

Be sure you vary up the time of day in which you send the emails. The best times to send are 9:00am, 1:00pm and 7:00pm.

Email #1:

Subject Line: Will You Sell Your Home?

I noticed that you were hoping to sell your house but it recently expired on the MLS. If you could get an immediate offer, would you still be willing to sell it?

Agent Name
Brokerage
Phone

Email #2: Subject Line: Home Buyer Looking For House

I contacted you a couple of days ago regarding your home sale. If you got an acceptable price for the house from a ready, willing and able buyer would you still sell? Oh, and could you close in under 60 days?

Agent Name
Brokerage
Phone

Email #3:

Subject Line: Home Prices Will DROP In 2017

How much will you sell your house for? We've already seen a drop in home prices and this will likely continue as interest rates rise, pricing buyers out of the market.

Since the last rate hike in December, home sales have slowed, houses aren't appraising due to lower comparable sales and showings aren't happening as often as they were. The gurus say values will continue dropping, especially with the next interest rate hike.

As a Target Marketing Specialist, I'm 100% confident that I can sell your house NOW for absolute top dollar to the most opportune buyer and frankly, we may not even need to list it on the MLS to do it.

Are you open to having a quick conversation about finally selling your home?

Agent Name
Brokerage
Phone

Email #4:

Subject Line: Are You Mad At Me?

Are you mad at me or something? I've sent you a couple of emails about selling your house and finally getting you to the closing table but I haven't heard back from you.

I'm hoping I didn't upset you somehow? I was simply hoping to sell your house quickly and thought emailing you would be a simple way to get in contact.

Email me back here to let me know if we are okay here. Hope I didn't offend you.

Agent Name

Brokerage

Phone