

## SCRIPT 1:

### “How much is your home really worth?”

*Send this to homeowners who bought before the pandemic-era market boom to generate listing leads.  
(If your client list doesn't go back that far, share this as a social post instead!)*

**Subject Line:** Your home's value might surprise you, [Name]

**Body:**

[Name],

If you've checked your home's value online, you might be seeing a number that's off by tens of thousands of dollars.

That's where a **Comparative Market Analysis (CMA)** comes in. Unlike automated tools, a CMA factors in things like recent sales, property condition, upgrades, and neighborhood trends. It's a personalized valuation built on my local expertise, and I'd be happy to put one together for you.

If you're curious what your home could *really* sell for this spring, just reply to this email, and I'll get started!

## SCRIPT 2:

### “A few spots left”

*Send this to customers who purchased with you in the past 1-2 years to ask for referrals.*

**Subject Line:** Your friends deserve the best

**Body:**

Hi [Name],

I hope you're loving your home! The spring market is picking up, and I've got just a few openings for new clients. If someone you know is ready to buy or sell, I'd love to give them priority and help them make a confident move this spring.

Feel free to forward this email or send me their info. I'll make sure they get the same level of care you experienced.

Thanks so much ... it means a lot! And if you ever want to explore what's out there again, just say the word!

## SCRIPT 3:

### “Early bird gets the house”

*Send this to prospects who've shown interest in purchasing to create urgency and action.*

**Tip: We can co-brand\* this as a simple way to bridge the conversation into pre-qualification.**

**Subject Line:** What I tell my clients (that most agents don't)

**Body:**

Hi [Name],

Here's the truth: In real estate, the early bird doesn't just get the worm — it gets the house. If you're planning to buy this year, here's how to set yourself up for success:

- **Get pre-qualified with a lender** to understand your budget and show sellers you're serious. This gives you a competitive edge when it's time to make an offer.
- **Meet with me to map out your home search.** We'll define your must-haves, set up a custom MLS search, and create a timeline that works for you.

By starting now, you'll be ready when the right home hits ... before other buyers even begin looking. **Ready to get started?**

**Let's schedule a quick call!**