

# email marketing **FOR** *real estate agents*

How to Connect with Home Buyers & Sellers Through Email



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# WHY EMAIL MARKETING?

Email marketing for realtors. You've heard about it, but you're not sure how it can help you connect with home buyers and sellers.

*Imagine this scenario for a moment:*

You're hosting another open house for a charming two-story cape cod home. A flood of people enter in and out, browsing around on their own without saying much to you. You leave out some business cards on a side table by the door and hope interested home buyers take one.

But even if they do, there's no guarantee that your card won't end up lost in a purse or thrown out later on in the day.

If you had an email list, however, you could ask potential homebuyers to sign up to your email list and guarantee future interactions.

But email marketing isn't just helpful for when you host an open house – it's a great way to connect with potential home sellers and buyers in any scenario. And it allows you to reach a much more targeted audience than if you were to simply post an ad in the paper or on a park bench. Email allows you to stay connected with those who are interested in working with you, ultimately making it more effective than many other types of marketing.

Not to mention, email marketing offers a ton of additional great benefits:

**It's measurable.** Unlike other types of marketing that are difficult to measure, you can determine the ways in which your email efforts are impacting business by reviewing information such as open rates, click rates, traffic to your website and more.

**It has proven ROI.** Email marketing delivers a return of 4,300 percent, according to the Direct Marketing Association.

**It's what people want.** Seventy-four percent of consumers prefer to receive commercial communication through email. Think about that for a minute. In order for you to send emails to someone, they have to come up to you or go to your website and sign up, already knowing they're interested in something you have to offer.

Posting an ad for your business can be good for raising awareness of your services. But you're promoting yourself to a wide audience of people who will most likely look at your ad and move on. That means there will be no future opportunities for you to engage with that person. When someone gives you their email address, however, you get the chance to start up a conversation and build a relationship with that person by sending them content that is relevant to their lives (such as information about new house listings or tips for homeowners).

74% of consumers prefer to receive  
commercial communications via email

*Email marketing delivers a return of 4,300% and is more cost-effective than other forms of marketing.*

 [Tweet this](#)

**It frees up your time.** As a realtor, your life is a busy one, and you need a way to manage your relationships with your clients while also having time to go on house tours, attend settlements and so on. If you set up automated email messages, staying in touch with your clients becomes hassle-free.

So are you ready to give it a try?

We thought you would be.

In the remainder of this guide, you'll learn how you can encourage people to sign up to your email list, as well as email content ideas and best practices to ensure your emails are successful.

# FINDING AN EMAIL MARKETING PROVIDER

The first step to getting started with email marketing is to research and choose a reputable email marketing provider. A few characteristics to look for in a good provider include high-quality customer service and excellent deliverability.

By having a top-notch team of email experts to help you throughout your email marketing journey, as well as the highest possible chance to get your messages delivered to your subscribers' inboxes, you'll be better prepared for success.

Once you've found your match, you can begin collecting email subscribers to grow your client base.



You're learning the key tricks to growing your client base with email marketing.

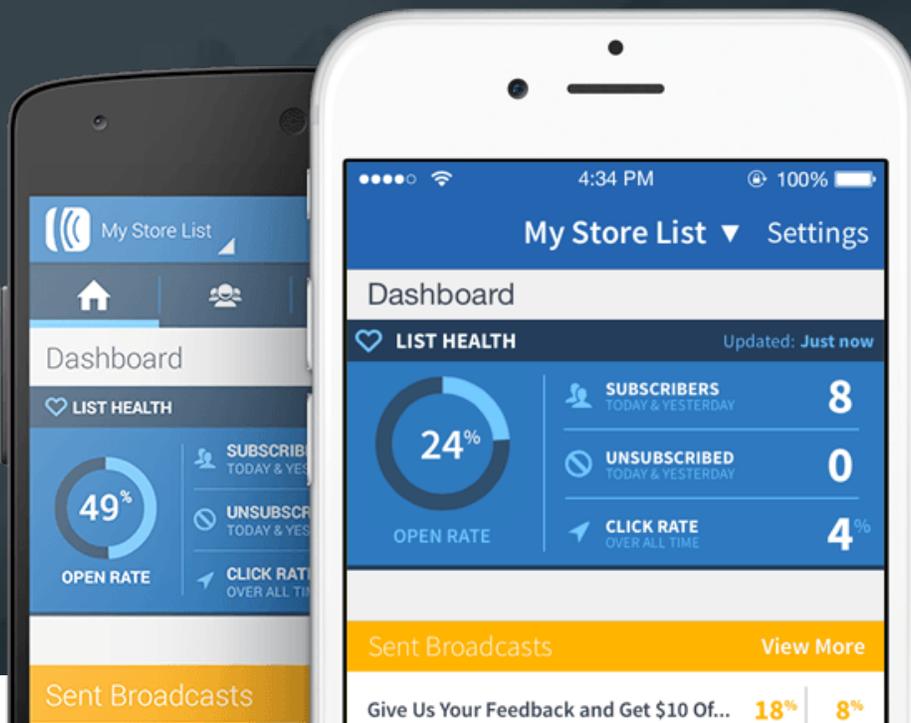
We're excited to share this guide with you, and it's our hope that you'll be able to take what you've learned and get started with email marketing as soon as you're done reading it.

Email marketing is our thing, and we want to make sure others understand its value to their businesses, too.

That's why we've created guides like these, as well as a massive resource of informative blog posts, how-to articles, videos and webinars so business owners like you can continue learning about email and digital marketing. Not to mention, our supportive email marketing experts are here and ready to help you along the way.

To experience what simple email marketing and great support is really like, give us a try. Or, [contact one of our email marketing experts](#) to get the conversation started today.

Try AWeber Free for 30 Days



# GROWING YOUR SUBSCRIBERS

In order to sell a house, you need interested buyers and actual sellers, right? Email marketing can help you gain the respect and trust of potential clients. But first, you need a list of people to email.

Fortunately, there are many easy ways you can collect email subscribers once you've selected your email marketing provider. Here are the tactics that we find work best for real estate agents:

## Your Website

If you have a website, chances are you get tons of visitors but not nearly as many inquiries as you'd like. Fortunately, you can tap into some of those visitors by adding an email sign up form on highly trafficked pages of your website (such as your homepage). Your sign up form should inform your visitors what they'll get out of signing up to your emails, such as updates on new listings, home improvement tips, and anything else you plan on informing them about.

In addition to including the value of your email list, be sure to add fields to your form that ask them to submit their name and email address. While you can also ask for additional information, such as whether they're a home seller or buyer or what town they live in, remember that less is more. You don't want to lose potential email subscribers by making them jump through too many hoops to hear from you.

If you want to attract home sellers, create a page that explains how you can help them sell their homes quickly and for the best possible price. Then use your sign up form to offer exclusive email updates or a newsletter with tips for people selling their homes.

To attract home buyers, create a landing page with a different sign up form that offers another type of email newsletter that provides information on homes that are for sale and other tips to help with the home buying process.

Don't have a website? Not a problem. You can use a landing page provider like [LeadPages](#) or [Unbounce](#) to host your sign up form.

## Open Houses

At open house events, place a sign up sheet at the entrance to collect email addresses of interested buyers. Even if they're not interested in buying that particular house, they may be interested in working with you in the future.

On the sign up form, be sure to explain what it's for (e.g., weekly newsletter, updates on new listings) so subscribers know what to expect when they receive your emails. You also might want to offer more details about the specific house they're touring, which they can get by signing up to your email list.

At the end of the open house, add your new subscribers to your email list and let the communication begin!

You can also collect email addresses by downloading a mobile email sign up form, which allows you to add new subscribers to your email list from any location. Simply download the app onto your phone or tablet, and use it when you're on the go.

## Your Office

When talking with potential home buyers or sellers in your office, inform them of the benefits of signing up to your email list. If you include tips on common questions from home buyers and information they might otherwise overlook in the process of buying a home, you show them the value of your emails.

Other topics to write about include industry trends, foreclosures and new listings.

You can leave your sign up sheet with a receptionist or ask every client you talk with if they'd like to receive your emails. Or, use your mobile email sign up app to collect subscribers.

## Promotional Materials

If you create print materials with property details to promote each listing, be sure to include a link to your email sign up form so prospects can easily sign up for emails. You can even add the link to your business cards!

**\$350,000**

Single Family Property  
Year Built: 2013  
4 Bedrooms  
2.5 baths  
3 car garage  
3,200 sq. ft.  
.75 acre lot  
Central air  
Hardwood floors  
Fenced backyard  
Landscaped gardens

**1234 Any Street, Cityville, MO 54321**

Beautiful 4 bedroom colonial on .75 acre partially wooded lot. Exterior cedar sided 3-car garage. Brand new remodeled eat-in kitchen w/ granite counter tops, beautifully dark cabinetry. Stainless Steel appliances, stainless steel built-in microwave, ceramic tile back splash and new flooring. Beautiful glossing hardwood floors throughout. Large laundry room conveniently located on 1st floor with laundry tub.

Get updates on this property and many more by signing up here: [realestate.com/signup](http://realestate.com/signup)

**\$350,000**

1234 Any Street  
Cityville, MO 54321

Cindy Doe  
555-234-5432

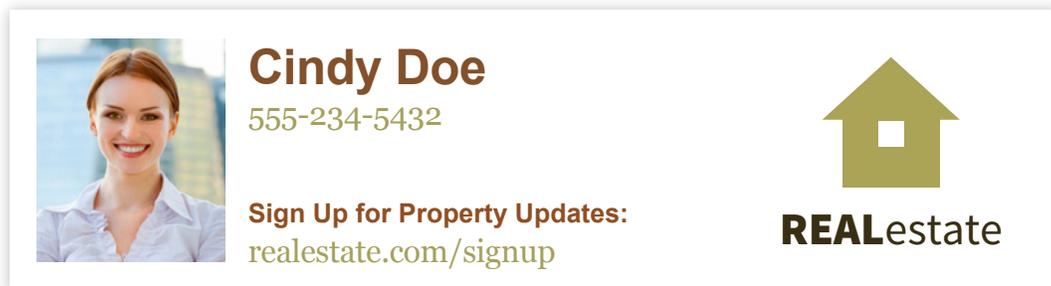
Sign Up for Property Updates  
[realestate.com/signup](http://realestate.com/signup)

Beautiful 4 bedroom colonial on .75 acre partially wooded lot. Exterior cedar sided 3-car garage. Brand new remodeled eat-in kitchen w/ granite counter tops, beautifully dark cabinetry. Stainless Steel appliances, stainless steel built-in microwave, ceramic tile back splash and new flooring. Beautiful glossing hardwood floors throughout. Large laundry room conveniently located on 1st floor with laundry tub.

Get updates on this property & more by signing up here: [realestate.com/signup](http://realestate.com/signup)

## Email Signature

Your daily email correspondence can also be a great opportunity to raise awareness of your email list, so include a link to your sign up form in your email signature as well. You might want to include a little bit of information about the benefits of signing up to your email list, too.



## Facebook Business Page

If you have a Facebook business page, chances are you have followers who have never interacted with you or your website. [Set up your call-to-action feature](#) to connect to your sign up form, or a landing page that's specifically designed to attract new email subscribers.

## Twitter

Encourage your Twitter followers to sign up to your email list and share the [link to your sign up form](#) in a tweet. Be sure to tell them about the benefits of signing up to your list!

# EMAIL CONTENT IDEAS

The idea of sending regular emails to any number of people can seem daunting. But there are a number of ideas you can use for your email content, such as the ones listed below.

## Regular Email Newsletter

Whether you send a weekly or a monthly email newsletter, these emails are perfect for keeping your subscribers up to date on industry news and policy changes as well as tips to help home buyers and sellers make more informed decisions.

You can also create two different email lists, so you can send tailored information to those who identify as home buyers or home sellers.

Whatever you decide to write about, keep in mind that your email newsletters should not be self-promotional. Rather, the goal is to create and share content that is valuable to them and where they are in their lives. As you begin on the first versions of your newsletter, consider what your readers should get out of the content.

## New Listings

Send targeted emails that feature new listings, foreclosures and up-and-coming areas to clients in nearby areas. So if a new house goes up for sale in a specific neighborhood, send a geo-based email to your subscribers in that area (if you collect that information in your sign up form).

You can continue to connect with interested buyers by sending another targeted email to those who opened your email and clicked on the link to view the listing online. This allows you to continue the conversation with someone who may have been interested, but for one reason or another did not reach out to you.

## Home Improvement Tips

From painting tips to gardening advice, there's a lot of helpful information you can share with homebuyers (both new and experienced). Other topics might include:

- Remodeling
- Kitchen renovations
- Carpeting vs. hardwood flooring
- Designing children's rooms
- Updating looks so they're more modern
- Exterior decorating
- Interior decorating
- Reviews of household appliances
- Energy-saving advice
- ... and more!

*Ask your readers what they'd like to learn more about!  
This can help you create content that is  
relevant to your subscribers.*

## Industry Updates

Policies within the real estate industry are known to change every now and then. Email is a great way to keep your clients up to date on the latest news that can impact them.

When informing your subscribers of a new policy or a change in an existing one, be sure to offer your own explanation of what this means for them. Remember, your clients probably aren't well-versed in real estate industry jargon, so break it down to them in layman's terms.

## Email Series

Buying or selling a house is no easy feat. To educate your clients who want to learn more about each topic, you can also create an automated series of educational emails (aka an autoresponder or follow up series) that clients can specifically sign up for.

If you want to educate a variety of clients, such as first-time home buyers, home sellers or apartment hunters, an email series is perfect for providing subscribers with important evergreen content (i.e., content that will rarely change).

An email series can consist of one or 10 emails (up to you!) - whatever is necessary to teach your clients what they need to know.

Email series topics you can offer:

- **Everything first-time homebuyers should know.** Give subscribers an overview of the journey and advice that'll help them be more informed buyers.
- **Tips on maximizing the value of your current home.** Within each email, focus on a different way readers can increase their home value.
- **Ideas for quick renovations you can do to sell your house faster.** Share a new renovation idea in each email, or pick one idea and build an email series around that concept.

## Tips for Home Buyers and Sellers

On your sign up form, consider asking your subscribers if they're planning on selling or buying a home. With that information, you can send emails specific to each group to further educate them in their buyer or seller journey. When you have a clear understanding of what their needs are, it'll help you identify content topics that will help them make the many decisions involved in buying and selling a home.

This makes for great content for your blog and social media posts, too!

## User-Generated Content

Ask your clients to share their home buying and home selling experiences working with you. If you like them, consider including them in emails to your subscribers. This is a great way to encourage current clients that you're the right realtor for them, as well as prospects who are still deciding whether they're buying a house or moving.

Or increase the level of interaction you have with your clients by creating a contest that asks your clients to submit a photo of a redesign they've done. Share it on social media and ask for email addresses in order to enter. Leave it up to your audience to choose the winner!

## Incentives

People love free stuff, so why not give your email subscribers free things to keep them interested in your emails?

Incentives you might want to offer in your emails or on your sign up form include whitepapers, eBooks or even a downloadable how-to guide.

## Still Not Sure? Ask!

If you're not sure what your email subscribers want to learn more about, why not ask them? Send them an email asking for their feedback on what they'd like to see more of (and maybe less of) in your regular emails.

If any topics stand out to you or if you notice common themes in their responses, start implementing those changes right away.

## Testing Your Content

If you want to change the content in your emails, but you're not sure if it's something your subscribers will enjoy, run a split test. This will allow you to send two emails to your subscribers: one with the original content and one with the new content so you can see how they compare against one another.

To determine what your audience prefers, be sure to review your click-through rates, open rates, and traffic to your website.

### PRO TIP:

*Test one change at a time, such as subject line, incentives, content, and images. This helps isolate the impact so you know what works and what doesn't.*

# EMAIL BEST PRACTICES

Getting marked as spam hurts your email reputation, which can make it harder for your emails to get delivered to your subscribers' inboxes. As a result, you'll want to do everything in your power to prevent getting marked as spam. Here are four tips to keep in mind to help you do so:

## Set Clear Expectations

Your sign up form should clearly explain what you'll be emailing your subscribers – and your emails should deliver on that promise. By setting clear expectations, your subscribers will know exactly what they're signing up for, so they shouldn't be surprised when your emails arrive in their inbox. And that means they'll be less likely to mark your messages as spam.

Also, make it easy for your subscribers to unsubscribe if they no longer want to receive emails from you. Otherwise, they might mark your emails as spam.

### Get Regular Property Updates

Want to stay up to date on new listings in your area? Sign up for my emails to get the most relevant listings, first!

## Deliver Valuable Information

The key to keeping your subscribers engaged is to send them information that is valuable to them. Think about it: if your subscribers want to learn about interior decorating tips because they plan on redecorating, they're going to look to you for advice if you provide it.

By implementing some of the content ideas mentioned earlier in this guide, you'll be off to a great start.

## Use a Company Domain

When you set up your email marketing account, you'll need to add an email address to send your emails from.

So what's a good email address to use? The best ones include a person's name and a company-based email address, such as "matt@mattrealty.com." These paid email addresses have a higher chance of getting to the inbox, so avoid using free email addresses like "matt@gmail.com."

Using a person's name is also better than using the name of a specific department of your company because it brings a personalized touch to your brand. Sending email messages from "matt@mattrealty.com" instead of "help@mattrealty.com" creates a better experience for your subscribers.

## Maintain a Healthy List

Regularly review your subscriber list and scan for those who have been inactive (meaning who haven't opened one of your emails) in at least the last six months. Once you've identified your inactive subscribers, it's time to delete them.

If those individuals haven't opened an email from you in at least six months, chances are they're not going to open another one any time soon.

When you clean up your list regularly, you'll guarantee that you're sending your emails to people who really want to hear from you, and who are likely to do business with you in the future.

Not to mention, maintaining a healthy list can also do wonders for your analytics (e.g., open and click-through rates), as inactives will no longer skew your data.

***When you clean up your email list regularly, you'll guarantee that you're sending your emails to people who really want to hear from you.***

# CONCLUSION

Educating your clients is essential to creating a great home buying or home selling experience. And email is a great way to maintain that relationship and gain the trust of your subscribers.

Email is simple, but don't get discouraged if it seems like a lot of work. As with any good habit, it's important to stay motivated and stick with it. Consider devoting at least 30 minutes a day to nurturing your email list until it becomes routine. And if you do have any questions along the way, feel free to [contact our email marketing experts](#) at any time – we're happy to help!

**ARE YOU READY TO KICK-START YOUR EMAIL MARKETING?**

Getting started is easy and your first 30 days are FREE.

[Get Started Now](#)

# ABOUT AWEBER

AWeber is an easy-to-use email marketing tool that allows business owners and entrepreneurs to cultivate relationships with their customers. Since 1998, AWeber has been the email engine powering the growth of organizations around the world, including leading sites like Social Media Examiner and ProBlogger and industry influencers such as Peter Shankman and Ann Handley.

Today, more than 120,000 small- and midsize-businesses, entrepreneurs, agencies and nonprofits are making the most of AWeber's sophisticated segmentation and analytics capabilities, split testing applications, extensive template libraries and industry-leading deliverability and live support.

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