



REALESTATE.COM



# RealEstate.com Lead Conversion Guide – *Email Scripts*

Turn Your Leads into your clients with these easy to use email scripts. Just cut and paste the subject lines and email body text into a blank email to your prospects, fill in the designated fields with their appropriate information and send away!

## ► Introductions

### Introducing yourself to new leads...

**Email Subject Line:** Following up on your real estate request

**Email Body:**

Hi (Lead's First Name),

I saw that you requested more information about (buying a home/selling your home/relocating/etc) in (City, State). I'd be happy to help you with any of your real estate needs and look forward to the opportunity to talk further about what you are looking for.

Please feel free to give me a call directly at (direct phone number) or email me back at this address at your convenience.

Also, you can visit my website to view my current listings and learn more about me at (website URL).

Best,

*(Your Signature and Contact Information)*

## Recommending Properties...

**Email Subject Line:** Properties you might like

**Email Body:**

Hi (*Lead's First Name*),

I noticed you are looking at \_\_bedroom, \_\_ bathroom, \_\_\_\_\_style homes in (*City, Area*) in the \$ \_\_\_\_\_ price range and I know of a few other similar available properties that I think might interest you.

(*Optional*)

[URL Link to Property 1](#)

[URL Link to Property 2](#)

[URL Link to Property 3](#) (*etc.*)

If you'd like, I'd be happy to give you a call to discuss these properties and exactly what you're looking for and even set up some showings.

Talk soon,

(*Your Signature and Contact Information*)

## Follow Up

### To phone call attempts...

**Email Subject Line:** I tried to call

**Email Body:**

Hi (*Lead's First Name*),

I tried giving you a call earlier today and left you a voicemail. I just wanted to also follow up with an email, introduce myself and let you know I'm available to help you however you need. Please let me know how I can best assist you – I'm here to help!

I look forward to hearing from you,

(*Your Signature and Contact Information*)

## **To unreturned emails (general)...**

**Email Subject Line:** Checking in on the email I sent you

**Email Body:**

Hi *(Lead's First Name)*,

I just wanted to touch base with you and see if you received the my last email regarding \_\_\_\_\_ *{include your original email below}*. Please let me know if you had any questions and how I can help.

Thanks,

*(Your Signature and Contact Information)*

## **To unreturned emails (sent properties)...**

**Email Subject Line:** Checking in on the properties I sent you

**Email Body:**

Hi *(Lead's First Name)*,

I just wanted to touch base with you and see if you received my last email regarding the properties I sent *{include your original email below}*. Did any of them interest you?

Please let me know if you had any questions or would like to go over them together.

Thanks,

*(Your Signature and Contact Information)*

# ► Verifying contact information

**Email Subject Line:** Checking in - Is this the correct info?

**Email Body:**

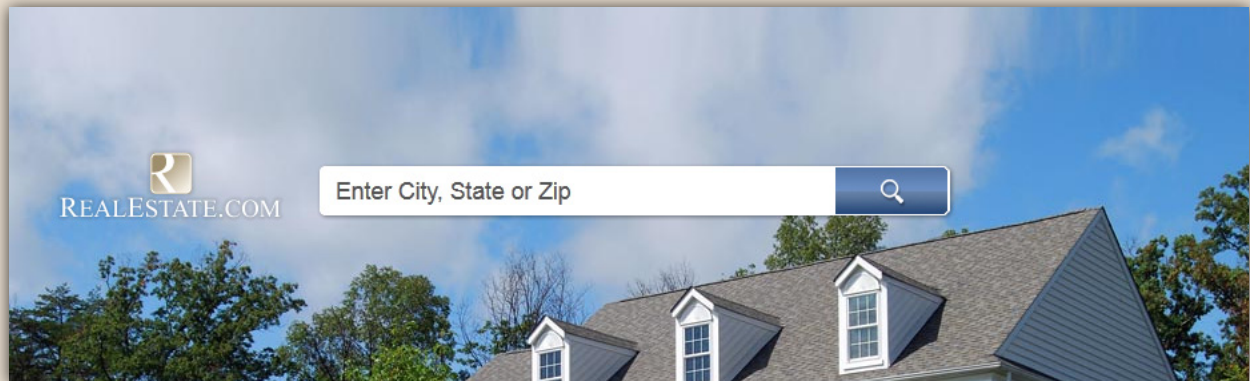
Hi (*Lead's First Name*),

I just wanted to check in with you and confirm that I have your correct information so I can best help you with your real estate search. Please verify the information I have below and let me know if anything doesn't look right.

- Prospects contact info
- Prospects real estate search – type of home they are looking for or selling and associated home details (*Beds, Baths, Sq. feet, location, special features, etc*)

Look forward to working with you more,

*(Your Signature and Contact Information)*



## About RealEstate.com

RealEstate.com connects agents and brokers with homebuyers and sellers on one of the most recognized websites in real estate. Built to attract and keep consumers engaged in their local real estate search and to offer real estate professionals an exclusive opportunity to showcase themselves in their local area, RealEstate.com is very different from every other real estate website.