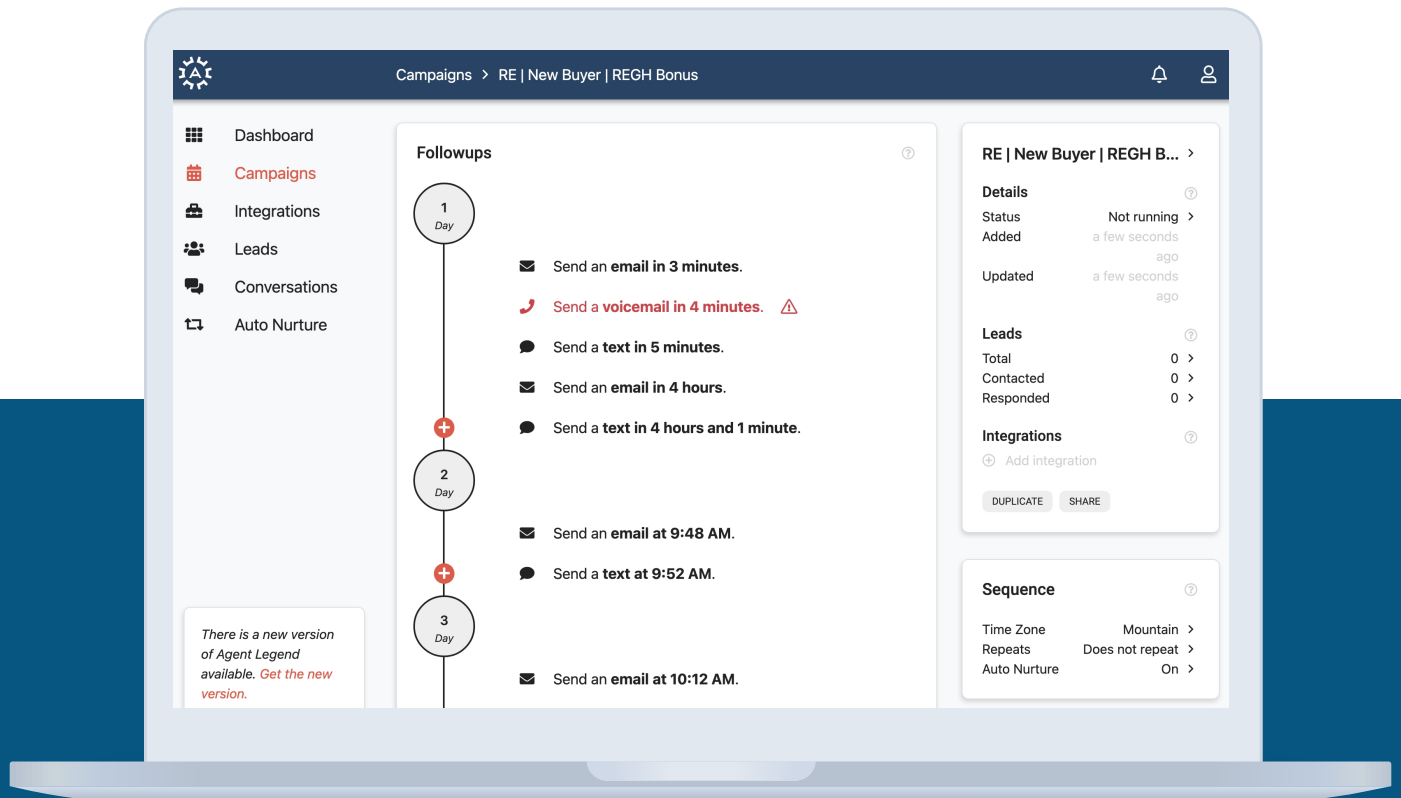




# 13 Free Email Templates For Converting Leads



The following email templates are most successful when used in the context of an Agent Legend campaign. A fully automated campaign including these emails, voice, and text follow-ups is available to **try free for 14 days!**

# Day 1

## ✉ Email 1 - Send in 3 minutes.

### Email Subject:

RE: The info you asked for..

### Email Body:

Hey [[FirstName]] ,

Thanks for inquiring about the home at [[Property: Street Address]].

Here's a link where you can find all the relevant details and pictures about the home: [INSERT LINK]

Also, I wanted to see if you have any questions for me about this home (or any other homes in the area) right off the bat?

Let me know, I'm here to help, free of charge.

## 📞 Send a voicemail in 4 minutes.

## 💬 Send a text in 5 minutes.

## ✉ Email 2 - Send in 4 hours.

### Email Subject:

RE: The info you asked for..

### Email Body:

Hello again [[FirstName]],

I just wanted to check in real quick and make sure you got the information you needed from my earlier email.

Let me know if you have any questions or need anything else.

If you missed my earlier email - I've included it below.

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\*Include content from Email 1

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## 💬 Send a **text** in 4 hours and 1 minute.

### ✉ Email 3 - Send at 9:48 AM.

#### Email Subject:

GREAT NEWS!

#### Email Body:

Hey [[FirstName]] ,

I have some great news! [[Property: City]] is currently offering some programs where they will give you free money to help you buy a home here.

If you'd like to see if you qualify, reply to this email and let me know you're interested so I can help you check.

Thanks,

[[My Name]]

[[My Agent Legend Phone Number]]

[[My Company]]

[[Zillow Reviews]]

P.S. - This is totally legit. The program provides an interest free loan to help cover downpayment and closing costs when you buy a home. Let me know if you'd like to check to see if this would work for you!

### 💬 Send a text at 9:52 AM.



## Day 3

### ✉ Email 4 - Send at 10:12 AM.

#### Email Subject:

Sorry...

#### Email Body:

Hey [[FirstName]]

I wanted to apologize real quick. I completely forgot to let you know that there are some great bank owned properties coming on the market.

These homes often sell for way below market value and could be a great option depending on your needs.

Would you like me to send you over some of the best bank owned listings that are coming on the market soon?

Let me know!

Thanks,

### 💬 Send a text at 10:13 AM.

### ✉ Email 5 - Send at 8:59 AM.

#### Email Subject:

URGENT

#### Email Body:

Hey [[FirstName]] ,

I wanted to reach out to you real quick and let you know about some great real estate deals I've found that aren't going to last long.

Every week, I look through the available market listings and find the TOP 10 DEALS currently available on the market.

These listings don't last long because they're such a steal.

Let me know if you'd like me to send over my list so you can see if any of these great deals are a good fit for you.

Thanks,

### 💬 Send a text at 9:03 AM.

### ✉ Email 6 - Send at 11:02 AM.

#### Email Subject:

Ugh. I hate this...

#### Email Body:

Hey [[FirstName]] ,

I've been out with another client and found the perfect listing for them! Unfortunately, we were already too late and another offer was accepted over ours.

I hate how often this happens, but luckily it's avoidable in many cases.

One of the ways I've been able to help clients get into homes is to get an offer in before the home is actually on the market (before everyone else is competing with your offer!).

Right now, I have access to a handful of premarket homes that may fit your needs. Would you like me to send them over for you to check and see if they'd be a good fit?

Let me know,

### 💬 Send a text at 11:03 AM.

### ✉ Email 7 - Send at 9:27 AM.

#### Email Subject:

This is serious...

#### Email Body:

Hey [[FirstName]],

I just noticed a couple of listings with new price reductions and it made me think of you.

You see, when a seller agrees to lower their price like this, it is a great indication of a very motivated seller who's trying to sell the house quickly.

Would you like me to send you some of these recent price reductions to see if any of them fit your needs right now?

Hope you're doing well!

[[My Name]]

[[My Agent Legend Phone Number]]

P.S. - Let me know quickly... once they start dropping the price on these listings they can move quickly.

### 💬 Send a text at 9:28 AM.

## ✉ Email 8 - Send at 9:02 AM.

### Email Subject:

This is serious...

### Email Body:

Hey [[FirstName]]

It's time for our Monthly [[Property: City]] Trivia Contest!

The prize is a \$25 Amazon Gift Card selected randomly from those who answer correctly in the first 24 hours.

Here's the question for this month:

Which Native American Tribe Originally Occupied the area known as [[Property: City]] today?

To enter, Reply with:

Your answer

Your full name

Your phone number (we will attempt to notify you by phone if you've won, if you don't respond quickly, we move on to the next selection)

Your address (so we can mail the card if you win)

Good luck!

### ✉ Email 9 - Send at 10:52 AM.

#### Email Subject:

Oops!

#### Email Body:

Hey [[FirstName]],

I just realized I never found out what your current home search situation looks like!

I'm just curious, which of these best describes you right now:

**A.** "I'm currently looking to buy a home and would like some help."

**B.** "I'm not looking to buy anything right now, but am just being curious"

**C.** "I'm looking at what homes are selling for because I may need to sell my home."

**D.** Something else

Let me know when you get a sec.

Thanks,

### 💬 Send a text at 10:55 AM.

### ✉ Email 10 - Send at 10:12 AM.

#### Email Subject:

Big mistake... HUGE

#### Email Body:

Hey [[FirstName]],

I just had to make a phone call that I hate making.

I had to call a client and tell them that they didn't get the house that they had fallen in love with.

Do you want to know the hardest part?

The whole situation was avoidable.

You see, I see this all the time. I'll get clients who are so excited to start the home search process that they dive right into what is honestly the most exciting part - looking at homes.

Unfortunately, when they start there, they're missing a key part - figuring out exactly how much home they can afford and getting qualified for a loan. And the delays to getting that done can be the difference between getting your perfect home in time or getting your offer in too late.

Luckily, that part is really easy to get started on, you just need to talk to a great lender who can assess your situation and tell you what it will take to get financing and what kind of loan you could get.

If you're still in the beginning stages and would like some help figuring out the whole "Money" part of the home buying equation - let me know, I have a great lender I'd love to put you in contact with.

Sincerely,

[[My Name]]

[[My Agent Legend Phone Number]]

[[My Company]]

P.S. - Talking to a lender is a Zero cost, Zero commitment kind of thing - but it's a great place to start the process of figuring out your next step :) Let me know if you'd like me to connect you to my preferred lender.

That was a long one, and the campaign isn't over yet! Dont worry about copy/pasting all these emails, we have the full campaign (including voicemail placement and full text messages) ready to be personalized in Agent Legend.

**START A FREE 14 DAY TRIAL**



### ✉ Email 11 - Send at 9:58 AM.

#### Email Subject:

Quick question...

#### Email Body:

Hey there [[FirstName]],

I just realized that I am not sure if you are from [[Property: City]] or if you are relocating here.

Two important things to note:

1. If you live locally and have a home to sell, I am more than willing to give you a free estimate of your home's value.
2. If you are relocating here, I have a free relocation gift package to send you to help you with the process.

Would either of these be helpful for you right now?

Thanks,

### ✉ Email 12 - Send at 11:01 AM.

#### Email Subject:

FYI

#### Email Body:

Hey [[FirstName]] ,

I just got off the phone with another client who has to sell their home before they can buy their next home and it made me think of you because I wasn't sure if you needed to as well.

Do you have a home you need to sell before you can buy your next home?

If so, would you like me to work up a custom Market Analysis so you have an accurate idea of what your home is worth in today's market?

Just let me know if so :)

Thanks,

[[My Name]]

[[Phone]]

[[My Company]]

P.S. - Feel free to let me know if you DON'T need to sell a home as well, would love to help you in whatever way you need right now.

## ✉ Email 13 - Send at 8:02 AM.

### Email Subject:

Did I drop the ball?

### Email Body:

Hi [[FirstName]],

I've been emailing you for a while now and haven't heard back.

I'm worried I may have offended you with my persistence. If so, I apologize.

I'm only interested in helping you in whatever way makes sense right now.

Could you take a second and just let me know which of these sounds like you?

**A.** "I'm currently looking to buy a home and would like some help."

**B.** "I'm not looking to buy anything right now, but am just being curious"

**C.** "I'm looking at what homes are selling for because I may need to sell my home."

**D.** "Please stop emailing me. I think you're a jerk."

**E.** Something else.

Thanks!

[[My Name]]

[[My Agent Legend Phone Number]]

[[My Company]]

P.S. - I am a real person on the other end of this email. I would love to help you in any way with anything real estate related you may have questions about or need help with - just let me know. No question is too small :)

•  Send a **text at 8:03 AM.**

The above campaign could be created and automated for you!  
Along with built-in Campaign and Response rate tracking. Save  
time now and try Agent Legend free for 14 days!



**Take the first commitment-free step towards  
becoming a legend in real estate.**

**GET STARTED FREE TODAY**