

Real Geeks Seller Lead Drip Campaigns

Compliments of Greg Harrelson

New Seller Email Drip #1

Day 2

Subject: The recent price estimate of your property

Hi {{LEAD_FIRST_NAME}},

It appears you looked at a price estimate for your property recently on my website. I wanted to make sure you received the information you were hoping to get.

It is important to know that automated price estimates are not always accurate and I am willing to create a more accurate report and send it to you.

Are you considering the possibility of selling the property?

Please let me know.

Your Realtor,

Agent Name

Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER_EMAIL}}

Visit My Site: (Home Page URL)

New Seller Email Drip #2

Day 30

Subject: Find out what you could NET in your pocket if you sold your property

Hi {{LEAD_FIRST_NAME}},

Real Estate Sales are really good right now.

Lately, I have noticed a spike in activity in our market. I like to keep the consumer informed when the market is moving. In the event you are thinking of selling or buying this year, we may need to have a conversation and check on the market conditions.

I have been running Net Sheet Estimates for my clients recently.

This is how we determine how much money you would walk away with if you chose to sell.

Are you interested in knowing what you may be able to sell for in today's market?

Feel free to email, TEXT or call me anytime. I am willing to give you details even if you are not thinking of selling. Please use me as a resource.

Your Realtor,

Agent Name

Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER_EMAIL}}

Visit My Site: (Home Page URL)

New Seller Email Drip #3

Day 60

Subject: What it takes to sell a home in (City Name) has changed

Hi {{LEAD_FIRST_NAME}},

You already know that real estate is selling. The key in today's market is to make sure that a property is marketed correctly in order to get top dollar.

If you are thinking of selling anytime in the next 6 months, we need to talk.

There are many buyers looking and unable to find that perfect property. A property on the market today should get a lot of activity and when marketed aggressively, can attract top dollar.

It is highly likely there is already a buyer in the market for a property like yours.

Let me know if you are open to selling.

Feel free to call, TEXT or email me anytime.

Your Realtor,

Agent Name

Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER_EMAIL}}

Visit My Site: (Home Page URL)

New Seller Email Drip #4

Day 90

Subject: Why some properties fail to sell in (City Name)

Hi {{LEAD_FIRST_NAME}},

Have you ever wondered about those properties that look good, they seem to be priced correctly for the market, but they are SITTING instead of SELLING?

I see them all the time and I can only imagine the frustration of being on the market for months and months without a single offer.

It's not a fluke, and it's usually not the owners fault, much less the home's fault.

If you decide to sell, I would like to look at your home and give you some ideas on how we can get it sold and get it sold for a favorable price.

The key to a Top Price is a great marketing plan.

Let me know if I can help you.

Your Realtor,

Agent Name

Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER_EMAIL}}

Visit My Site: (Home Page URL)

New Seller Email Drip #5

Day 120

Subject: The real estate market is always shifting and prices could change

Hi {{LEAD_FIRST_NAME}},

There are pockets of our market that are doing very well and there are pockets that are underperforming.

I am able to pull a detailed report on any property in our market and give you an idea of what it may sell for in today's market. I do this research myself...this is not a Zestimate.

This report will be accurate and based on similar properties that have sold...not just a general average.

Are you interested in knowing what your property will sell for today?

Let me know and I will send you the information.

Your Realtor,

Agent Name

Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER_EMAIL}}

Visit My Site: (Home Page URL)

New Seller Email Drip #5

Day 150

Subject: We have buyers looking for a property – Are you thinking of selling?

Hi {{LEAD_FIRST_NAME}},

I sent you information in the past about a potential price for your property if you were to sell. The market is always changing and the price may have increased since we shared the last estimate.

Are you considering selling anytime in the next 12 months?

I have helped many property owners sell for top dollar and we have a few buyers still looking that are having a hard time finding what they like on the current market.

Please let me know if there is a chance that you would sell. If so, we can see about matching your property with one of our buyers.

I appreciate you thinking about this either way.

Agent Name

Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER_EMAIL}}

Visit My Site: (Home Page URL)

New Seller Email Drip #6

Day 180

Subject: Do you want to know what the last property in your area sold for?

Hi {{LEAD_FIRST_NAME}},

I get requests from my clients to tell them when a property sells in their area. Are you interested in knowing what properties like yours are selling for?

Feel free to email, TEXT or call me and I will send you an updated report.

Your Realtor,

Agent Name

Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER_EMAIL}}

Visit My Site: (Home Page URL)

New Seller Email Drip #7

Day 210

Subject: Another property sold in your area – Prices have increased!

Hi {{LEAD_FIRST_NAME}},

Properties Are Selling in your area:

I hope the information that I have been sending to you has been helpful.

I was reviewing the market statistics recently and noticed that a few properties similar to yours have been selling.

The fact that similar properties are selling tells us that there are buyers in the market today writing acceptable purchase offers.

If you are giving any thought to selling in the next few months, please let me know.

By the way, some of the buyers that are looking for a property like yours are making CASH OFFERS.

Let me know if you are putting some thought to doing anything.

Your Realtor,

Agent Name

Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER_EMAIL}}

Visit My Site: (Home Page URL)

New Seller Email Drip #8

Day 240

Subject: Updated Price Estimate on your property

Hi {{LEAD_FIRST_NAME}},

Our local real estate market is still very active.

As you know, I have continued to stay in touch with you. I believe in delivering value to my clients and good communication is one thing that I know property owners appreciate.

Property owners are catching onto our active market and I have had multiple requests for updated market research on property they may one day sell.

Would you like to know what your property would sell for right now?

This property report is 100% FREE of Charge.

I just hope that you will consider me one day if you ever decide to do something.

Your Realtor,

Agent Name

Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER_EMAIL}}

Visit My Site: (Home Page URL)

New Seller Email Drip #9

Day 270

Subject: It may be time to buy your dream home

Hi {{LEAD_FIRST_NAME}},

I sent you a price estimate for your property months ago and just want to check to see if you thought of selling and upsizing or downsizing?

We are helping clients sell their homes for a high price and take that equity and reinvest into the property of their dreams.

Please let us know when we can help you.

We have qualified buyers looking in the market right now.

Your Realtor,

Agent Name

Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER_EMAIL}}

Visit My Site: (Home Page URL)

New Seller Email Drip #10

Day 300

Subject: Your property's value is important – Things change fast

Hi {{LEAD_FIRST_NAME}},

It is important to check on your real estate investment (home) from time to time. I like to keep my clients informed of their property's value every 6 months or so.

Let me know if you would like me to send you a detailed report of what is listed and sold in your area.

This is a service I provide for free and I hope to earn your business in the future.

Your Realtor,

Agent Name

Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER_EMAIL}}

Visit My Site: (Home Page URL)

New Seller Email Drip #11

Day 330

Subject: Have you thought of buying a new home?

Hi {{LEAD_FIRST_NAME}},

There are some great listings coming onto the real estate market right now.

Have you thought of buying a new home?

If you think of buying something else, I would be happy to do the research and show you what your current property would sell for at this time.

Let me know if interested.

Your Realtor,

Agent Name

Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER_EMAIL}}

Visit My Site: (Home Page URL)

New Seller Email Drip #12

Day 360

Subject: Homes prices are changing in our (City Name)

Hi {{LEAD_FIRST_NAME}},

As you know, the local real estate market has been active. In many cases, prices of property have improved.

A lot of my clients have been waiting for prices to increase and it looks like we are in the range where it may be time to get off the fence.

I can give you an updated price opinion on your property if you are thinking of selling. My reports are more accurate than the online reports you see all over the internet.

Let me know if you want to see what price your property will sell for in today's market.

Your Realtor,

Agent Name

Agent Company

Text Me: 888-888-8888

Call Me: 888-888-8888

Email Me: {{SENDER_EMAIL}}

Visit My Site: (Home Page URL)