

Real Estate Follow-up Email Templates

1. The Initial Open House Follow-up Template

Subject: Thank you for stopping by and visiting (open house address)

Dear (Prospective Buyer),

Hope that this note finds you well. It was nice meeting you and (your family, if applicable) over the weekend at our open house at (open house address). I wanted to briefly touch base with you to answer any additional questions, hear your feedback, and/or expedite any requests you may have.

For a refresher, I've included the link to (open house address) here (hyperlink to listing page or property website).

I would welcome the opportunity to assist you with your new home purchase. Please feel free to contact me directly at (cell phone number) or email me at (email address).

Thank you!

(Add your signature)

2. The Hot Lead Open House Follow-Up Email

Subject: Let's chat about next steps for (property address)!

Hi ,

It was great to chat with you and get your thoughts on (property address). I'd love to continue our conversation (add in a piece of your personal conversation here or remove entirely) and work with you to make (property address) your new home. (Reason why the property was a good fit for them, such as a large open concept kitchen if they like to entertain, or you can remove this entirely.)

Properties like these are my specialty. I have a proven track record of getting buyers a good price and streamlining the closing process. I know you're very interested, but buying a house is a big decision, and I want you to be sure you're making the right one.

Let's schedule a time for you to come out to get a personal tour of the property on your own so you can be sure this is the right home for you. I'd like to schedule something soon though to be sure no one else puts in an offer.

If you know you want to buy the house and don't need another showing, I can meet in person or schedule a phone call to discuss details. I will be available on (date and time). Are you available to meet or schedule a call to discuss how we can put together an offer for your new home?

Looking forward to hearing from you,

(Add your signature)

3. Seller Who Attended Open House Follow-up Template

Subject: Let's get your home sold! Here are the next steps...

Hi _____,

Thanks for stopping by the open house today at (property address). During our conversation, you mentioned that you're interested in selling your home and wanted to learn more about the sales process. I'd love the opportunity to talk you through it along with any questions or concerns you may have.

Properties like yours are my specialty. I have a proven track record for marketing and advertising a home to bring in qualified buyers with multiple offers and seamlessly guide my clients through the sales process. I've attached my pre-listing packet to this email so you can take an initial look at the details that go into listing and selling a home.

I would be happy to meet in person or schedule a phone call to discuss details. I will be available on (date and time). Are you available to meet or schedule a call to discuss how we can get your home ready to sell?

Looking forward to hearing from you,

(Add your signature)

4. After Home Tour With Client Follow-up Template

Subject: With low interest rates, your time to buy is now

Dear (Prospective Buyer),

I just wanted to touch base with you after our tour of homes over the weekend. I was very excited that you found a few homes that you liked and that met your wish list.

As you know, interest rates are historically low and I don't want you to miss this window of opportunity. If there is a home that you would like to explore submitting an offer on, let's get on a call to explore your next options moving forward.

Are you available to discuss on (date/time)? I can give you a call or meet in person, whichever is most convenient for you.

Thank you!

(Add your signature)

5. Check-in After Sending Pre-listing Package Follow-up Template Subject: Let's schedule a talk about the next steps to selling your home!

Hi _____,

Hope all is well. Now that you've reviewed my pre-listing package and learned about the sales process further and my role in assisting you in this process, I'd love the opportunity to dive deeper in the discussion with you (and your family, if applicable).

Our next step would be for me to give you a more specific presentation about your home and area, which will include examples of marketing materials, outline our pricing strategy to get the best price for your home, and for me to understand your motivations and concerns with the sales process.

Are you free to schedule an in-person or virtual presentation on (date/time)? I would be happy to come to you, meet in our office, or present virtually at a time/place convenient for you.

Looking forward to the next steps!

(Add your signature)

6. The Listing Presentation Follow-up Template Subject: Checking in after our visit at (property address)

Dear (Prospective Seller),

Hope that this note finds you well. I wanted to thank you for the opportunity to visit your home and for giving me the floor to discuss listing your home. I've attached the listing presentation to this email for you to review on your own.

I wanted to check in and see if there are any questions or concerns that I can address. Understandably, the process can be stressful, but my goal as your agent will be to keep the sale of your home as seamless as possible by being by your side throughout the entire process.

I know that time is of the essence and am standing by, ready to expedite any request. Are you available to review taking the next step to selling your home on (time/date)?

Looking forward to hearing from you,

(Add your signature)

7. Change in Listing Status Follow-up Template

Subject: So exciting (address) is back on the market!

Dear (Prospective Buyer),

Hope that this note finds you well. I am so excited to share with you that the home you really liked at (address) is back on the market! I have reached out to the listing agent and they are requesting that we submit a current offer as soon as possible.

I know that time is of the essence and am standing by, ready to expedite any request. It might be easier to discuss on a quick phone call — are you available on (date/time)?

Talk soon,

(Add your signature)