

7 Real Estate Email Templates

Swap in your details and your voice. Placeholders in braces get replaced with real info.

1. WELCOME (NEW LEAD)

Subject: Welcome, {first_name}. Here is your home search

Hi {first_name}, thanks for reaching out. I help buyers in {area} find the right home without the stress. To start, tell me two things: your must-haves, and your ideal timeline. In the meantime, here is a search set up for {area}: {link}. Talk soon, {your_name}.

2. MONTHLY MARKET UPDATE

Subject: {area} market update for {month}

Hi {first_name}, here is your quick {area} snapshot: median price {price}, days on market {dom}, new listings {count}. What it means for you in one line: {takeaway}. Thinking about a move this year? Reply and let us talk.

3. NEW LISTING ANNOUNCEMENT

Subject: Just listed in {neighborhood}: {beds} bed at {price}

Hi {first_name}, a new listing just hit the market in {neighborhood} that may be a fit: {beds} bed, {baths} bath at {price}. Here are the photos and details: {link}. Want a private showing before the weekend? Reply and I will set it up.

4. JUST SOLD (TO THE NEIGHBORHOOD)

Subject: Just sold on {street}. Curious what yours is worth?

Hi {first_name}, we just helped a neighbor sell on {street}, and homes in {neighborhood} are moving. If you have ever wondered what yours would sell for today, I will send you a no-pressure estimate. Just reply with your address.

5. PAST-CLIENT CHECK-IN (ANNIVERSARY)

Subject: Happy {n} year home anniversary, {first_name}

Hi {first_name}, hard to believe it has been {n} year(s) since you got the keys to {street}. Hope the home has been good to you. If you ever need a contractor referral, a value estimate, or advice for a friend, I am one reply away.

6. REFERRAL REQUEST

Subject: A quick favor, {first_name}

Hi {first_name}, it was a pleasure helping you {buy or sell}. Most of my business comes from referrals from happy clients like you. If anyone you know is thinking about a move, I would be grateful for the introduction. And if you have a minute, a quick review means the world: {review_link}.

7. RE-ENGAGEMENT (COLD LEAD)

Subject: Still looking in {area}, {first_name}?

Hi {first_name}, it has been a while, so I wanted to check in. The {area} market has shifted since we last talked. If you are still thinking about a move, I would love to help. If not, just reply and I will stop the updates. No hard feelings either way.

Every send: personalize the first line, keep it short, and give one clear next step. One email, one job.