

Expert Content Strategy Guide

Open House Follow Up
May 2025



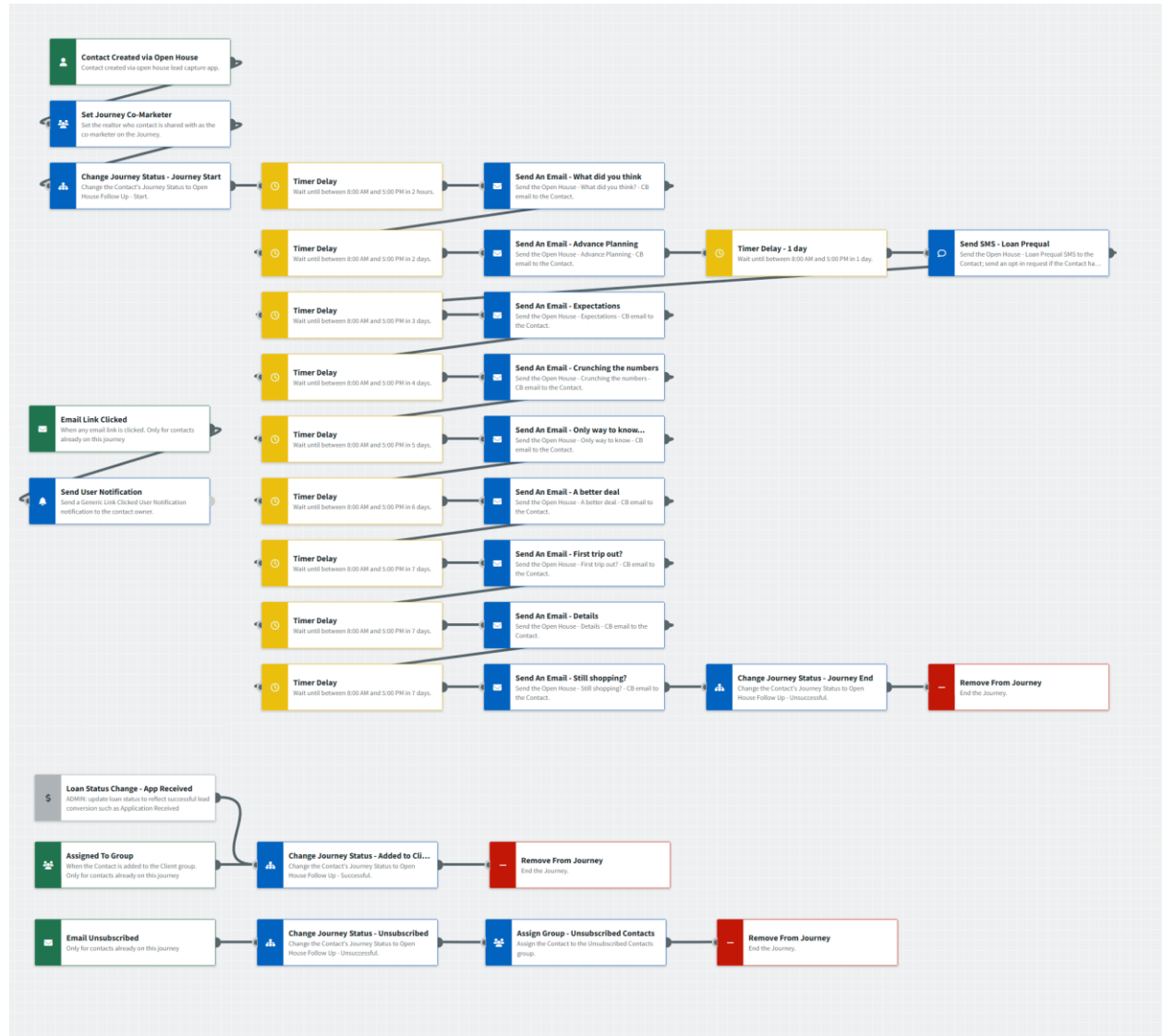
Communication types: Email, SMS, and User Notifications

This 9-email and 1-SMS campaign over 5 weeks can be used to follow up with homebuyers that visited a recent open house. Newly created contacts from the Open House Lead Capture form begin the journey. Emails ask about the contact's priorities and encourages contacts to research financing early in the homebuying process.

The journey sets the shared real estate agent as a co-marketer at the beginning of each contact's journey. All emails include a co-branded signature.

**All communications should be reviewed prior to initiating the journey.*

Open House Follow Up



Journey Map Notes:

- Keep emails that work for your organization, swap with custom, or add these emails to your existing campaigns.
- Adjust onramps with organization specific groups and Focused View outcomes.

Open House Follow Up



Dear Linda,

Thanks for stopping by our open house. We're curious - what did you think of the property? The next question is, does it fit your expectations and budget?

We can help you with the budget part. We'd love to talk to you about financing options for the home you just viewed, or any others you may have viewed recently. It won't take long and there's no obligation.

Just call or reply - we'd love to talk with you.

Sincerely,



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711 6th Avenue N Suite 201
Seattle, WA 98109



Dear Linda,

Did you do any advance planning before you stepped out to look at homes? Or did you just want to see what's out there in person?

Lots of websites have information about mortgage budgeting, but when it's time to explore your home loan options, the most reliable information is prepared specifically for you.

Do you know what your financing options are and what payments you can afford? We're happy to figure those for you - it only takes a few minutes and there's no commitment necessary.

Let us know if we can update you!

Sincerely,



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Dear Linda,

Although you may have already discussed your home buying plans at an Open House event, has anyone asked what was important to you during this process?

As mortgage and real estate specialists, we invite you to tell us what type of home and mortgage you prefer. This enables us to provide personal, efficient assistance that's in line with your budget and your dreams.

We'd love to learn all about your plans. Please call or reply to this email so we can chat.

Sincerely,



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Email Subject Line:

- How was our open house?
- Take a step closer to home ownership
- Let's discuss your home buying priorities

Open House Follow Up



Dear Linda,

Housing prices and mortgage interest rates change often in today's market. It can be difficult to keep up with these, but it's vital to have the most current numbers.

If you were pre-qualified or pre-approved for a mortgage a few weeks ago but are still looking for the right home, your budget and opportunities may have improved. We're happy to provide you with updated numbers, and to assist you with finding the ideal home.

Call or reply to this email and we'll send you an update.

Sincerely,



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Dear Linda,

Have you ever looked at a home and imagined yourself living there? Perhaps you drive past your potential dream home almost every day.

Now you can find out when you can make this dream come true.

In addition to a complimentary review of your finances, you can learn which homes are truly affordable and review some monthly payment options. Next, we'll assist you in finding the ideal home.

It's a simple, fast process and there's no commitment required.

Sincerely,



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Dear Linda,

You may have heard that buying a home is a better deal than renting. That can be true, but you'll want to review your budget and other options first.

We'd love to help you determine if buying a home would be beneficial for your finances and lifestyle. Let's review your personal situation and discuss your long-term goals, so you can make an educated decision about a major commitment.

Sincerely,



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Email Subject Line:

- Are your rates up to date?
- Could that special home become yours?
- A better deal than renting?

Open House Follow Up



Dear Linda,

We're curious...was the Open House where we met your first, or have you been checking out homes for a while?

The reason we're asking this question is that the local housing market is seeing some new trends. The number of homes for sale is changing, together with mortgage interest rates.

This means it's a good time to join us for a complimentary review of current home inventory in your preferred areas, together with your home buying budget.

We're happy to bring you up to speed. Contact us to learn more.

Sincerely,



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Dear Linda,

Buying a home can appear to be complex and potentially stressful, but many of the steps can be handled quickly when we're on your side.

For example, being pre-qualified for home financing helps you understand what's truly affordable, while a loan pre-approval puts you in a strong position to make an offer.

In addition, finding the ideal home and negotiating a fair price can be less stressful and more rewarding with our assistance.

Let's discuss your plans soon! We'll answer all your questions and help you prepare to shop confidently.

Sincerely,



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Dear Linda,

We wanted to check in and see if you're still looking at homes for sale, or if you've found one to buy.

If you've bought a new home recently, congratulations!

If you're still shopping, we wanted to offer our assistance, so you'll find and finance your next home soon.

Call us...we're here to help.

Sincerely,



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Email Subject Line:

- First Open House?
- Buying a home's simple with our help
- Still searching for a home?

User Notification: Generic Link Clicked User Notification

The below contact clicked a link from within a journey email. Visit their contact details page for additional information.

Contact name: {{contact.f_name}} {{contact.l_name}}

Contact email: {{contact.email}}

Contact phone: {{contact.phone}}

SMS: Open House - Loan Prequal

Hi {{recipient.f_name}}, it's {{sender.f_name}} from {{sender.company}}. Are you visiting Open Houses to see what's out there, or are you planning to buy soon? If you're a serious shopper, it's important to have your financing ducks in a row. Call for a fast, free loan prequalification so you'll know what you can afford.