

Easy Agent PRO®

Better Real Estate Websites

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10X Your Conversion With These Personalized Email Templates

Time and time again, email has been proven to be the best tool for lead generation. Even in the year 2016 -- when social media seems to dominate everything -- it's an incredibly powerful real estate marketing tool. You may actually be surprised to know that email is the number 1 way people share content with friends. And over 75% of consumers actually WANT to receive emails from businesses they're interested in.

The problem is, we can't always know what someone is interested in… Or can we?

Imagine the kind of response you'd get if you could send a potential lead an email addressing exactly what they're looking for while browsing your website.

In order to do this, you've got to know what pages your leads have visited and which page got them to take action and contact you. With free tools like Google Analytics (or easy, done-for-you tools like Cookies in LeadSites), you can close more of your leads by virtually "reading your prospects' minds".

Once you know exactly what each lead is interested in, you can craft the perfect email to convert them.

This ebook is all about writing and sending a *personalized* email using the data your website gives you. Because:

Personalized Emails

Convert *10X* Better Than Drips

BUT, here's the thing…

FAKE personalization doesn't work. (And ruins your brand)

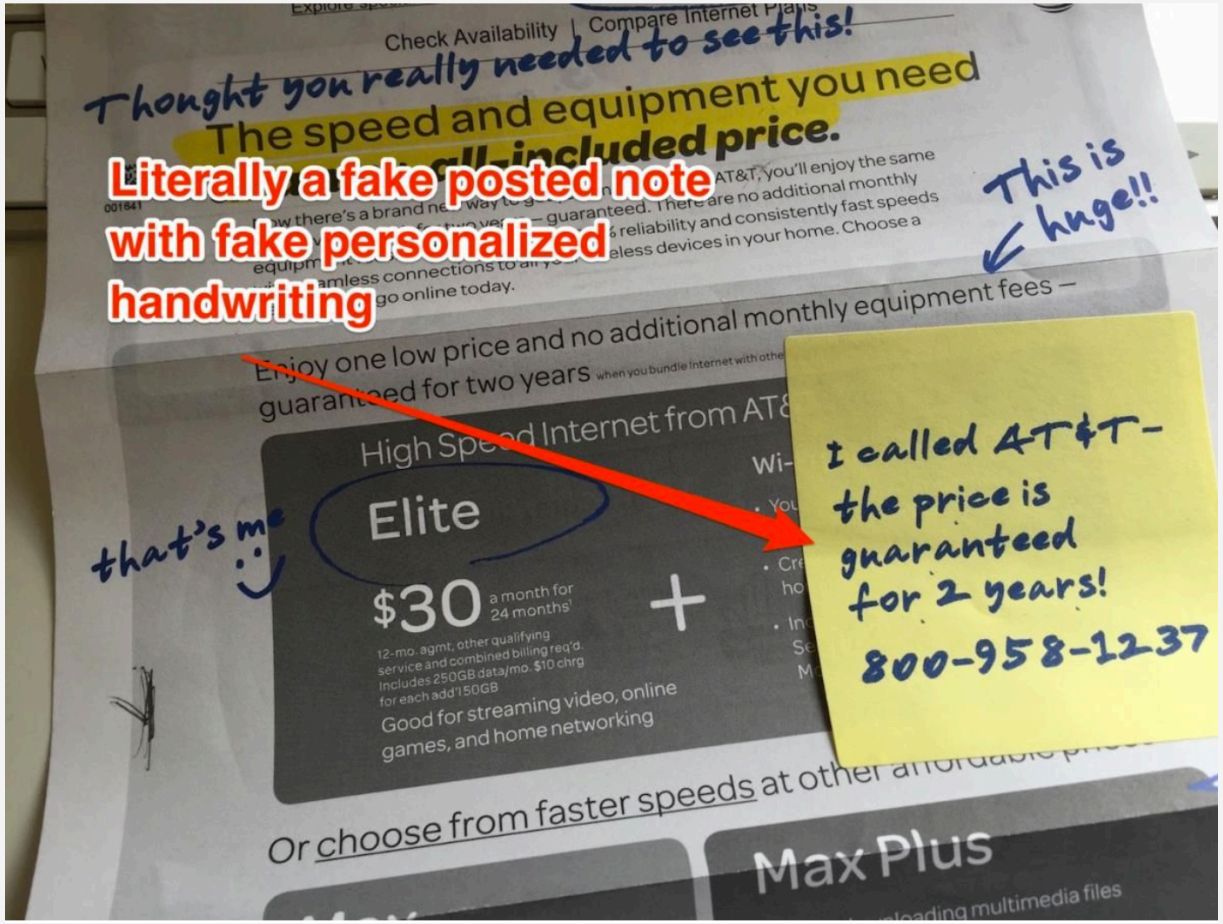
And just putting the person's name at the top of a generic email isn't enough anymore.

But detailed, honest personalization works like magic.

If you could email your prospect and say "Hey, John. 1234 Zenwood is a great home. Can I give you my free guide to living in the area to help you in your search?"

If you could talk to your prospects about exactly what they're interested in… And then genuinely help make their home search easier…

You better believe you're going to close a lot more sales.



HOW TO USE THIS GUIDE:

Before you get into the e-mail templates (which have been tested and proven to convert more leads), you'll obviously want to have your website set up to track where your visitors come from, what pages they visit, and where they're going on your site to contact you.

If you have a web expert (or are one yourself), head over to Google.com/Analytics and set up your tracking tools.

If you'd rather swallow a raw goose liver whole than do anything technical, head over to EasyAgentPro.com and check out the incredible tools you get with with one of our LeadSites.

With Cookies from Easy Agent Pro (one of the apps that comes standard on every LeadSite), you can send hyper-personalized emails from anywhere, at any time! You even get text notices when a prospect you've contacted returns to your site.

You'll be able to see the top properties your buyers are interested in and see what blog posts your seller leads are reading. You can then use this information to send the best possible email.

But no matter what tracking tools you use: If you can track what your leads are interested in, you're going to improve your communication before you even start the conversation. Because you've made it personal. With the 10 emails I'm about to give you, you can convert web visitors to leads and stay top-of-mind with your entire database.

So, here are 10 HYPER-personalized emails you'll be able to send when you know exactly what your visitors want:

WELCOME E-MAIL #1

When reviewing your prospects history from browsing your site, you should be sure to mention a blog post or IDX listing they read.

Subject: Harry, what motivates you to look at Discovery Bay?

Hey Harry,

I saw you were looking at Discovery Bay real estate. There are 2 things I think you should know about this area.

(This will probably impact which part of the community you choose to live in.)

Do you have time to meet up at Starbucks tomorrow to talk about it?

Best,

Tyler

Do you see how this email is **hyper**-personalized for *Harry*? It's written from an angle of helping him figure out what he's already expressed interest in. Here's another…

WELCOME E-MAIL #2

When a lead opts in, tracking can tell you where they are currently located. If a lead is out of the state or county, you can really personalize your email. **For example, look at this lead record…**
John is not located in Dallas, but is looking at Dallas homes for sale:

Subject: What do you love most about Dallas?

Hey John,

Do you like outdoor activities or more urban events? Let me know… I have some community recommendations for you that might make your living here 2X better.

If you have questions, my cell is 888 888 8888.

Best,

Tyler

Do you see how this email is **hyper** personalized for John? It also asks an either/or question.
These less open-ended questions typically get a higher response!

SUCCESS STORIES E-MAIL #1

If the prospect is viewing your client success stories, or has spent some time on your testimonial landing page… Chances are they're prepared for a real estate transaction and are just waiting for you to the seal the deal. Don't leave them hanging!

Reach out with one of these personalized emails:

Hey John,

Thanks so much for taking a minute to check out what clients are saying about my services. I would be happy to tell you more about myself and answer any questions you might have about the Dallas area.

If you want to hop on a quick call to chat, here's my number: _____.

Here's what Judy said about working with us (and how we sold her house for more than she thought it was worth):

[INSERT TESTIMONIAL]

Best,

Tyler

SUCCESS STORIES E-MAIL #2

Subject: Our Home Sold In 10 Days!

Morning John,

Isn't Amy's story cool? It was such a pleasure to work closely with her and her family to sell their home in less than two weeks. Of course, our favorite part is that together we found their dream home in just six days!

It would be a privilege to work with you and help you to create your own success story. Want to grab a quick coffee and talk about your future plans?

Best,

Tyler

PS: I thought it might be helpful to include my Complete Guide to Selling A Home In Dallas, please find that PDF attached – hope this helps!

FOR BUYERS E-MAIL #1

Subject: 1234 Main St – Pros and Cons

Hey Robert,

I saw you were looking at 1234 Main St.

That property has a long history in Albuquerque. I think there might be a few things you'd like to know about it.

Wanna stop by Starbucks this afternoon or tomorrow afternoon? I can buy you a cup of coffee and explain what you might like to know about it.

Best,

Tyler

FOR BUYERS E-MAIL #2

Subject: the Northeast Heights?

Hi Robert,

I wanted to drop you a quick email to introduce myself. When were you thinking of moving?
I'd love to show you around sometime.

Feel free to shoot me a text or drop me a line at 888 888 8888 and we can grab lunch in the area.

Best,

Tyler Zey

Ps. Here's a cheat sheet for the neighborhood. Hope it comes in handy!

FOR BUYERS E-MAIL #3

Subject: ABQ dream homes in your price range

Hey Robert,

Looks like you've got a big move coming up! Based on your price range, I went ahead and put together the top 5 properties I think you'll love.

[property 1] [property 2] [property 3] [property 4] [property 5]

Which is your favorite?

Talk to you soon,

Tyler

FOR BUYERS E-MAIL #4

Subject: The best part about living in Bloomfield?

Hey Mary,

I'm so excited to see that you're looking to buy a home in Bloomfield.

There are some pretty special things about our town that I know you'd love to hear about. How about we meet up for coffee in the next few days and I can fill you in on some of the coolest things happening in Bloomfield, as well as the parts of town you may want to consider avoiding?

Have a great day,

Tyler Zey

FOR SELLERS E-MAIL #1

Subject: Ready to sell?

Hi Kate,

So exciting that you're getting ready to sell your home in Colorado Springs! Did you have any questions about completing the home valuation analysis on my website?

Here to help,

Tyler

FOR SELLERS E-MAIL #2

Subject: Your Colorado Springs Seller Guide

Hey Kate,

What did you think of the seller guide on my site? Home selling is definitely more complex than it used to be, but I'm confident that together we can come up with a plan to market your property for maximum exposure and secure the best possible buyer.

Wanna meet up tomorrow and get started?

Best,

Tyler Zey

FOR SELLERS E-MAIL #3

Subject: Sell A Home In 3 Easy Steps

Morning Kate,

I'm really glad you enjoyed my blog post for home sellers. What tip did you find to be the most helpful?

There are endless real estate resources available online and I know how valuable your time is. It's my job as an agent to help you find the best ones, so here are three more articles about selling your home that I think you'll really like:

[link] [link] [link]

Best,

Tyler Zey

And there you have it.

10 completely unique emails that are customized to directly point to your lead's interests. With Google Analytics -- or Cookies from LeadSites -- you can see every single page your leads visit both before and after they become leads.

Start sending honest, helpful, personalized emails *today* and start closing more sales!

Need more qualified leads?

Check Out LeadSites:

Real estate lead generation has changed. People are researching agents and listings online for months before ever contacting an agent.

You need a strategy for your business that tilts digital marketing in your favor. Gone are the days where you can put up a simple Google Ad and get leads from your IDX for a reasonable price.

This under-the-radar solution helps you corner your market, showcase your expertise, and get more leads.

Cookies -- and a dozen other powerful, lead-getting apps -- come standard on every Easy Agent Pro LeadSite.

Visit - EasyAgentPro.com – To Explore LeadSites now!

Easy Agent PRO

Join A Free Secret Club To Beat Zillow

The world's most trafficked real estate website forgot one thing, and we at Easy Agent Pro didn't miss a beat:

There's a little known way that you can compete with the **36,000,000 unique visitors Zillow gets monthly.**

And our brand-new free course teaches you exactly how to exploit this one weakness. To learn how to start Beating Zillow,

Go To: EasyAgentPro.com/beat-zillow-limited/

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