

# 10 Best Real Estate Email Templates



# Redfin/Discount Broker Objection Handler

## Email Response

Originally a phone script, Tom's excellent discount broker rebuttal is perfect to use on leads who prefer email.

“As a full service brokerage we use all the available tools to showcase your home in the best way possible to the largest consumer base. Being exposed at that level allows us to reach the greatest amount of buyers causing you to sell at the best terms and price.

As a discount brokerage, they must be selective with the tools they use because they have to save money somehow. Too often we find it is at the cost of your exposure and that this lower exposure often causing sellers to receive lower price offers. Buyers know discount brokerages are occasionally used so they tend to try and low bid the homes because they know the seller opted for less services.

Does this make sense to you?

With the market conditions still not as solid as we would all like, I think you deserve the very best exposure, would you agree?”

# One Year Follow up Email

**Subject: Happy 1 Year in Your Home!**

“Hi {{ name }},

Happy anniversary on the purchase of your home! I would imagine you've settled in nicely at your place now; however, if there is anything I can help with, please don't hesitate to ask.

Also, as you know, real estate is strongly based on relationships. If you know of anyone who is searching for a realtor, I'd be honored to have you pass along my information, or reply with their name and contact info.

Hope to hear from you soon and thank you so much!

Best!”

# Seller Lead Email

**Subject: Like hotcakes**

“Hey John,

Every house in your neighborhood has sold for more than you’d expect this last year. Buyers are finally submitting offers like hotcakes.

Does 5pm tomorrow at the Starbucks by your house work to show you this report I’ve drawn up? I think you’re going to like LOVE the numbers.

Best,  
Tyler

PS: Have you seen my client success stories?”

# Lender Referral Email

**Subject: Lenders I know and trust**

“Hi John,

Here is the lender info that I promised....I recommend that you talk with a couple of them to see what programs that they offer and to make sure that their communication style works for you.

This is really the first step in your home-buying journey...once you are pre-approved and have a solid idea of what your purchasing power will be, then we can set up a home search and start looking for some homes!

Let me know how it goes, and who you decide to work with!

[Insert contact details for your 3 preferred lenders, including links to their website, active links to their email, and a link to their pre-approval form if they have one.]

As always, hit me up with questions or concerns any time!

Thanks!

# Testimonial Email

## **Subject: Varies**

Hi Cindy,

I hope you have been able to browse some of the market updates I sent over in my last email. If not, I have a blog post here explaining the current market and how to position yourself as the best buyer in the lot.

However, in this market it oftentimes comes down to negotiations between agents in order to close the deal on a home. And I wanted you to hear a few stories about how I've helped some locals find their perfect properties over the past few months.

"Annie worked magic in a market where I never thought I would be able to afford my dream home. She managed the process from start to finish and my family and I could not be happier." -The Jones Family

"My home search was full of ups and downs, but Annie never stopped in the search for our home. After helping us sell our current home and find the new place, we could not have asked for a better experience." -Matthew Trice

Browse more testimonials on my website here.

Starting the search is the first step in finding your perfect property, and I am here to help!

I'll talk to you soon,  
Annie Agent

# Referral Request

**Subject: Varies**

Hello <first name>,

I hope this letter finds you and your family in good health and spirits. As you know, I greatly value the business and personal relationship that I have with you. I write today to ask a favor: I am looking to expand my business and work for more good people, like you. Do you have any friends, family, or colleagues in need of real estate brokerage services?

As you may already know, my services include:

Real estate sales

Real estate purchases

Real estate home staging

Local real estate market reports

Local real estate market expertise and guidance

Real estate professional referrals (for those moving to another state or country) Real estate leasing (commercial, industrial, retail, residential)

Other: do you have a unique real estate issue that you need assistance with? I am happy to work with you to find solutions.

Again, thank you for supporting me and my business endeavors. I hope to hear from you soon!

Best Wishes,

<first name>

# Listing Request Follow up

## **Subject: Follow Up**

“Just a note to make sure you were able to view the listing information you requested. If you had any problems, I would be happy to resend it another way or deliver it to you personally.

I'd love to get your thoughts on the home(s). Did it/any of them appeal to you? Did you get a good idea of what is available?

If you would like to see any home in person, let me know and we can set up a tour. I can get us access to new listings as soon as they come on the market.

Please feel free to call, email or text me for any further help or with questions about the buying process. Helping you find the home of your dreams is what I do!”



# Home Valuation Request Follow up Email

**Subject: How much is your home worth?**

“Hello NAME,

Are you still interested in knowing how much your home is worth?

I think you'll be surprised what I uncovered in my market analysis. Want to grab a coffee and walk through it?

How's Tuesday afternoon?

Joe Agent

# Second Contact With a Passive Buyer

**Subject: Your Interest in [city, neighborhood]**

Thanks again for taking a minute to chat with me on [date]. I understand not feeling ready to look at properties: it's a big decision and there is a lot to think about.

After we spoke, I set you up to receive an occasional email with listings similar to what we discussed. I'm hoping they piqued your interest, so shoot me an email or give me a call at [your number] to chat; I want to make sure I'm sending you what you need.

Thanks again for your time. If you have any questions please let me know!

[Agent signature]

# Open House Follow Up Email (Neighborhood Expert)

**Subject: I know [neighborhood] is my dream locale too...**

Hi [first name],

Thanks so much for stopping by the open house for [address] last Sunday, it was great to meet you!

If you're interested in seeing more homes in this neighborhood, there are a few I'd like to show you. It's a competitive area, but my expertise buying and selling in [neighborhood] is unparalleled.

But before we jump into anything serious, I'd love to learn more about what you're looking for in a new home. I also want to share my approach to the homebuying process, to make sure I'm the right fit for you.

If you'd like to set up a time to meet, click this link to book time on my calendar.[link to meeting tool]