

The following is are recommended follow up emails that you can load into your email marketing program to get MASSIVE response from the buyer leads that you put into your funnel...

These emails get incredible open rates if you use them as prescribed (in other words don't try to "make them better" leave good enough alone :-)

NOTE: items in [] are meant to be notes to you the user...

[your signature] - If you're using LionDesk and following our walkthroughs - your signature will automatically be added in as long as you've added it on your profile page. Make sure that your signature includes any information required by state or local boards.

Email #1- (Immediately after opting in)

Subject:

Your list of the best Single Story Homes in **[area name]** (adjust based on your offer)

Body:

Hey {{firstname}},

Thanks so much for taking interest in my list of single story homes - you should have already been redirected to it after you opted it, but for good measure (and safe-keeping) - here's a direct link:

[link to your single story homes 'result' page]

If you don't mind me asking - are you considering downsizing soon? Or just browsing?

Let me know!

{{emailsignature}}

Email #2

Subject:

Did the link that I sent yesterday work for you?

Body:

Hey {{firstname}},

I received a few emails yesterday from people who said that they weren't able to access my list and I just wanted to confirm that you received it ok. I've confirmed 100% that it's working and here is the direct link again:

[link to your single story homes 'result' page]

Let me know if you're interested in anything more specific, talk soon!

{{emailsignature}}

Email #3

Subject:
Do you want **instant** notifications for the best Colorado Springs Downsizing opportunities?

Body:
Hey {{firstname}},

I wanted to mention this yesterday (sorry!) - My website features a home search capable of sending out instant notifications - meaning that if a new home is listed for sale that matches your criteria, you'll receive a notification before anyone else.

If you'd like me to setup custom property alerts for you - just hit reply and let me know some of the specifics of what you're looking for (which areas or school districts, how many beds & baths, price range, etc) - be as descriptive as you can and I'll get this setup asap!

Talk soon,

{{emailsignature}}

Email #4

Subject:
Can I interested you in a free home valuation? (60 seconds is all it takes!)

Body:
Hey {{firstname}},

If you're interested, I've got a nifty feature on my site that will give you an automated home value in about 1 minute (or your pizza is free! hehe). This tool is powered by HomeJunction™, so the valuations are usually very accurate.

All you would need to do is go here:
[insert link to Automated Home Value]

Enter your address, and follow the rest of the prompts.

Let me know if you have any questions on your home value or on any of the nearby sold properties that show on the final result page.

Talk soon,

{{emailsignature}}

Email #5

Subject:
Regarding yesterday's valuation - I'd like to offer you something even better :)

Body:
Hey {{firstname}},

Have you had a chance to check out your home value yet? If not, it only takes a minute and you can check here:

[insert link to Automated Home Value]

I also wanted to mention that while the auto-valuation is great, I would also be more than happy to complete a *complimentary* in-person valuation of your home. This would be a much more comprehensive valuation of course :)

If you'd like to take me up on my offer, just let me know!

Have a great day,

{{emailsignature}}

Weekly Updates Email
Day 7 - 14 - 21 - 28 - 35 - 42 - 49 - 56

Subject:
Your updated list of the *best* Ranch Properties in Colorado Springs

Body:
Hi {{firstname}},

Hope you're having a great week! Here's your update list of the best downsizing properties in Colorado Springs:

Best Downsizing Properties in Colorado Springs [Link To Your List]

If you see anything that catches your eye and want to setup a showing (or if you've got any other questions) go ahead and call/text me at **[cell phone #]**

Enjoy!

{{emailsignature}}

Day 11

Subject:
Anything specific that you're looking for?

Body:
Hi {{firstname}},

I wanted to know if you had anything specific that you were looking for in an ideal downsizing property? Maybe you had a specific area, price range, size, # of garages etc?

If so I can set you up to receive only properties that more closely match your criteria.

Let me know!

{{emailsignature}}

Day 20

Subject:
Have you seen this article?

Body:
Hey - have you seen this article yet? [\[link to article relating to the area\]](#)

Colorado Springs is considered the **top** housing market for upcoming home sales!

Anyway, just thought you may want to check that out. If you have any questions on the article (or in general) - just let me know.

Enjoy,

{{emailsignature}}

Day 40

Subject:
Anything I can help with?

Body:

I just wanted to shoot a quick note to check in and see if you need anything or have any questions? Questions about the real estate market, your home... anything? Just let me know! Feel free to call/text as well.

Have a great day,

{{emailsignature}}

Send Day 61

Subject:
Are you still interested in foreclosures in Cumberland County? [or whatever it was they signed up to get]

Body:
Are you still interested in foreclosures in Cumberland County?

If you can do me a favor, hit reply and let me know...

- Your first name

Full Company Details Including Your Full Name and Anything Required by your state or local boards.
