

Email Scripts

The below email templates are provided, complimentary to our Market Leader customers, as part of our robust training and education included with your Market Leader system. Feel free to choose the templates that you like, customize them into your own voice and incorporate them into your Market Leader system. Here are the two best places to add your message templates:

1. Your Message Templates section found in the Email tab in Admin. This enables you to quickly send an email to an existing contact.
2. If you save a Single Email Templates in your Marketing Center, you'll be able to send this as a group email to your database as well as individuals.

Please note: We highly advise that you copy these templates into notepad first, to remove formatting.

Scripts for Sellers

Template: Seller Welcome Email – option 1

Subject: Your Home Evaluation Request

Message:

I just wanted to drop you a quick note to let you know that I received your request and wanted to let you know there's a real live person behind this site. I'm gathering information to prepare a market evaluation for your home and hope to get that to you in the next day.

Are you looking to sell your home or are you just curious about the value of your home? (I'll send you the info regardless).

I can prepare a more precise and thorough evaluation by briefly visiting your home. Please let me know when you'd like that information as well, and I'll contact you to arrange a convenient time for a visit. Thanks for the opportunity to be of help. Please contact me if I can answer any other questions you have about your request or any part of the sales process.

Template: Seller Welcome Email – option 2

Subject: Your Home Evaluation Request

Message:

This note is to let you know that I am preparing a market evaluation for your home.

I'm currently gathering the relevant information and should be able to give you a price range in the next day or so. That range will be determined by using the information you provided to establish a list of comparable properties in your area as reported by the Multiple Listing Service (MLS).

Although a price range will be included in my next email, I can prepare a more precise and thorough

evaluation by briefly visiting your home. Please let me know when you'd like that information as well, and I'll contact you to arrange a convenient time for a visit.

Thanks for the opportunity to be of help. Please contact me if I can answer any other questions you have about your request or any part of the sales process.

Template: Did You Receive Your Home Evaluation?

Subject: Did You Receive Your Home Evaluation?

Message:

This note is to confirm that you have received the market evaluation you requested and to make sure you were able to view it. If you had any problems, I'll be happy to resend it or arrange to get you a printed copy.

Once you've had a chance to review the market evaluation, I'd appreciate your feedback. Preparing a market evaluation from information provided online has some inherent limitations, particularly the fact that I haven't had the opportunity to view your home.

It is possible that your home may be worth more than your market evaluation suggests. There are many factors that influence true value, such as property condition, floor plan, superior building materials, etc. that can be determined by a brief personal visit. Please contact me and I will be happy to come by and provide you with a more complete and thorough home evaluation.

In the meantime, I'll periodically send you information on the sales process, including tips on how to prepare your home for sale and how to get ready for a move. As you move towards a possible decision on selling your home, I hope you'll contact me to help you with the process.

Template: Is this address correct?

Subject: Is this address correct?

Message:

I just wanted to touch base and let you know I've just received your request for a market evaluation, but in doing some initial research to find similar sold properties in our tax records, I'm not able to find your address as you entered it when submitting your inquiry.

The address I received is: *[insert address you received]*

Is there a portion that was a typo? Please tell me your correct address, the type of property you have, number of beds and baths, as well as let me know if you've done any updates since you purchased the property.

Once I hear back from you, I'll be able to get you a more detailed home evaluation, with all of the tools I have at my fingertips as a real estate professional! In the meantime, It looks like you're in X neighborhood so here are some comps based on beds/baths in that neighborhood. *[insert comps]*

I'll send you some great information about the market in your general area.

I look forward to hearing from you!

Template: Are You the Homeowner?

Subject: Are you the Homeowner?

Message:

I'm a real estate specialist in your area and I've just received your request for a market evaluation.

In gathering the necessary information for your home, I found that tax records show a different person listed as the owner. Are you the home owner?

It's not uncommon that the records are out of date or incorrect, but I thought it might be wise to clarify this with you as I prepare the home evaluation. If you are the homeowner, I'll be happy to help you correct erroneous information in the records. If you're not the owner, but are interested in buying the home, please contact me to discuss your needs.

Either way, how can I be of service?

Thanks again for the opportunity to work with you, I will send the information you requested shortly.

Template: Your Home is Already Listed

Subject: Your Home is Already Listed

Message:

I'm a real estate specialist in your area and I've just received your request for a market evaluation.

In reviewing your request I noticed that your home is currently listed with another agent. While I will be pleased to prepare the market evaluation you requested, professional standards won't allow me to offer additional help or assistance until your current listing contract expires.

You will receive the home evaluation you requested in a day or so. I will determine a price range based on the information you submitted and properties found in the Multiple Listing Service (MLS). Please contact me if you have any questions.

Template: Introduction to a seller prospect

Subject: A Personal Introduction

Message:

Just a note to introduce myself. I am a local real estate agent that specializes in your neighborhood *[mention specific neighborhood]*. I will be happy to provide you with information regarding:

- * The marketplace
- * Pricing and preparing your home for sale
- * The selling process

When you are ready to sell, I would welcome the opportunity to represent you. My focus is on providing the highest quality of service. In the meantime, I will send you valuable information so that when you are ready, you will find it a comfortable process. All you'll have to worry about is packing!

If you have any questions, please feel free to call or email me anytime.

Template: Thank You for your time

Subject: Thank You

Message:

I wanted to take a moment to thank you for taking the time to talk with me.

If you think of any questions or needs regarding real estate, please feel free to call or email me. I sincerely appreciate the opportunity to be your trusted real estate resource.

If you know of anyone else who could benefit from the services I provide, I would sincerely appreciate the opportunity to be of assistance to them as well.

I will check back with you periodically with valuable real estate information.

Template: Referral introduction to a seller prospect

Subject: A Personal Introduction

Message:

I wanted to take a moment and introduce myself. You were referred to me by _____. I am a local real estate agent that specializes in your neighborhood. I will be happy to provide you with real estate specific information concerning:

- * The marketplace
- * Pricing information
- * The selling process

When you are ready to make a move, I would welcome the opportunity to represent you. In the meantime, I will keep you informed with valuable information so that when you are ready, you'll find it a comfortable process.

My goal is to help you sell your home for the best price, in the shortest amount of time and with the least amount of inconvenience to you and your family.

Please feel free to call or email me if you have any questions. I will follow up with a phone call to discuss your time frame, as well as how I can be of assistance.

Template: FSBO Template

Subject: For Sale by Owner Success

Message:

Buying or selling a home is the single most important and often the largest financial transaction most people make. According to researchers it is also one of the most stressful life events. Knowing what to expect and having good information can help you make the best decisions.

When you sell your home yourself, there are some challenges you can expect:

- * Pricing
- * Marketing
- * Qualifying the buyer
- * Staging and showing your home
- * Negotiating the sale
- * Follow-up with the details of the transaction until it closes

As a licensed real estate agent, I would be happy to provide you with a free estimate of value for your home. I can either provide you with a price range based on comparable properties, compiled from the Multiple Listing Service (MLS). Or, if you would like a more precise evaluation, I can take a quick tour of your home and provide you with a more thorough evaluation.

Either way, I am happy to help you. I will also send you some valuable information on preparing your home for sale, marketing, negotiating tips, and getting your household ready for a move. Please feel free to call or email me if I can provide you with additional tips to help you sell your home.

If you decide that the process simply requires too much time and effort, please contact me. I would welcome the opportunity to be of assistance.

Template: Factors to Consider When Selling Your Home

Subject: Thinking of Making a Move?

Message:

There are many factors to consider when you are contemplating making a move. Price is one of the most important.

Another factor to consider is when to sell. The decision about when to put your home on the market is usually determined by when you want or need to move. Once you have decided on a move date, we can analyze the approximate time your home should take to sell by looking at the average time on the market for comparable homes in your price range. I would be happy to gather that information for you when you are ready.

When you do decide to sell, you'll want to view your home through the eyes of a potential buyer. Some points of consideration are:

- * Is your home in 'show shape'?
- * Are there repairs that need to be made?
- * Does the paint need a bit of touching up?

If you would like, I can take a quick tour of your home and suggest some simple ways to prepare your home for the market.

Proper pricing and a home that is in 'show shape' will eliminate some of the hassles and help sell your home faster, maximizing your time and profits.

Please feel free to call or email me. I will be happy to provide you with valuable information so you can feel comfortable with the process and make an informed decision about when you want to move.

Template: The Market In Your Neighborhood (Market Insider Tips)

Note: Market Insider is not available in all areas. Please contact customer support to see if it's available in your area before sending this email.

Subject: The Market in your Neighborhood

Message:

Hope you are well!

I'm sure you've noticed that the real estate market in our area has changed dramatically over the past 5 years, so it's really interesting to see what current home prices are in our area as well as view various real estate statistics and trends.

You can start viewing this report now on my website here [insert link to Market Insider tab]

Stay tuned!

Template: Listing Alert Companion Email (for sellers)

Note: Listing alerts are only available with a Professional subscription.

Subject: New listings in your area

Message:

Would you like me to send you new properties that are recently listed in your area so you can stay abreast of neighboring listings for sale? Many of my sellers appreciate seeing homes similar to theirs to see what the listing prices were and how long they are on the market before selling to get a feel of what properties are selling for, versus ones that are over-priced in the eyes of potential buyers. If so, just say the word, and I'll start updating you regularly!

If you're starting to think about buying, I can also set you up to receive new listings in the area you're looking in. Just let me know the type of property, location, # beds and baths, and relative price-range and I can set this up for you really easily!

Please let me know how I can be of service.