

Lead Engagement Email Templates

Here are some effective email templates to use when engaging buyer and seller leads in your system. Be sure to customize these emails where needed, and make sure your voice, tone, and personality shine through.

You can also save these as Quick Text templates in your system to make engaging your leads even easier. [Click here](#) to learn more about using Quick Text

Short and sweet Welcome Email

Hello, my name is <name>, with <brokerage>. You just signed up on my website so I wanted to introduce myself and let you know there is a real person behind this website.

*If you have any questions at all, please don't hesitate to ask.
Happy Searching!*

If their search criteria is all over the map

Subject: Let me know if I can help

I am so excited for the opportunity to help you in your home search. I have some great tools on my website at [www.YourWebsite.com](#) including MLS listings and market information.

I noticed you are looking at a wide variety of homes, which could mean you are just starting your search. If, at any point, you would like to discuss your needs, let me know so I can make sure I am sending you the most relevant information. Until then, happy searching!

Thank you very much.

Immediate follow-up to Welcome Email

Subject: Thank you, and come again

I just wanted to thank you for registering on my website at [www.YourWebsite.com](#).

If you see any properties that you would like more information on, or if you have any questions, please don't hesitate to reach out to me. In the meantime, feel free to come back and visit my website as often as you like and stay as long as you like.

Please know, my intention is not to pester you; I just wanted to let you know I am here and available to help in any way I can.

Thanks again, and have a great day.

Asking for phone number

Subject: Checking in...

Hi there, I hope you are finding the information you are looking for on my website. My goal is to provide you the best possible service, however I am missing your current phone number in your account.

It only takes a few seconds to update your account at [www.YourWebsite.com/my tools/](http://www.YourWebsite.com/mytools/), or you can simply reply to this message.

As always, if you have any questions, or would like any additional information, please don't hesitate to ask.

P.S. If you prefer to text, let me know!

Pre-Welcome Email for leads from other sources (send before Welcome Email)

Subject: Thank you for finding me on <source>

Thank you for contacting me through <insert other lead source>. I am in the process of gathering the information that you requested.

In the meantime, feel free to view my website to find all of the current MLS listings in the area at www.YourWebsite.com. Here you can follow and save listings as they come on the market, as well as track home values in your area.

Expect an email shortly with the user name and password that will give you full access my website. I'll be in touch shortly to provide the information you requested and answer any other questions you may have.

Thanks again!

Unsure whether they are a buyer or a seller

Subject: What are your real estate goals?

I am so excited to help you with your real estate needs. I have some great tools on my website at <insert website> for both buyers and sellers, including market information and access to the Multiple Listing Service.

I would love to get you started on a listing alert so you can view what homes are on the market; I just need to know if you are looking to buy, sell, or both. I can give you a call tomorrow to discuss your needs, or you can simply respond to this email. I look forward to hearing from you!

Thank you very much.

Your lead unsubscribed from emails (you can send this as a one-off email)

Subject: Did I miss the mark?

I noticed you unsubscribed from my emails, and I just wanted to ask why? Was I emailing you too often? Or was the content not quite right? Did I miss the mark?

Either way, I will be sure to stop sending you emails, however if you simply wanted different or less frequent information, please let me know, so I can tailor the content and timing to your needs.

In the meantime, feel free to visit my website for up-to-date listings and market info in your area.

Thank you very much.

If a Lead Hasn't Been Back to Your Website

Subject: I've Missed You!

I've missed you visiting my website – It's where you will find all up-to-date information on our real estate market. I hope you will come back and visit my site often and stay as long as you like. If you need additional information, I am here to help.

Please know I do not intend to pester you, I just want to make sure you are finding all of the information you need. Please let me know if there is anything I can do.

Thank you very much.

Your Lead Already Setup a Listing Alert

Subject: Are you getting what you need from me?

I noticed that you had a chance to set yourself up for listing alerts, so I just wanted to check in to ensure that you are getting the kind of properties that you were hoping for.

If there is anything else that you need or if you would like some help in adjusting your criteria please let me know. I look forward to helping you with all of your real estate needs.

Thank you very much.

Your Lead was recently on your website

Subject: Touching base

I noticed you were on the site recently, and I wanted to touch base with you and make sure the site is working OK for you, and the properties I'm sending are relevant to you. Is there anything specific you would like to see, or would like more information on?

*If you need anything, please don't hesitate to contact me – I'm here to help!
Thank you very much.*

Touching Base

Subject: How are you doing?

I just wanted to check in and see how things were going. I know most people that are looking at homes online are months away from buying and I wanted to let you know I am going to be in this business for many years to come.

Whether you're buying in 4 weeks, 4 months, or 4 years please don't hesitate to call me anytime. Until then, feel free to keep visiting my website to gather any information you need.

Asking for the interview

Subject: Did you know that it is absolutely FREE to hire a Realtor?

I would love to sit down with you sometime and interview for the position of being your Realtor. Is there a time this week that would be convenient for you to schedule a meeting?

Link to Communities Served (to drive them to your website)

Subject: Do you like delicious food?

I noticed you were looking at properties in <area, city, or neighborhood>. There's a restaurant there called <name>, which is where you can find the best <food> in town!

<Area>, city, or neighborhood> has a lot to offer, so here's a link with more information about the community:

INSERT COMMUNITY LINK HERE

If you have any questions, or would like some additional recommendations or info, don't hesitate to ask. Thank you very much!