

OPEN HOUSE FOLLOW-UP EMAIL TEMPLATES

The Off-market Listings Invitation Email

Subject line: Your Private Invite: Get the Best Listings BEFORE They Hit the Market!

Thanks for stopping by my open house at [listing address] this Sunday. As you can imagine, these things can get hectic, so apologies if we didn't have the opportunity to talk longer.

If you're still interested in homes in [neighborhood] like [listing address], I'd love to invite you to my private Off-market Listings Alert emails.

Here's how it works:

Once a week, I send you the latest and greatest listings the minute (or before) they hit the market.

If you want to see one, you can schedule an appointment right from the email. Simple!

The only catch is that these emails would be more helpful if I know what you're looking for.

When would be a good time to set up a quick call so I can tailor this list to your needs?

Best regards,

[Your name and title]

[Your contact info]

OPEN HOUSE FOLLOW-UP EMAIL TEMPLATES

The Coffee Meet Email

Subject line: Coffee This Week? (on me)

Hi [Contact name],

Thanks for stopping by my open house this weekend at [listing address].

As you know, these things can be kind of crazy for agents, so apologies if I didn't get a chance to chat with you in more detail about your hunt.

To make it up to you, I'd like to invite you over to the Starbucks near my office in [office location] for a cup of coffee (on me) to talk about how your search is going.

I've been in the industry for [years in real estate] years, so happy to just talk about the market, your expectations, or anything else you'd like to talk about.

My schedule fills up quickly these days, so click below to reserve a time on my calendar below.

[link to scheduling app]

Best regards,

[Your name and title]

[Your contact info]

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The Honest Feedback Email

Subject line: Did You Hate It...?

Hi [Contact name],

So nice meeting you this weekend at my open house at [listing address].

The reason I'm reaching out is to get some honest feedback for the listing. Did you hate it? Love it? In between?

I'm looking for honest feedback, no punches pulled, because I didn't get to this position in my career by lying to my homeowners!

If you have a few minutes, I'd love to chat with you about your thoughts on [listing address] and your experience home-hunting in [neighborhood] in general.

Click below to schedule a call later this week.

[link to scheduling app]

Best regards,

[Your name and title]

[Your contact info]

OPEN HOUSE FOLLOW-UP EMAIL TEMPLATES

The Comparable Listings Email

Subject line: If You Liked [your open house address], You'll LOVE These!

Hi [Contact name],

Thanks for stopping by my open house at [listing address] this Sunday. As you can imagine, these things can get hectic, so apologies if we didn't have the opportunity to talk longer.

I just wanted to drop you a quick line to offer no-strings-attached showings for these [number of bedrooms] bedrooms that I think would be perfect for you.

Which works better for a showing, Saturday or Sunday?

P.S.: If you're not interested in these listings, let's grab a cup of coffee (on me) sometime this week to try to narrow down what you're looking for.

Click below to schedule an appointment.

Best regards,

[Your name and title]

[Your contact info]

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The Open House Opinion Email

Subject line: I Need Your Opinion...

Hi [Contact name],

Thanks for stopping by my open house this weekend at [listing address].

Really quick, what did you think of the open house?

I try to make my open houses fun and informative experiences for all my guests, but because we get so busy, I don't always have enough time to hear from every guest.

I would love to get your feedback, warts and all. If something went wrong, that would help me get it right next time.

We can also chat about the market if you'd like. I have [number of years in real estate] years of experience in [your farm area], so I can talk about this market for days ... I'm an open book!

What's a good day to chat?

Best regards,

[Your name and title]

[Your contact info]

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The Personal Connection Follow-up Email

Subject line: I Have to Ask...

Hi [Contact name],

So nice chatting with you about dogs at my open house at [listing address] this Sunday.

If you or any of your dog-loving friends are looking for some no-nonsense real estate advice, would you be willing to come to my weekly Real Estate Q&A Session at [name of the local bar]?

The bar actually allows dogs, so feel free to bring [dog's name] along.

If you're busy on Sunday, let's keep in touch on LinkedIn. I don't share any listings there, but I occasionally write articles about real estate that might come in handy someday.

Best regards,

[Your name and title]

[Your contact info]

OPEN HOUSE FOLLOW-UP EMAIL TEMPLATES

The Hot Lead Email

Subject line: This Weekend

Hi [contact name],

This is [your name] from the open house at [listing address] this Sunday.

I didn't get your phone number, so I thought I would reach out here instead.

Just a quick heads-up, we have several pending offers on [the listing address] and wanted to give you the inside track since you loved the backyard so much.

Call me to talk. I can also set up some showings for three places. I know the owners will be flexible on pricing for you.

Call me on my cell when you get this: [your cell phone number]

Best regards,

[Your name and title]

[Your contact info]

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The Open House Thank-you Card

Have open house guests you got along with swimmingly? Instead of sending an email (and assuming you have an address), you should think about sending a simple, handwritten, old-fashioned thank-you card. If you don't have a home address and know where they work, send it to their office to their attention. Here's an example of what you might say:

Hi [Contact name],

Just wanted to drop you a line to thank you for being patient with me at my open house at [listing address]. These things can get busy, and FAST!

Looking forward to meeting up to talk about strategy and go out to see some listings!

Talk soon,

[Your pen and ink signature]

[Your name and title]

[Your contact info]

OPEN HOUSE FOLLOW-UP EMAIL TEMPLATES

The Buyer's Seminar Email

Subject line: Save the Date!

Hi [Contact name],

This is [your name] from the open house at [listing address] this Sunday.

I just wanted to reach out to invite you to my new buyer's seminar I am hosting at [local bar] next Wednesday at 7:30. I will be covering the many ways that buying in [your farm area] has changed this year. I also invited a mortgage broker for the Q&A session.

Feel free to call me on my cell if you have any questions before the seminar: [your cell phone number] If not, I hope to see you on Wednesday!

Best regards,

[Your name and title]

[Your contact info]

OPEN HOUSE FOLLOW-UP EMAIL TEMPLATES

The Price Drop Email

Subject line: Price Change for [open house address]

Hi [Contact name],

I just wanted to quickly follow up with you about [open house address]. The seller needs to move to [state] quickly and to help her sell her home faster, we've decided to lower the price from [previous asking] to [new asking].

As you may know if you've been looking for a few months, this takes this gorgeous [number]-bedroom, [number]-bathroom home with [unique selling feature] from a good deal to an AMAZING deal. This home in this condition will not last at this price.

If you'd like to come take another look or submit an offer, you can text me at any time: [your phone number].

Best regards,

[Your name and title]

[Your contact info]