

Real Estate Email Subject Line Swipe File

Short, specific, and personal wins. Keep them under about 50 characters. Steal and adapt these.

RULES THAT MAKE SUBJECT LINES OPEN

1. Under 50 characters so it does not get cut off on mobile.
2. Use the name or a specific detail (area, price, street).
3. Say the value, not "newsletter." Curiosity plus clarity.
4. No all caps, no spammy words, no fake urgency.

NEW LEADS

Welcome, {name}. Here is your home search • Two quick questions about your move • Your {area} homes are ready

MARKET UPDATES

{area} market update for {month} • Prices in {area} just did this • Is now a good time to sell in {area}?

LISTINGS

Just listed in {neighborhood}: {price} • Three homes you will want to see • This one will not last in {area}

SELLERS

Curious what {street} is worth now? • We just sold near you • Your home value report is ready

PAST CLIENTS AND SPHERE

Happy home anniversary, {name} • A quick favor, {name} • Thinking of you and your {area} neighbors

RE-ENGAGEMENT

Still looking in {area}, {name}? • Should I keep sending these? • One last {area} update for you

Test it: send two subject lines to a small slice of your list, then send the winner to the rest. The winner is almost never the one you expected.