

THE CLOSE

The Close's Real Estate Thank-You Notes



Quick hits if you need something general ASAP

Use case: A message to a buyer or seller

Great connecting today! I'm excited to help with your next step. Let me know if any questions pop up!

Thank you again for your time! I'm here to support you whenever you're ready.

Appreciate the conversation today. Looking forward to what's ahead!

Just a quick note to say thanks. Let's stay in touch as things move forward.

Thanks for taking the time today! I'll follow up soon with the next steps.

Use case: A follow-up with a buyer or seller

Appreciate your time, [Client's First Name]! I'll follow up shortly with info that fits your goals. Let me know if anything else comes up.

Hey there, [Client's First Name]. Thanks for the great chat today. I'll be in touch with the next steps, but reach out anytime in the meantime!

Great meeting you, [Client's First Name]! I'm here to help however I can. More soon!

Hi, [Client's First Name]! Thanks again for reaching out! I'm looking forward to helping with your next chapter — more details coming soon.

Thanks again, [Client's First Name]. Looking forward to working together and supporting your real estate journey.

After initial contact with a lead

Use case: A friendly follow-up

Hi there, [Lead's First Name]!

It was great connecting with you earlier. I appreciate you taking the time to share a bit about your property [e.g., search / sale], and I'd love the opportunity to help guide you through the process.

I'll follow up soon with a few ideas to get us started. In the meantime, feel free to reach out with any questions or if you want to talk more about your goals.

Looking forward to helping you with your next move!

Best,

[Your First Name]

[Your Title / Brokerage]

[Phone Number] | [Email]

Use case: A motivated lead

Hello, [Referrer's Name]!

I really appreciate you connecting me with [Client's Name]. Thanks so much for thinking of me. I take referrals seriously, and I'll ensure they feel fully supported throughout the process.

Let's stay in touch! If there's ever anything I can do to return the favor, don't hesitate to reach out.

Best,

[Your Full Name]

[Phone Number] | [Email]

After a referral

Use case: A personal referral

Dear [Referrer's Name],

I just wanted to say a heartfelt thank you for referring [Client's Name] to me. It means a lot that you'd trust me with someone you know, especially in something as important as real estate.

I'll be sure to take great care of them and keep you in the loop on how things progress. Referrals like yours are the best compliment I could ask for.

Gratefully,

[Your First Name]

[Phone Number] | [Email]

Use case: A professional referral

Hello, [Referrer's Name]!

I really appreciate you connecting me with [Client's Name]. Thanks so much for thinking of me. I take referrals seriously, and I'll ensure they feel fully supported throughout the process.

Let's stay in touch! If there's ever anything I can do to return the favor, don't hesitate to reach out.

Best,

[Your Full Name]

[Phone Number] | [Email]

After a listing appointment

Use case: A value recap

Dear [Client's First Name],

Thank you for taking the time to meet with me to discuss the potential sale of your property at [property address]. I enjoyed learning more about your goals, and I appreciate the opportunity to share how I can help you achieve them.

Based on our conversation, I'll be preparing a detailed market analysis and customized plan to help you get the best possible outcome. I'll follow up shortly with the next steps.

Please don't hesitate to reach out if you have questions in the meantime. I'm here to help every step of the way.

Looking forward to working together,

[Your Full Name]

[Your Title / Brokerage]

[Phone Number] | [Email]

Use case: A reference to the client's goal or timeline

Hey there, [Client's First Name]!

Thanks again for the great conversation today! I loved hearing about your plan to [e.g., move closer to family this fall / get your property on the market before summer ends], and I'm excited to help make that happen.

I'll send over some next steps soon so that we can stay aligned with your timeline. Let me know if any questions come up in the meantime!

Talk soon,

[Your First Name]

After a showing

Use case: A potential buyer

Hi, [Client's First Name].

It was great meeting you at the open house for [property address]. I hope the space gave you a good feel for what you're looking for.

If you have any questions about the home or want to see it again, I'd be happy to schedule a private showing or share more details. And if it's not the one, I can help you find the right fit.

Thanks again for coming by!

Best,

[Your First Name]

[Phone Number] | [Email]

Use case: A seller, thanking them for hosting

Dear [Seller's First Name],

Thank you again for allowing me to host the open house at [property address]. Your property showed beautifully, and your efforts to keep everything welcoming and tidy truly made a difference.

I had strong turnout and positive feedback from attendees, and I'll be following up with interested parties in the coming days. I'll keep you updated on any developments.

It's a pleasure working with you and helping showcase your property to its fullest potential.

Warm regards,

[Your Full Name]

[Your Title or Brokerage]

After signing a representation agreement

Use case: A buyer signs a listing agreement

Hi, [Client's First Name]!

I'm excited to officially be your agent! Thanks so much for placing your trust in me. I'm looking forward to helping you find a great place and making this journey as smooth as possible.

Talk soon,

[Your Name]

Use case: A seller signs a listing agreement

Hey, [Client's First Name]!

Thank you for choosing me to represent you in the sale of your property. I'm honored to be part of this important step, and I'll work hard to make the process efficient and rewarding for you.

Warm regards,

[Your Name]

After a successful negotiation

Use case: Acknowledgment of the win

Hi, [Client's First Name]!

Congratulations on securing [e.g., the sale price you wanted / amazing terms on your dream property]! It was a strong outcome, and I'm thrilled we were able to negotiate terms that worked in your favor.

Wins like this don't happen by accident! You stayed focused, asked smart questions, and trusted the process. I'm so glad I could help you get across the finish line.

Onward to the next step! Let me know if you have any questions as we move forward.

Cheers,

[Your First Name]

Use case: Gratitude for trusting you

Dear [Client's First Name],

Just wanted to say how proud I am of how everything turned out. This one took some work, but I'm so glad we stuck with it and pushed through the tough moments together.

It was absolutely worth it to get the [e.g., closing terms / buyer concessions / final price] you were hoping for. Thanks for your trust and patience throughout — it made all the difference.

I'm here for anything you need as we move toward closing and beyond.

All the best,

[Your First Name]

After closing

Use case: Giving thanks, accompanied or preceded by a gift

Dear [Client's First Name],

Congratulations again on closing! It's been such a joy to help you [buy/sell] your [property type], and I'm thrilled you're starting this new chapter.

As a small token of appreciation, I've sent over a [e.g., welcome basket / personalized charcuterie board / gift card to a local restaurant]. I hope it helps you celebrate even more.

Thank you for trusting me with this journey. I'm always just a call or text away if you ever need anything real estate-related (or just want to say hi!).

All the best,

[Your First Name]

Use case: Building a long-term relationship

Hi there, [Client's First Name]!

Congratulations on the successful closing of your [e.g., purchase / sale]! It's been a pleasure working with you, and I'm so grateful to have been part of such an important milestone.

While closing day marks the end of one chapter, I hope it's just the beginning of a long relationship. Whether you need a contractor, want to talk about the market, or just have questions down the road, I'm here to help.

Wishing you all the best in your next chapter! Please don't hesitate to reach out anytime.

Warm regards,

[Your Full Name]

[Your Title / Brokerage]

[Phone Number] | [Email]

After a workshop or seminar

Use case: A buyer, seller, or lead attends your educational event

Hey there, [Client's First Name]!

Thanks so much for attending our recent event on [topic]. I hope you found the session informative and walked away with insights that will help you move forward with your real estate goals, whatever stage you're at. If any questions come up, I'd be happy to continue the conversation.

All the best,

[Your First Name]

Use case: A real estate-curious attendee shows interest in learning how the process works before deciding to buy or sell

Dear [Client's First Name],

It was a pleasure having you at [seminar or workshop's title]! Whether you're thinking of buying or selling or just exploring options, it's smart to start by getting informed. If you'd like to continue the conversation or review a personalized plan, I'm here anytime.

Warm regards,

[Your Full Name]

[Your Title / Brokerage]

[Phone Number] | [Email]

After receiving feedback

Use case: A testimonial or compliment

Hi, [Client's First Name].

Thank you so much for your thoughtful feedback. I truly appreciate you taking the time to share your experience. It means a lot to me, both personally and professionally.

Helping you through this process was a privilege, and hearing that you felt supported and well-served makes it all the more rewarding.

Thanks again for the kind words, and if you ever need anything down the road, I'm always here!

Best,

[Your First Name]

Use case: Constructive feedback and your action plan

Dear [Client's First Name],

I want to sincerely thank you for sharing your feedback about your recent experience. I always aim to provide the best service possible, and I truly value your honesty, as it helps me grow and serve future clients better.

I've already [briefly mention action: e.g., taken steps to improve communication timelines / made adjustments to how I present comps / added a follow-up checklist], and I'll continue looking for ways to improve.

I really appreciate the opportunity to work with you and hope we stay in touch.

With gratitude,

[Your First Name]

After delays or making clients wait long for a response

Use case: A buyer or seller experienced delays in the process

Dear [Client's First Name],

I just wanted to thank you for your continued patience. Real estate often involves timing and coordination, and I appreciate your understanding throughout this process.

Please know that I'm working diligently behind the scenes and will keep you informed every step of the way. I'm here to make the journey as smooth and rewarding as possible.

Warmly,

[Your First Name]

Use case: A lead has been waiting on a follow-up or market changes

Hi, [Client's First Name].

I want to thank you for your patience while waiting to hear back from me. I realize it's taken a bit longer than usual to follow up, and I truly appreciate your understanding.

I've been reviewing the latest market updates to ensure I provide you with the most relevant and accurate information. I'll be sharing [specific next step, e.g., a property list, pricing update, or strategy] shortly.

If you have any questions or if your plans have shifted in the meantime, I'd love to reconnect and realign.

Warm regards,

[Your First Name]