

THE CLOSE

28 Best Email Templates for Real Estate Leads



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Real Estate Email Templates for Sellers

1. Discount Broker Objection Handler Email

Subject Line: *[Name]*, are you considering a discount brokerage in today's market?

Hello *[Name]*,

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. That allows us to reach the greatest number of buyers, allowing you to sell at the best terms and price.

On the other hand, a discount brokerage must be selective with the tools they use because they have to save money somehow. Most often, we find it is at the cost of your exposure and that this lower exposure often causes sellers to receive lower price offers. Buyers tend to low-bid the homes listed with discount brokerages because they know the seller opted for fewer 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, wouldn't you agree?

[Your name]

2. Newer Agent Listing Appointment Follow-up Email

Subject Line: Thank you, [Name]

Hi [Name],

Thank you so much for meeting with me today and taking the time to show me your beautiful home!

I know that you have a lot of options when it comes to agents, many of whom have been in the business a lot longer than I have. I want to assure you that what I may lack in experience, I make up for in tenacity. You will not meet another agent who will give more to your home than I will, and my relentless work ethic is what will get your home sold.

But more than just hard work, I will bring the following to your listing that other agents won't:

1. Access to me **and** my team for you and all of the buyers and brokers I will work with to sell your home. No rescheduling. No unanswered calls.
2. Complete access to all of my firm's marketing resources. We spare no expense when promoting our clients' homes, no matter what price point. Your home will be my prized listing, and I will make sure it gets the exposure it deserves.
3. Creative marketing tools, like videos on YouTube and Instagram, to get your home sold. I'm not a "take photos and stick them online and see what happens" kind of real estate agent.

I'm ready to work for you starting now.

Let's have a follow-up call to go through the agreement I left you and any questions you may have about my marketing plan. Does [tomorrow date and time] work for you?

Looking forward to working together!

[Your name]

Real Estate Email Templates for Sellers

3. Open House Feedback Report Email

Subject Line: Open House Results & Feedback

Hey *[Name]*,

Just wanted to follow up with you to report the results and feedback we got from our open house on Sunday. As discussed, we promoted the open house on Facebook, and it was very well attended. Here's a quick rundown:

Number of guests: *[add the number of open house attendees]*

Guest feedback: *[number of guests]* mentioned the large backyard as their favorite part of your home. The most common criticism of your home that I heard from guests was about the lack of windows in the kitchen.

Next steps: I am working with our graphic designer to mock up what the kitchen would look like with a skylight installed so I can show it to prospective buyers to help them visualize a simple renovation that could add light to the kitchen.

[Your name]



4. An “On The Fence” Real Estate Seller Lead Email

Subject Line: Houses needed in your neighborhood, *[Name]*!

Hey *[Name]*,

Did you miss the mad rush to sell when houses were flying off the market in 2021? Yeah, it was a crazy year. But the opportunities to benefit from that massive rate of appreciation are still out there. Right now, believe it or not, people are still buying homes in your neighborhood. And most sellers are getting what they’re asking for.

But that won’t always be the case. Home prices will eventually fall, and interest rates will continue to rise, making it more difficult to buy and sell. If you want to take advantage of the current market, you’ll want to get started sooner rather than later.

Does 5 p.m. tomorrow at *[local coffee shop]* work to show you this report I’ve drawn up? I think you’re going to love the numbers. Coffee is on me!

Best,

[Your name]

Real Estate Email Templates for Sellers

5. Value-added Follow-up Email With Seller

Subject Line: *[Name]*, let's chat about selling your home

Hi *[Name]*:

Thanks again for taking a minute to chat with me on *[conversation date]* about selling your home. I strive to make the selling experience as comfortable and enjoyable as possible. Is *[previously discussed date range]* still your timeline for selling your home?

I will create a custom home valuation report for your property and get in touch with you shortly with the finished report. In the meantime, please visit my website *[website link]* or, if you have any questions, feel free to email or call me at *[your number]*.

Thanks again for your time!

[Your name]

6. Home Valuation Request Email

Subject Line: *[Name]*, 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 by what I uncovered in my market analysis. Want to grab a coffee and walk through it?

How's Tuesday afternoon?

[Your name]

P.S. Getting homes sold above asking price is kind of like my superpower. Do you want to see how I do it? Grab my free guide on How to Get Max ROI Out of Your Home [\[link to guide\]](#).

7. Listing Presentation Follow-up Email

Subject Line: Thank you, [Name]

Hi [Name],

I just wanted to thank you again for allowing me to visit your lovely home to talk about how to sell it for the best price. As we discussed in our meeting, my valuation is based on [number] reliable data points and my [number] years of experience in [farm area]. It is as close as the industry can get to a scientific prediction for what your home will sell for.

With interest rates rising quickly and so much uncertainty in the markets, sticking to the timeline I laid out in our meeting and getting your home on the MLS by [date] will be key in getting that price for your home.

I know I left you with a ton of information to digest, so please feel free to call me on my cell at [your cell number] if you have any questions or concerns. I am an open book.

[Your name]

8. Expired Listing Reachout Email

Subject Line: Still thinking about selling, *[Name]*? I can help!

Hi *[Name]*,

I know you've probably gotten dozens of letters like this since your property didn't sell, so I'll be brief. Let's face it, selling your home in *[insert city]* can be incredibly stressful. It's so frustrating and such an inconvenience when your home stays on the market for too long.

Even though *[insert name of previous agent]* is a great real estate agent, I think *[he/she/they]* may not have been the right person to sell your house. Here's a quick summary of the main issues I found:

- *[Bullet point issue(s) you found with the property listing and give a brief explanation of why they were an issue]*

For each of the issues listed above, here are the proposed solutions that I would recommend to successfully relist and sell your property:

- *[Bullet point the solution(s) to each of the abovementioned issue(s)]*

I'm confident that I can help you succeed in selling your property, and I also have the resources of *[insert brokerage name]* at my disposal. At *[insert brokerage name]*, we focus on selecting the most effective marketing, lead generation, and exposure strategies to sell your home in a timely manner while making you the most money.

Call me to set up a free strategy session, so you can evaluate the value of my services before moving forward. My direct contact information is *[insert phone number]* — please don't hesitate to reach out!

I look forward to hearing from you,

[Your name]

Real Estate Email Templates for Buyers

9. Listings Interest

Subject Line: Checking in with you, [Name]

Hi [Name],

Just a note to make sure you received the listing information I sent and were able to view it. If you have any problems, I can resend the information, send it via postal mail, or deliver it to you in person.

I'm interested in getting your thoughts on the homes. Did any of them appeal to you? Did you enjoy viewing the listings? Did you get a good idea of what is available?

If you would like to see any of these homes in person, I'm happy to set a time to get together and tour them along with any others that come on the market. Please feel free to call or email me for any further help or questions.

In the meantime, I will continue to send you valuable information about searching for a home, the buying process, and packing and moving. I welcome the opportunity to represent you and help you find the home of your dreams!

[Your name]



Real Estate Email Templates for Buyers

10. Open House Follow-up Email

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

Hi *[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 in buying and selling in *[neighborhood]* is unparalleled.

However, 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 here *[link]* to book time on my calendar.

Talk to you soon,

[Your name]



Real Estate Email Templates for Buyers

11. One-year Follow-up Email

Subject Line: Happy house-iversary, [Name]!

Hi [Name],

Can you believe it's already been one year since you purchased your home? Where does the time go? I'm sure you've settled in, and your home is cozy and beautiful by now. However, if there is anything I can help with, please don't hesitate to ask. I'm a wealth of information in our community!

Also, as you know, real estate is a relationship game. If you know of anyone who is searching for a Realtor, I'd love for you to pass along my information or share their name and contact information with me so I can reach out to them directly. I would treasure the opportunity to provide the same service you experienced to help them find their dream home.

I hope to hear from you soon, and thank you so much!

Best,

[Your name]



12. Lender Referral Email

Subject Line: Lenders I know and trust

Hi *[Name]*!

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

This is the first step in your homebuying journey. Once you are pre-approved and have a solid idea of what your purchasing power will be, then we can set up a listings 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 three 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 at any time.

Thanks!

[Your name]

13. New Lead Follow-up Email

Subject Line: Did you get the text?

Hello *[Name]*,

Did you receive the text I sent about your home search? Just making sure in case it didn't come through. It was sent to *[phone number]*. Is that the best number?

I want to be your go-to resource to assist with your real estate questions. What homes are of most interest to you, and how can we help?

[Your name]

Real Estate Email Templates for Buyers

14. First Showing Follow-up Email

Subject Line: So [Name], what did you think?

Hey [Name],

Just wanted to send you a quick follow-up email to go over the homes we saw today, along with my take on them. Please keep in mind that although I have been studying this market for [number] years now, my opinion is just that—an opinion. At the end of the day, you're going to be the one to live there, so please take my thoughts here with the proverbial grain of salt.

That said, it can be helpful to try to look at the homes you see objectively, and that's what I aim to achieve with this email. Believe me, all the homes can and will become a blur eventually, so I am going to keep a running tally of homes we've seen so you can more easily compare and contrast them without relying on your memory.

[List the properties in order from least likely to fit their needs to most likely.]

[The first listing—least likely one they'll choose]

[Share highlights of the listing, and what you think is most positive about the property. Then, share what you believe to be the downsides for your clients, based on their list of needs and wants.]

[The second listing—decent choice, but may not be the best fit]

[Share highlights of the listing, and what you think is most positive about the property. Then, share what you believe to be the downsides for your clients, based on their list of needs and wants.]

[The third listing—most likely the best choice for your clients]

[Share highlights of the listing, and what you think is most positive about the property. Then, point out why this listing is the best choice for them, based on their list of needs and wants.]

Attached is a list of more homes I think will work for you. How does Sunday at 11:30 sound?

As usual, if anything else great comes in, I will send it over right away and add it to our list.

Best regards,

[Your name]

15. Listings Request Follow-up Email

Subject Line: Find anything interesting, [Name]?

Hi [Name],

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

I'd love to get your thoughts on the properties. Did 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 with any further needs or questions about the buying process. Helping you find the home of your dreams is what I do!

[Your name]

Real Estate Email Templates for Buyers

16. Second Contact With a Passive Buyer Email

Subject Line: Your interest in *[city or neighborhood]* ...

Hi *[Name]*,

Thanks again for taking a few minutes to chat with me on *[date]*. I enjoyed getting to know a little about you. But I understand not feeling ready to look at properties. Buying a home is a big decision, and there's a lot to think about.

After we spoke, I set you up to receive an occasional email with listings based on our conversation. I'm hoping they pique your interest. Shoot me an email or give me a call at *[your number]* to chat if anything jumps out at you. Let me know if we need to tweak anything or if you have any questions.

Thanks again for your time. I'm here when you're ready!

[Your name]



17. New Listing Announcement Email for Cold Buyer Leads

Subject Line: Still looking in *[neighborhood]*?

Hi *[Name]*,

Are you still interested in *[neighborhood]*? I've got a new listing coming up (not yet on the market), and I wanted you to be one of the first to know about it!

Please let me know if you're interested in more details.

[Your name]

18. Renter Converting to Buyer Follow-up Email

Subject Line: Next steps in your journey ...

Hi *[Name]*,

Thanks again for taking the time to meet me for coffee yesterday. I just wanted to follow up with market data that highlights some of the buying opportunities in *[neighborhood]* we talked about.

I know it's cliché, but the best time to buy a house was 20 years ago. The second best time is now! The economy is always changing, but owning real estate is the key to building generational wealth, and I would be honored to help your family start this exciting journey.

How does *[date and time]* sound to meet up (or do a Zoom call) to talk more?

[Your name]

19. Low Interest Rates for Home Loans Email

Subject Line: Home loan rates are low — It's time to hop on the market!

Hi *[Name]*,

I know that paying off a home loan is one of the biggest factors that held you back from buying a new home, but it may be time the perfect time to start looking for a new house. With the slowdown in the real estate market, interest rates are going down as well — presenting the golden opportunity to buy your dream home at a decent rate.

It won't stay that way forever, so it's best to act soon! A lot of savvy buyers are thinking the same way, and you won't want to miss this opportunity.

I can help you through this to get you the best deal. Let me know when you're free for a call, and I can run through your options while interest rates are down.

Looking forward to hearing from you!

[Your name]

Real Estate Email Templates for Referrals, Recruiting & More

20. Testimonial Email

Subject Line: “[Short quote from past client],” says [former client name]

Hi [Name],

I hope you have been able to browse some of the market updates I sent over. Please let me know if you have any questions about any of that.

The fact is, in this market, it often comes down to negotiations between agents to close a deal on a home. I wanted you to hear a few stories about how I’ve helped some clients find their perfect properties over the past few months.

[Quote from past client]
—[Name of past client]

[Quote from past client]
—[Name of past client]

Browse more testimonials on my website here [\[link\]](#).

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

Talk to you soon,

[Your name]



21. Reconnecting With a Past Client

Subject Line: Nice to reconnect with you, [Name]

Hi [Name], this is [your name] from [your brokerage]. It's been a while since we worked together on selling your home on Maple Street.

I'm sorry that I haven't been in touch more since you moved. How have you and your family been? Are you loving your home?

I just wanted to remind you that my services don't stop after closing on your home — let me know if there is anything I can help you with. I'd be happy to offer you a home appraisal if you're interested. Or, if you've been thinking of making any changes around your home, I'd be happy to recommend some reputable contractors, landscapers, or decorators.

And if you know of anyone who is considering buying or selling, feel free to share my contact information with them. I always appreciate referrals from past clients.

It's nice reconnecting with you. I promise to stay in touch every so often, even if it's just to say hello. Please don't hesitate to reach out to me if you have any real estate or home-related questions.

[Your name]

22. Referral Request Email

Subject Line: [Name], can I ask a favor?

Hello [Name],

I hope this email 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 am writing 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
- Home staging
- Local real estate market reports
- Local market expertise and guidance
- Professional referrals (for those moving to another state or country)
- Real estate leasing (commercial, industrial, retail, and residential)

Do you have a unique real estate issue 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,

[Your name]

23. New Agent Recruiting Email

Subject Line: Before you delete this ...

Hi *[Name]*,

I know I've reached out a few times, and you may have put the messages aside because you weren't interested in making a move at this point in time.

I'm not just looking to talk to you about recruiting, however. I'd like to connect on a professional level — a meeting I hope will be mutually beneficial for both of us.

I'm sure you know from your own experience that expanding your network is always valuable. What I'm asking is to get to know each other and chat — no strings attached!

I promise you'll leave our meeting with something worth your time. I've been in real estate for *[number]* years, and I can, at a minimum, share with you some foolproof ways to grow your business.

Would you be open to an informal conversation?

[Your name]

24. Annual Home Sales Report Email

Subject Line: *[Brokerage name]* Annual Home Sales Report

Hi *[Name]*,

Do you want to see how the *[city]* housing market performed in *[last year]* and what lies ahead for *[upcoming year]*?

Discover statistics that show home sales, prices, values, and other key data during the 12-month period here in my in-depth report *[link]*.

[Your name]

25. Non-responsive Leads Email

Subject Line: Have you stopped looking for your dream home in *[local area]*?

Hi *[Name]*,

I received your information regarding homes in *[market]*. I've personally attempted to reach you several times but haven't been able to connect.

If you are no longer interested in purchasing a home, I don't want to continue taking up space in your inbox. That's why I'll be removing your contact information from my database if I don't hear from you in the next 48 hours.

If you are still interested in purchasing a home in *[local area]*, we would love to help you. If you want to take advantage of our real estate services, I'll make sure to keep you on our list, but only if you respond to this email in the next 48 hours. Two days from now, my emails will go away forever.

Thanks, and have a great day,

[Your name]



26. Seasonal Greetings Email Template

Subject Line: Holiday Greetings from *[Real Estate Company Name]*

Dear *[Client's Name]*,

Happy holidays! We hope you and your family are doing well.

Thank you for letting us be part of your real estate journey this year. Whether it's finding your dream home or helping with investments, we enjoy helping you. We look forward to helping you more next year.

We hope you have a great time with your family and friends during the holidays. If you need any help now or next year, let us know.

Wishing you a wonderful holiday season and a great new year!

From,

[Your name]

[Real Estate Company Name]

[Contact Information]



27. Newsletter Email

Subject Line: Spring Newsletter

Happy spring! What are you looking forward to the most: warmer weather, the end of the school year, or baseball season?

This month, *[neighborhood name]* is hosting some especially exciting events:

[List of events]

[Month/Seasonal] Home Maintenance Tips

[Neighborhood] Market Update

I hope to see you around!

[Signature and headshot]

[Phone number/email address]

[Links to your website, social media, etc.]



28. Thank You Email Template

Subject Line: Thank You for Using Our Real Estate Services

Dear *[Client's Name]*,

I hope you are doing well. Thank you for using our real estate services. It was nice meeting you and talking about finding a new home.

I really appreciate learning more about what you need and like. Our team wants to find the perfect home for you, and we are here to help you every step of the way.

If you have more questions or need anything, just let us know. We look forward to working with you and helping you find your dream home.

Thanks again for considering and using our services.

Best regards,

[Your Name]

[Your Position]

[Company Name]

