

# REAL ESTATE EMAIL TEMPLATES

Below please find 13 COMPLETE email templates for talking with Buyers, Sellers, Leads, and asking for referrals.

## BUYER EMAIL Template 1

Situation: You know where they are looking from IDX  
GOAL: Introduction and VALUE (IDX Web Lead)  
Subject: Moving to the Northeast Heights?

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Hey John,

I noticed you were checking out some of the gorgeous properties in the Northeast Heights.

Did you see any of these ones?

Property 1 (LINK)  
Property 2 (LINK)  
Property 3 (LINK)

Let me know if I can help answer any questions, my cell is 888 888 8888.

Best,

Tyler Zey  
We Sell Homes Realty  
tyler@WSHR.com  
888 888 8888

Ps: I thought it might be helpful for your search to check out a **Market Snapshot** for the area, as well as my **Complete Guide to the Northeast Heights**, please find them attached - hope this helps!

## BUYER EMAIL Template 2

Situation: Generic buyer introduction

Subject: Your BIG move?

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Hey John,

I noticed you might be moving shortly. What neighborhoods were you checking out?

Best,  
Tyler

PS: If you haven't heard, there are definitely some places to AVOID in town. Reply back and I'll send you my cheat sheet for each neighborhood.

## BUYER EMAIL Template 3

Subject:

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Hey John,

We all get a ton of email so I'll keep this short. Are you:

- a. A DIY'er when it comes to finding the perfect home?  
- or -
- b. would you like me to source the best list of homes available and give them to you on a silver platter?

Just reply back saying, "Let me be" or "Silver Platter".

Best,  
Tyler

PS: How'd you find my site in the first place?

# SELLER EMAIL Template 1

Situation: Filled Out CMA Form

Goals: Assume rapport / schedule call or visit

Subject: Still need your home value?  
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Hey John,

Just finished completing a market analysis for your home - very interesting... want to grab a quick coffee at the Starbucks by your house (9821 Road St NE, 98760) and discuss? What time works best with your schedule?

Best,

Tyler Zey  
We Sell Homes Realty  
tyler@WSHR.com  
888 888 8888

Ps: I thought it might be helpful to include my **Complete Guide to Selling A Home In Austin**, please find that PDF attached - hope this helps!

# SELLER EMAIL Template 2

Situation: Filled Out CMA Form

Goals: Assume rapport / schedule call or visit

Subject: Quick update: your home value  
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Hey John,

Great news, I just finished researching the value of your home!

I still have 1 quick question... I know you're busy, what is the best time to discuss?

Best,

Tyler Zey  
We Sell Homes Realty  
tyler@WSHR.com  
888 888 8888

Ps: In the meantime, checkout my **Complete Guide to Selling A Home In Austin**, please find that PDF attached.

## SELLER EMAIL Template 3

Subject: Has your house ever been broken into?  
Goal: Email 2 unresponsive. Get any kind of response.

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Hey John,

I've got a quick question about that Market Report you requested.

Has your house ever been broken into?

Best,  
Tyler

PS: Does tomorrow or Friday work best to present this report to you?

## SELLER EMAIL Template 4

Subject: ...like hotcakes

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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](#)?

# KEEP IN TOUCH EMAIL Template

GOAL: keep in touch with previous buyers/sellers

Subject: What's new?

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Hey John,

Lovin the house now that you're all moved in? :)

Just wanted to check in real quick and see how you're doing!

Have you had a chance to checkout XYZ restaurant near your house?

**Seriously, the (Burgers/Steaks/Beers) there are AMAZING.**

Anyway, let me know how you're doing and If I can help with anything.

Talk soon,

Tyler Zey  
We Sell Homes Realty  
tyler@WSHR.com  
888 888 8888

**Ps:** Know anyone that is thinking about selling their home?

For the next month we're giving away an entire home's worth of **carpet and upholstery** cleaning (insert valuable service) to anyone who refers a seller our way. Let me know if you're interested!

# REFERRAL EMAIL Template 1

Subject: drove by your new place...

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Hey John,

I drove by your house this weekend and thought of you. How's the family liking the new place?

You should really check out the [INSERT LOCAL EVENT] this weekend. We went last year and everyone still talks about it.

Best,  
Tyler

PS: Do you know anyone who's toying with the idea of buying or selling? We're giving away season tickets to the amusement park in town to people who send their friends our way.

## REFERRAL EMAIL Template 2

Subject: houses for pups  
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Hey John,

The local dog shelter is having their annual fundraiser at the end of this quarter. Did you know we donate \$100 per house we sell?

Anyway, we're doubling that donation this quarter for every house we sell via a referral.

Do you know anyone who's thinking of buying or selling real estate that we should talk too?

We'd love to make a donation to them in your name.

Best,  
Tyler

## REFERRAL EMAIL Template 3

GOAL: keep in touch with previous buyers/sellers

Subject: Need your carpets cleaned?  
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Hey John,

Wanted you to be the first to know...

We partnered with XYZ Cleaning Company for an awesome promotion this month!

Basically, we're giving away an entire home cleaning (carpets and sofas too!) for the next 3 referrals we get. Know anyone who is thinking about buying or selling? Let me know and I'll get you hooked up ASAP.

Talk soon,

Tyler Zey  
We Sell Homes Realty  
tyler@WSHR.com  
888 888 8888

**Ps:** What do you think about the new (insert local event here) university basketball arena?

## REFERRAL EMAIL Template 4

GOAL: Ask for referral from previous client, trade MASSIVE value  
Subject: \$1000 Scholarship?

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Hey John,

Wanted you to be the first to know...

I know your daughter is about to start her second semester of college (can still remember!)

Anyway, we're running a Scholarship Program this quarter that I thought you might find interesting.

We're giving away a \$1000 scholarship to anyone who refers a new home seller to us.

Sound cool? Could be a great way to save some money.

Talk soon,

Tyler Zey  
We Sell Homes Realty  
tyler@WSHR.com  
888 888 8888

**Ps:** What do you think about the new (insert local event here) university basketball arena?