

# Real Geeks Buyer Lead Email Templates

Compliments of Greg Harrelson

## New Buyer Email Drip Intro #1

### Day 2

**Subject:** Info on buying (City Name) Real Estate

Hi {{LEAD\_FIRST\_NAME}},

Thank you for visiting our website, (Website URL). It is a great tool for you to search all the available listings in (City Name). However, there are some properties that are not on the MLS that may be of interest to you.

I understand you may be in the beginning stages of your real estate search so let me know what you are looking for and I can send you additional information that you may not find on the internet.

You can call or TEXT me anytime!

Have a great day, and I look forward to hearing from you soon!

Agent Name

Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

## New Buyer Email Drip #2

### **Day 10**

**Subject:** Being A Smart Home Buyer

Hi {{LEAD\_FIRST\_NAME}},

Buying real estate doesn't have to be difficult. You are doing the right thing...you've started your search online but please be aware that there are many sites that have outdated information. For instance, do not rely on Zillow to determine the value of a property. Too many buyers are over-paying for a property because they thought that online estimates were accurate. There are many times where a buyer overpaid by \$1000's because they relied on inaccurate information on the internet.

I have access to the entire market with extensive knowledge of the best areas and can properly guide you to a great buying decision.

Ultimately, we will make your buying experience enjoyable. Let's connect to discuss your goals and timeline. Even if you are one year away from buying, I am still interested in working with you.

What is your primary reason for buying?

Buying your first home?

Buying a second home?

Downsizing?

Upsizing?

Please continue to browse my site and call or TEXT me when you have a question.

Your Realtor,

Agent Name  
Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

### New Buyer Email Drip #3

#### **Day 17**

**Subject:** Trying to send a few properties you may have an interest

Hi {{LEAD\_FIRST\_NAME}},

I wanted to send a few properties to you that may peak your interest. Even though the market is low on supply, there are still a few quality properties at discounted prices available.

The key with buying a good property is the ability to look at new listings as soon as they come onto the market and to make a fair offer from the start.

Let me know what questions you have about any property that you see in the market. I have access to ALL properties for sale so give me a call or send me a text when you want additional information.

Your Realtor,

Agent Name  
Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

## New Buyer Email Drip #4

### **Day 35**

**Subject:** The process of buying real estate in the (City Name) area

Hi {{LEAD\_FIRST\_NAME}},

I want to make sure you don't make a mistake when buying a property. The following plan is how I will help you make a great buying decision.

#### **The Buying Process:**

1. Discuss your dream property.
2. Identify lenders and banks that are best for what you are buying.
3. Search off Market Property Databases to identify property options that other buyers won't know about.
4. Notify you of Coming Soon Listings.
5. Conduct Price Target Research to make sure you don't overpay.
6. Structure the offer to make sure you Win the Negotiation.
7. Manage the transaction to closing and beyond.
8. Arrange a final inspection
9. Deliver the keys – Congratulations!
10. Keep you informed of the market trends for your area so you know how your investment is doing.

As you can see, I will be with you throughout the entire process and beyond.

Call or TEXT me anytime.

Agent Name  
Agent Company

Text Me: 888-888-8888  
Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

## New Buyer Email Drip #5

### Day 56

**Subject:** New properties being listed for sale in the (CITY NAME) area

Hello {{LEAD\_FIRST\_NAME}},

I see you were looking at property on our web-site and wanted to make myself available to gather more details for you.

I realize that you might be in the information gathering stage and I can save you a lot of time by making sure the right properties are available for you to view.

Tell me a bit more about...

Would you consider a fixer upper?

Looking to buy a primary residence?

Looking to buy a second home?

Looking for an investment?

What price do you want to stay under?

How many bedrooms?

The more I know about your needs, the better I can share the right properties.

Call or TEXT me anytime.

Your Realtor,

Agent Name  
Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

## New Buyer Email Drip #6

### **Day 86**

**Subject:** Are you still looking for property in (CITY NAME)?

Hi {{LEAD\_FIRST\_NAME}}!

Did you receive my recent email with available properties for sale?

I understand that looking at real estate listings on the internet is fun for most people. Please continue to keep looking at what is available but also let me know when you may think of buying a property.

Do you want to buy this year?

Or are you more than a year out?

Letting me know this information will help me determine what additional information I can help you with.

Call or TEXT me anytime.

Your Realtor

Agent Name  
Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

## New Buyer Email Drip #7

### **Day 116**

**Subject:** Did you buy property in the (CITY NAME) area yet?

Hi {{LEAD\_FIRST\_NAME}},

At one time you inquired about property here in the (CITY NAME) area.

Have you purchased yet or are you still interested in purchasing in the area?

Call or TEXT me anytime.

Your Realtor,

Agent Name  
Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

## New Buyer Email Drip #8

### Day 146

**Subject:** New listings about to hit the market – Are you interested?

Hi {{LEAD\_FIRST\_NAME}},

There are some great properties about to be listed on the market. It is critical that we are on the same page if you are going to have a chance of picking up a **quality property at a good price**. There is a lot of competition for great buys.

*I am curious, if you find a property that fits your needs and makes sense financially, are you in a position to take advantage of the deal?*

If so, I will put you on my short list of buyers that I call before a property gets listed on the open market.

I look forward to finding you the perfect property.

Your Realtor,

Agent Name  
Agent Company

Text Me: 888-888-8888  
Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)



## New Buyer Email Drip #9

### **Day 176**

**Subject:** Hot Listings For Sale Report

Hi {{LEAD\_FIRST\_NAME}},

I have a short list of buyers that I like to send the '**best buys**' to via email.

As you can imagine, when a quality property hits the market, it gets a lot of showings and typically an offer within the first week.

If it's a good deal, it is sold quick for sure.

It is important that I know your timeframe to purchase. This will help me understand which deals to share...

### **When would you like to purchase your future property?**

I appreciate you letting me know. This will allow me to identify the properties that best fit your needs. For example, if you are buying within the next 30 days, I will be sending you the hottest deals immediately because we know they won't be around in 6 months.

Also, please update me anytime your plans change.

You can contact me by email, phone or text.

Your Realtor,

Agent Name  
Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

Visit My Site: [www.c21theharrelsongroup.com](http://www.c21theharrelsongroup.com)

## New Buyer Email Drip #10

### Day 206

**Subject:** New Purchase - Buyer Closing Cost Estimation

Hi {{LEAD\_FIRST\_NAME}},

I know you are getting my 'new listing' updates yet I wanted to make sure you understand the entire process of buying real estate in our area.

Too often, buyers are disappointed because an agent did not tell them what they should expect when they find a property and move towards closing.

I don't want any surprises at the closing table.

The Good News! I do have a **negotiation strategy** that can get a seller to pay your closing cost.

Would you like to see what your Buyer Closing Costs will be when making a purchase?

I am here to help so please let me know how.

Your Realtor,

Agent Name  
Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

## New Buyer Email Drip #11

### Day 236

**Subject:** Interest Rate Concerns – The cost of real estate could increase!

Hi {{LEAD\_FIRST\_NAME}},

I wanted to share some information about the current real estate market that can make a big difference in your future purchase. I am sure you are paying attention to the discussions about interest rates.

I cannot predict when interest rates will rise again yet we do know how a higher interest rate will affect your monthly payments and the impact on building wealth through real estate.

Not only are we able to find you a great property, we can also make sure that you are working with a mortgage professional that understands how to get you the lowest interest rate possible.

Buying the right property is important!

Getting the right mortgage is also important!

Let's discuss this the next time we talk.

Feel Free to TEXT me any time.

Your Realtor,

Agent Name  
Agent Company

Text Me: 888-888-8888  
Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

## New Buyer Email Drip #12

### Day 266

**Subject:** Do you need to sell a home before you buy?

Hi {{LEAD\_FIRST\_NAME}},

We have buyers currently looking for properties to purchase in our market.

Do you currently own a property that you may be selling?

If you or someone you know is thinking of selling, I may be able to help you right now.

Give me a call to discuss your property. I can show you what a buyer would be willing to pay for your property in today's market.

I look forward to hearing from you.

Remember, you can always send me a TEXT.

Your Realtor,

Agent Name  
Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

## New Buyer Email Drip #13

### Day 296

**Subject:** New Listings about to hit the MLS – Are you still looking?

Hi {{LEAD\_FIRST\_NAME}},

I just wanted to check with you to make sure you are finding our listing updates helpful?

I don't want to bombard you with useless information so please let me know if I should make some adjustments to your search criteria.

You should be receiving updates on new listings as well as listings that have recently reduced their prices.

Please let me know if there are any "tweaks" we should make!

Remember, you can always send me a TEXT.

Your Realtor,

Agent Name  
Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

## New Buyer Email Drip #14

### Day 330

**Subject:** Another buyer just negotiated a seller down on their price – Buyer got a deal

Hi {{LEAD\_FIRST\_NAME}},

We all know the real estate market is competitive these days. There is still value in the market if you know how to find the good properties and **negotiate against the seller.**

You can trust that I understand the real estate market in our area. If you are still considering making a purchase than let's go ahead and take the next step and determine a time to meet.

Are you still interested in a good property?

When could we meet?

Agent Name  
Agent Company

Text Me: 888-888-8888  
Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

## New Buyer Email Drip #15

### Day 360

**Subject:** We may be able to get the seller to pay your closing costs

Hi {{LEAD\_FIRST\_NAME}},

I hope you are viewing the new listings that I send as they come onto the market.

I understand your needs may change from time to time so please let me know if I need to change your search criteria. I can adjust the search features to make sure it matches your goals.

My commitment to you is to make sure that you know about the best properties available in our market. Also, I understand various strategies on how to **negotiate the best price and often get the seller to pay your closing costs.**

In the end, I want you to have a great experience and make great financial decisions.

Reach out to me when you are ready to look at property.

Your Realtor,

Agent Name  
Agent Company

Text Me: 888-888-8888  
Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

## New Buyer Email Drip #16

### Day 390

**Subject:** Are you still in the market for a new home?

Hi {{LEAD\_FIRST\_NAME}},

I am about to do some research for a few of my buyer clients. Your name is on my list and I don't want to bother you if things have changed.

Are you still considering a real estate purchase in our market?

Please email, TEXT or call me.

Your Realtor,

Agent Name  
Agent Company

Text Me: 888-888-8888  
Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)



## New Buyer Email Drip #17

### Day 420

**Subject:** There are some New Listings hitting the market - Want more details?

Hi {{LEAD\_FIRST\_NAME}},

I just wanted to check with you to make sure you are finding our listing updates helpful? I don't want to bombard you with useless information so please let me know if I should make some adjustments to your search criteria.

You should be receiving updates on new listings as well as listings that have recently reduced their prices.

Please let me know if there are any "tweaks" we should make!

Your Realtor,

Agent Name  
Agent Company

Text Me: 888-888-8888  
Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)

## New Buyer Email Drip #18

### Day 450

**Subject:** Stay away from agents trying to push Bad Real Estate on you

Hi {{LEAD\_FIRST\_NAME}},

I just wanted to check in with you to make sure we are meeting your expectations and you are receiving the listings that fit your needs. Our search tools usually work very well, but sometimes it's good to know there is a real person available to assist you at any time!

My clients find it helpful knowing how to ***stay away from the 'lemons' and how to find the 'nuggets.'***

Let me know if you would like me to hand-select a few quality properties for your review.

Feel free to call, TEXT or email anytime.

Your Realtor,

Agent Name  
Agent Company

Text Me: 888-888-8888  
Call Me: 888-888-8888

Email Me: {{SENDER\_EMAIL}}

Visit My Site: (Website URL)