

4 Touches, 29 Days

Step #1

Send Email

Email Type: HTML

Subject: Find your forever home!

Email Template: KWRI – Work with my – Buyer

Step #2

Set Delay – 7 Days

Step #3

Send Email

Email Type: Simple

Subject: Hire me for free!

Email Text:

Hi {contact.first.name} ,

Did you know in a typical real estate transaction a buyer pays nothing for the services of a real estate agent? It's true!!! In a normal residential real estate transaction the sellers pay 100% of my commission. That means you get all my services at no cost to you!

Here is what you get from me for free:

- Live market conditions and stats to ensure best value
- A detailed, accurate home search directly from our MLS (Multiple Listing Service)
- Neighborhood comparable properties and guidance on offers
- Preparation of contracts and other documents with full competency
- Reputable vendor recommendations
- Trustworthy negotiation to help get what you want

Hire me to work for you today! Contact me to set up an appointment!

Thanks,

Step #4

Set Delay – 7 Days

Step #5

Send Email

Email Type: Simple

Subject: You can afford to buy a home!

Email text:

Hi {contact.first.name} ,

Are you wanting to purchase a home but don't think you can afford it? Odds are, you can! I work with fantastic mortgage partners who can help with everything from low credit scores to down payment assistance programs.

Stop throwing away money on rent! Contact me today and let me refer you to mortgage experts so you can get pre-qualified today!

Thanks,

Step #6

Set Delay – 7 Days

Step #7

Send Email

Email Type: Simple

Subject: Buying 101

Email text:

{contact.first.name} ,

Buying a home can be intimidating. But have no fear! That's where I come in! Let me help guide you through the home buying process.

Take a look at my step-by-step guide to buying a home **(Set up a landing page with a home buying guide and link here)**

Let's set up an appointment so I can walk you through the process.

Thanks,

Step #8

Set Delay – 7 days

Step #9

Add to SmartPlan

Add contact to Monthly Neighborhood Nurture