

THE REAL ESTATE EMAIL MARKETING JUMPSTART KIT



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REAL ESTATE MARKETING TALK

Welcome to Your Jumpstart Kit

This isn't just a download, it's your fast track to stronger lead generation and better follow-up. Whether you're new to email marketing or looking to improve what you already do, this kit gives you simple, powerful tools to start conversations, earn trust, and close more deals.

Three Ready-to-Use Real Estate Email Templates

These plug-and-play emails will get your message into inboxes and your name into conversations.

Welcome Email (for New Subscribers/Leads)

Subject: Welcome! Let's Find Your Perfect Home (or Buyer)

Hi [First Name],

Thanks for connecting! Whether you're buying, selling, or just exploring, I'm here to help you every step of the way. If you have questions about listings, financing, or timing, just hit reply. I'd love to hear from you.

Talk soon,

[Your Name]

[Contact Info + Link to Website or Listings]

Follow-Up Email (After Showing or Inquiry)

Subject: Following Up on [Property Address or Inquiry Topic]

Hi [First Name],

It was great speaking with you about [topic/address]. Let me know if you'd like to schedule a private tour or get updates on similar properties. I'll be in touch, but don't hesitate to reach out in the meantime.

All the best,

[Your Name]

[Phone Number | Email]

Monthly Newsletter Template

Subject: Your [Month] Real Estate Market Snapshot

Content Blocks:

- New Listings This Month
- Buyer & Seller Tips
- Market Updates
- Featured Neighborhood Spotlight
- Call to Action: Schedule a Consult | Get a Free CMA | View Open Houses

Lead Magnet Checklist

Use this checklist to create lead magnets that build your list while offering real value:

- Solves a specific problem (e.g., Whats my home worth?)
- Instantly downloadable
- Visually appealing
- Short and skimmable
- Includes clear CTA
- Aligned with a service you offer
- Mobile-friendly
- Includes light branding/logo
- Can be promoted via social and email
- Ties directly to a follow-up email

Pro Tip: Use a free tool like Canva or Google Docs to create fast, professional-looking PDFs.

Welcome Sequence Blueprint

Once a lead opts in, heres a proven 4-email sequence that builds trust and opens conversations:

1. Welcome & Value Thank them. Set expectations. Offer a helpful freebie or resource.
2. Introduce Yourself Share a short backstory, why you love real estate, and what you specialize in.
3. Showcase Local Expertise Provide a market insight, local tip, or property pick of the week.
4. Invite a Conversation Ask them a direct question: "Are you actively looking, or just browsing?"

Tips to Boost Open & Click Rates

These small tweaks can make a big impact:

- Subject lines: Make them benefit-driven and curiosity-inducing

Examples:

Is Your Dream Home Still Available?

Home Prices Are ShiftingHeres What That Means

- Best send times:

- Weekday mornings (TuesdayThursday, 911 a.m.)

- Sunday evenings (68 p.m.) often work well too

- Use preview text wisely:

Appears next to your subject line in the inbox.

Example: 3 new listings + one tip to beat competing buyers.

- CTA positioning:

One clear call to action per email: Schedule a tour, Get a free market report, etc.

Ready to Go Further?

If you found this kit helpful, youll love whats coming next.

Coming Soon:

*The Real Estate Email Mastery Pack*25+ customizable email templates, a library of subject lines, automation walkthroughs, and Canva-ready visuals to turn your email list into a conversion machine.

Stay tuned at www.real-estate-marketing-talk.com or check back on the Email Marketing for Real Estate Agents page for updates!