

Initial Engagement Email / Letter Template

When you get a new lead, prepare them to receive regular communications from you with this email template. This will establish a good impression of your service and value and set their expectations so that they don't send your messages to Spam.

Subject line: Some Good News for You! 🎉

Hi {first_name},

Are you ready for some good news?

I am 100% dedicated to providing exceptional real estate service to the people I know — especially you!

Here's what that means for you...

Starting right now, you're going to get tons of value in the form of tools, resources, and real estate tips & advice.

Check out your first resource:

[See next page for ideas of resources to share]

I hope you find it useful. And if you or a friend have any real estate questions, such as...

- Are homes in my market overpriced?
- What should be included in making an offer on a home?
- How should I get my home ready for sale?

... I'm here to help! I look forward to staying in touch.

[signature]

P.S. — [See next page for ideas of offers of help to make here for further engagement]

Examples of Resources to Send

For the first highlighted section in the template on the previous page, you'll want to give an item of value to your reader that entices them to investigate you further and will foster their sense of trust in you. Here are a few examples of resources you could try.

Example	Copy to Use in the Template
Example 1: A post from your blog	My latest blog post, titled “ New Year, New Home? Set Homeownership Goals Whether You’re Buying, Selling, or Staying Put. ” → [insert link to blog post]
Example 2: Report from our archive	The <i>House Care Calendar: A Seasonal Guide to Maintaining Your Home.</i> Download the report here for you to easily save, print, or share. → [insert link to report download]

Examples of Offers of Help to Make

The last highlighted section, the P.S., is actually a highly viewed area of email messages (people often just scroll to the end). This makes it a great place to include an easy but effective call to action to encourage further interaction with your reader. Here are a few examples you can use.

Example	Copy to Use in the Template
Example 1: Connect on social media	P.S. — I share valuable real estate info like this all the time on my social media. I'd be honored if you would kindly take a moment to follow me. → [insert link to your Facebook or Instagram page]
Example 2: Trusted Partner Program referrals Add service providers like contractors to your "Trusted Partner Program" and offer vetted referrals.	P.S. – I've also been hard at work building up my base of exceptional vendor contacts. If you or anyone you know needs a trusted resource for a paint job, landscaping project, or anything else home-related, please let me know so I can get you in touch with one of my Trusted Partners.