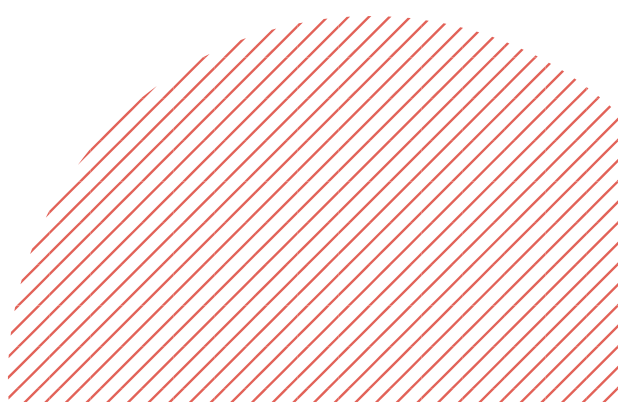
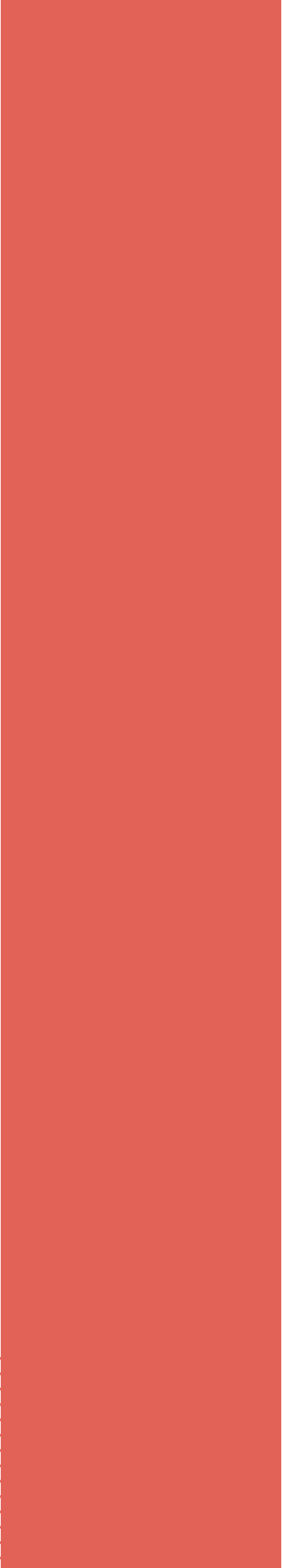




THE **CLOSE**

6 Emails That Will Drive More Referrals



Email #1: Answering Common Questions About Buying or Selling

Subject: Do New Windows Increase Your Home Value?

Contrary to what your custom window salesperson is telling you, new windows will not significantly increase the value of your home. The reason for buyer's don't pay extra for new custom windows is because homes are expected to come equipped with windows.

If you were to buy a 2010 Toyota Camry you wouldn't likely pay \$2000 extra because the owner put custom wheels and tires on it, would you? Of course not, because a car is expected to come with wheels and tires already.

So remember, when you drop the extra cash for argon gas and custom cranks you are spending that on your own enjoyment and not as an investment. You are pretty much guaranteed to lose money at the closing table.

Are you interested in learning the top renovations that will increase the value of your home or are you planning a renovation and would like to discuss it before you invest the money? Please feel free to consult me before investing money into your home. Think of me as the financial advisor for your home.

Contact me at sean@seanrealestate.com for your free home valuation.

Sincerely,

Sean

Email #2: Testimonials

Subject: Thank You, Sincerely!

I just wanted to drop a quick note to say thank you!

Did you know that my business relies on referrals from clients like you? In fact, last year over 20% of my business came from referrals.

Here is a testimonial from a referral I received.



"Sean helped me buy my first home for less than \$2000 down. This is less than if I paid a deposit and first month's rent!"

Jamie Smith

If you know someone that is interested in buying a home for as little as \$2000 down like Jamie, please call me today at 555-555-5555.

Cheers,

Sean

Email #3: New Listing Announcements

Subject: New Opportunity!

I am excited to share with you a new opportunity in Governor's Ranch. This amazing property is offered for sale for the first time in over 20-years. This is a 4-Bed, 3-Bath home on 2 acres, with the best views in Colorado. I've attached the link below with all the important information.



[Click here](#) to see over 25 beautiful photos of this spectacular property. (Link this to your lead capture website)

Cheers,

Sean

Email #4: Upcoming Event

Subject: Save the Date! OR You are Invited!

Our annual client appreciation day is rapidly approaching! Like last year we will be hosting BBQ and Games at Carlton Park. This year will be even better with a live band and prizes.



Day: Saturday 10/10/2020

Time: 11:00AM-3:00PM

Location: Carlton Park

Cost: FREE

What to Bring: Your family and your smile.

Please RSVP by clicking [here](#).

Get the word out by sharing on Facebook.

We look forward to seeing you,

Sean and Team

Email #5: Anniversary of Home Purchase

Subject: Happy Anniversary!

Can you believe it has been five years already? It seems like just yesterday when we walked through the front door and said wow! It's such a beautiful home I'm sure you are still loving it.



I enjoyed working with you and I trust you know that I am here for you if you have any questions regarding your home and home ownership in general. My success is dependent upon your satisfaction and on referrals from clients just like you.

If you know of someone who needs my assistance buying, selling or investing in real estate please text me at 555-555-5555.

Sincerely,

Sean

THE CLOSE

Email #6: Investment Opportunity

Subject: Beachfront Investment Opportunity

Everyone knows that real estate investing is one of the most reliable ways to build wealth. But very few know that you know that you can begin investing in real estate with as little as 10% down payment.



Investment Opportunity: 2-Bedroom, 2-bath, beach front condo with over \$45,000 in annual short-term rental income.

Text 555-555-5555 to schedule an appointment.

Sean