

Lead Purchase General- Medium Touch



Day
01

Day
08

Day
17

Day
28

Day
39

Day
49

Day
59

Email #1

Home Sweet Home

Dear Name, Thinking of a move? Shopping for your first home? Or looking to move up, downsize or invest? Working with Knowledgeable, motivated professionals will help you get it done. We can help you find the ideal home, line up your best financing options, and take care of every other detail along the way. Now that's sweet. Learn more now. Just call. We'll make time for you, any time.

Email #2

Ruby Slippers

Dear Name, Dorothy was right: There's no place like home. Your dream home can easily become a reality, whether it's your first home, a move-up, downsize, or second home. The key: working with the right real estate pros. People with a brain, a heart, courage.. And know-how. They'll help you find the perfect home and finance it on your budget. Plus, handle all the details along the way. We're here to help. So let's connect.

Email #3

Huge Upside

Q: What's the best thing about home shopping?
A: It's that profession help is available to you find and buy a home you love. We'll work hard to help you find your dream home, finance it, and handle all the fine details. So let's talk. Today would be good.

Email #4

Need dollars for new quarters?

The right financing is the first step! Name- Say you find your dream home, but it's a "budget stretch." Well, know this: a good mortgage professional can find the best ways to make it happen. Sound good? Let's make your home happen.

Email #5

Open More Doors

Get the home you really want! Home shopping is fun. And getting the perfect place is an absolute joy. Here's a tip: Working with the right partners can make everything faster and easier, from finding your dream home to financing it. Then dotting every "i" and crossing every "t" along the way (trust us, there are tons of them). We're here to help. We look forward to working with you.

Email #6

Get Real

Virtual home shopping is fine, to a point. But nothing beats seeing, visiting, and comparing actual houses- and getting the best possible financing for your needs today and into the future. Tap the expertise of a real, live pro to make your dream home reality.

Email #7

Multiple Choice

There are a lot of choices to make when you're considering a real estate move.

- The right financing
- The right property
- The right location
- The right timing

We help people in all kinds of situations who have different ideas and goals. What choices do you have? So make the first move.... We're here to help!

Lead Purchase General- Medium Touch



Day
69

Day
79

Day
90

Day
115

Day
130

Day
145

Day
165

Day
180

Email #8

The Key

Have you been visualizing your first home? Of if you already own one, moving up or downsizing? Getting a vacation place? Making an investment?

It's time to make your move.

We can help you stop dreaming and get real. Find the perfect home and get financing that fits your budget.

The first step: let's discuss your goals.

Email #9

Opportunity is Knocking AND Ringing Your Doorbell

Maybe you're looking forward to owning your first home. If you're already there, you may want to move up, downsize, or even get a vacation place. Or perhaps invest in a rental property.

What are you interested in? We're looking forward to working with you! Please do not hesitate to contact us with questions.

We look forward to the opportunity to work with you!

Email #10

What's Up

Your first home. Your next, bigger home. A downsized home. The vacation home you've always wanted...an investment property. If you seek one or more of the above, think of us as your professional guide as you explore that big jungle of For Sale signs and financing options.

What are you interested in? We're looking forward to working with you! Please do not hesitate to contact us with questions.

Email #11

Get Home Now

The prospect of a new home is always exciting. And the one you've been dreaming about could have a big, fat FOR SALE sign in front of it right now.

Let's find out – the sooner the better. There's no obligation.

Email #12

Enough Window Shopping

From A to Zillow – have you surfed them all? It's time to make your move, for real. We can help you find the right home at the right price, and connect you to the right financing options, too.

So let's get real, together. Call or email any time.

Email #13

Did you- or didn't you?

I'm reaching out to ask if you have recently bought a home. If so - congratulations! If you haven't bought a home and you're still looking, how's your search?

I'd be happy to give you a rundown of current market conditions, financing options and answer any questions you have at this point. Buying a home is a process and I'd love to be part of yours!

Email #14

The Where and the Why

Has anyone asked you detailed questions about what you might be considering? If you've been exploring the idea of making a move and haven't gotten a thorough analysis of what you want compared with what you can afford and what your long-term plans are, let's do it!

It doesn't take long and you don't have to commit to anything. A lot of people find this informative and helpful. Let's talk!

Email #15

An Offer for You...

Home financing may not be at the top of your mind, especially if you're still early in your home search. I just wanted to keep in touch and let you know I'm happy to offer a first or second opinion whenever you need it.

I'm always happy to help! Have a great day.