroduce yourself
- Make it personal
- Include a call to action

## EMAIL TEMPLATE #1:

“Hi Susan, this is [name] from Eagles World Realty. It’s been a few months since we worked together on selling your home in Orange Park. I hope you’ve been enjoying life at [address] and that the projects you’ve had on your list since moving have been checked off.

I wanted to reach out and see if there’s anything I could do for you. Would you like an update on the increase in your home’s market value since we closed on it? Or maybe you know of a friend or family member considering a purchase or a sale that I could answer some questions for?

Nevertheless, I wanted to let you know I value your business, and look forward to helping in any way I can.

All my best,

[email signature]

# THE HOMEOWNER RESOURCE EMAIL

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This email's intent is to bring you back into the minds of your past clients as an agent who provides value to their home ownership experience. This type of email delivers something that can improve their lives immediately.

The best emails offer **real value**. This email contains a valuable list of service providers (with contact information), which will make your client's lives easier and show your local expertise. This is also a great way to build relationships with vendors who may feel inclined to refer you to their clients as well.

## EMAIL TEMPLATE #2:

Greetings [name],

I recently updated my list of preferred home service providers and wanted to pass along the latest list to you! This is an easy resource for you to turn to when you've got house questions. If you need a recommendation for a service not on this list, please feel free to reach out to me.

Once again, it was a privilege to work with you on the purchase of your home. If you have family or friends who are considering buying or selling a home, I hope you'll consider sending them my way.

If I can answer any questions, please let me know!

Best,

[email signature]

# THE REFERRAL REQUEST

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This email takes a straight forward approach and requests referrals directly from your past clients. This template is genuine, professional, and direct. Asking directly may seem awkward, but make no mistake, your previous buyers and sellers have business they want to send your way - all you have to do is ask for it the right way!

## EMAIL TEMPLATE #3:

Dear [name],

Wow, what an exciting season it's been!

If you've been watching the real estate market closely since our transaction, you know that things have been busier than ever! I'm reaching out because I am currently working with a few buyers who are looking for their next home. Do you happen to know anyone who's thinking of selling? If so, I'd love a chance to chat with them to see if their home might meet any of my buyer's needs.

I work to take care of my buyers and sellers, and I'd love the opportunity to take equally good care of your friends and family.

I hope to hear from you soon!

Sincerely,

[email signature]

# DON'T FORGET TO AUTOMATE YOUR COMMUNICATION PLAN

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With these email templates, you have three *guaranteed* point of contacts with your past client. Additionally, by automating these three emails today, you can feel confident that you aren't missing out on any communications.

There are plenty of programs created to make email automation quick and easy for you. MailChimp is one of many free applications that you can use. If you don't yet have a Mailchimp account, they are free and easy to get started with!

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