



150 Recruiting Email Templates

These 150 email templates are designed to help you recruit more agents. It is important to remember that these templates are not going to recruit an agent by themselves. The purpose of email marketing in Real Estate recruiting is to create awareness around yourself, your company, and to create a “warm list” for you to be able to contact them at a later date.

Remember, there are a number of places you can find leads, just like you tell your agents, “You need to talk to everyone,” you, too, need to communicate with everyone. Although your primary target for recruiting is a prospective agent, you may also get leads from other sources (i.e. your current agents, your personal contacts, community organizations, title company professionals, mortgage partners, or even other brokers, etc.). Be sure to tailor email messaging to them as well.

PRO TIP: Write Good Subject Lines

The single most important part of email marketing is writing good subject lines. A good email subject lines will make sure that your email gets opened and that the recipient will remember your name. This will create awareness in their minds and help them remember your name when you call them.

A good email subject should be something that really stands out in their inbox. You are competing for attention with appraisers, inspectors, their broker/manager, family, lenders, AS WELL AS all of the other brokers who are also trying to recruit them. So, standing out is the most important part.

Email subjects in question format that identify a specific issue or pain point have proven to be very effective (i.e.: “Did you hit your goals for 2020?”). Also, anything that is contrarian is also great, especially if you can put it in question format. Here is an example of a contrarian email subject: “Prospecting is Overrated”. This statement goes against what they are probably hearing over and over again and makes them pause and wonder and ultimately click to open the email to find out more.

Another important factor to remember is that many agents hear everything imaginable in the recruiting process from other companies. One way to stand out is to back up what you are talking about with proof. Don’t just talk the talk, walk the walk. The best way to do this is via “social proof.” Get a quote, or better yet a video, of one of your agents talking about how this tool helped them, how your brokerage grew their business, how they made more money using your methods, etc. Having essentially what is a testimonial, helps show the prospective agent that there is some meat behind what you’re talking to them about and it's worth it to them to learn more and ultimately meet with you.

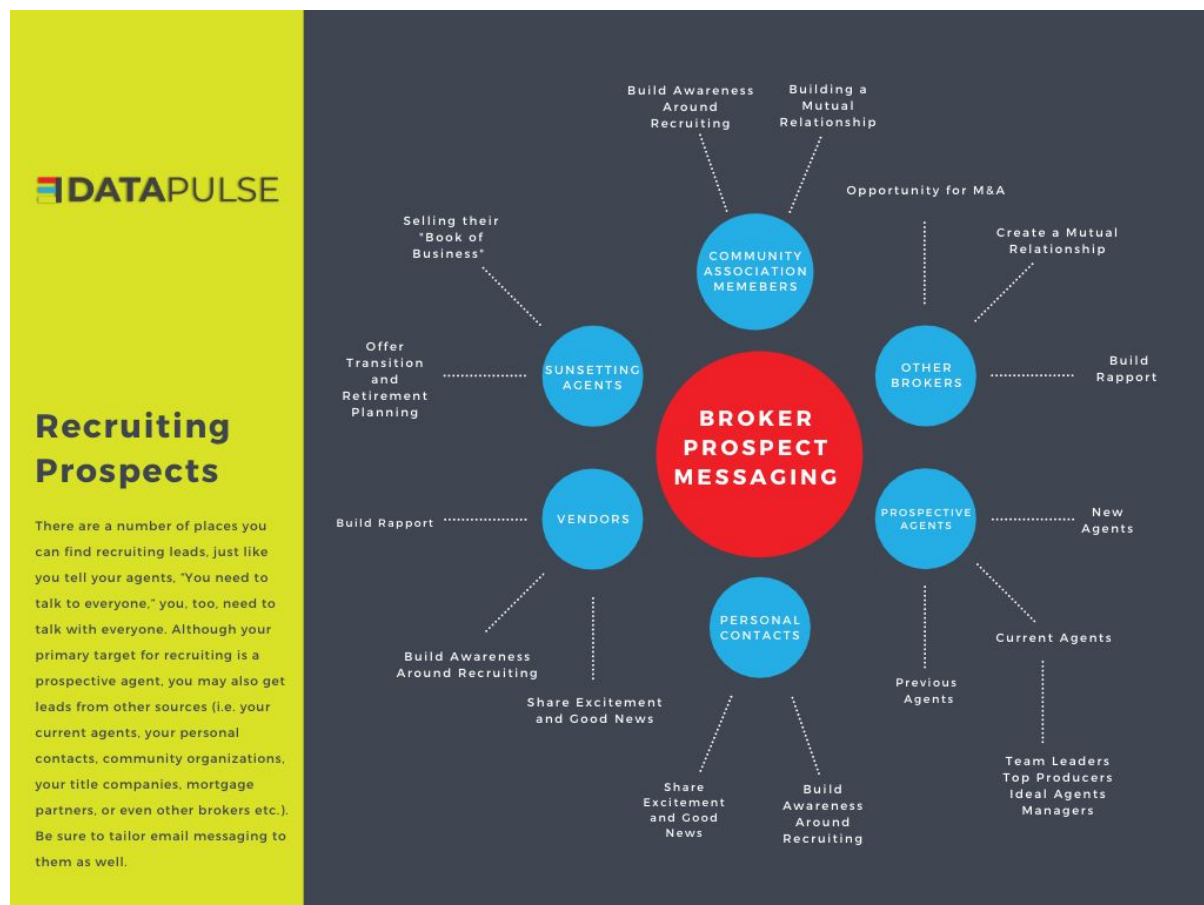
Subject Line Examples

- {name}, loved your tweet yesterday
- {name}, love what you are doing on social media!
- Right Direction?
- Quick Question?
- Ideas for [thing that's important to them].
- Question about [recent trigger event].
- Question about [a goal they have].
- Thoughts about [title of their blog post].
- Have you considered [thought / recommendation]?
- (Name), quick question for you.

Opening Line Examples

- I noticed you ...
- I saw that we both ...
- I loved your post on ...
- Congratulations on ...

Unique Ideas of Where Brokers Can Source Leads





For Prospective Agents

Cold Outreach

Use these types of approaches for agents you have never met before and you know little about but would like to meet and learn more about them.

Introduction + Value Proposition >>> Connect to Get to Know Agent

Subject: Let's get to know each other

Hi {name},

This is {my name} with {my brokerage}. I just took a quick look at your profile and noticed that you may fit right in with the agents that are a part of our team.

I would love to learn more about you and possibly share some insights on how we can help you reach your personal and professional goals. Also, I'd love to get a sense for how you're enjoying your current brokerage and gain an understanding of your story, your approach, and your business.

When can we connect in the next few days?

Subject: An Ideal Fit?

Hi {name},

My {my name} with {my brokerage}. I wanted to introduce myself, as you seem like you could be an ideal fit with the type of agents that we have on our team at {my brokerage}.

Also, while I've got your attention, I'd love to find out what it would take for you to give {my brokerage} a spin? Our agents attribute their success to the services that we offer them; such as {value 1}, {value 2} and {value 3}.

I have availability tomorrow, let's connect.



Subject: {Their Name} + {Your Brokerage} = Success

Hi {name},

My name is {my name} with {my brokerage}.

Are you spending a lot of time working on your business rather than growing your business? I wanted to reach out to you to see how we at {my brokerage} might be able to support you in growing your business.

I wanted to learn how you handle {things your company handles} at {their brokerage} and show you what we're working on to help support your business.

Are you available for a brief call at {time options}?

Subject: {my brokerage} can help you grow your business

{name},

We are a brokerage that will help you [insert a quick one liner about the value your brokerage delivers] and have helped similar agents achieve {XYZ} results.

My name is {my name} with {my brokerage} and I was wondering if you might be interested in sharing your goals with me? I'd love to see what we can do to help you achieve XYZ results too.

What's the best day/time this week or next for a quick 15 minute conversation?

Subject: 10 x {company} [result] in ten minutes?

Hello {name},

I have an idea that I'd like to share with you that can get {you/your business} its [i.e. next 100 best clients]. It should only take about 10 minutes to go over.

I recently used this idea to help our client {competitor} almost triple their [i.e. prospecting efforts].

Let's schedule a 10 minute call so I can explain. When works best for you?



Subject: {agent name} + {my brokerage}

Hi {name},

My name is {name} and I'm a Broker at {my brokerage}. We've been helping agents optimize their {agent concern / pain point}, {agent concern / pain point} and {agents concern / pain point} for {number of years you've been in business}.

We are passionate about helping agents with {agent concern / pain point} and I want to share how we do that with you. How are you currently dealing with {agent pain point}?

Are you available for a quick call tomorrow afternoon?

Subject: How we can help you grow your CRM

{name},

Quick question: Would you like to gain more clients than you had last year?

I'm {name} and I'm a Broker at {my brokerage} and I'd like to discuss your lead gen efforts. We're helping other agents gain prospects through relocation services and {your lead gen resource}.

Here's what one of our current agents has said about our lead gen efforts here at {my brokerage} {agent testimonial}, {agent name}.

Are you available for a quick call tomorrow afternoon?

Subject: Now Available: Cutting Edge Marketing

Hi {name},

{my name} from {my brokerage} here.

Agents make more sales with consistent marketing. {my brokerage} can put proven sales and marketing tools directly into your hands to help you optimize your personal and listing marketing to help you gain exposure online. We've also just released {marketing tool/item} you could use for your business.

If this sounds interesting, I can explain in more detail what we have for you. Let's set up a call this week. When are you available for a quick chat?



Subject: {% increase} in Sales with {my brokerage}

Hello {name},

What would it mean to your top-line revenue if you saw a {% increase} listings and {% increase} closings? What would an increase like that enable you to do?

Let's find a few minutes to talk about how {my brokerage} is providing these results for our agents and enabling them to reach their next level.

I'm available tomorrow {insert 2 times you're available}. Does this work for you?

Subject: You're Invited {my brokerage}

Hi {name},

I hope this email finds you well.

I've been working at {my brokerage} for {number} years and we have specialized in {X, Y and Z}. In reviewing your portfolio, I thought that you might be a good fit for our team.

Our brokerage has garnered a lot of attention in this market and I think we are a brokerage that you might see immediate value in.

Now that I have learned a little about you, I would love for you to learn more about us.

Subject: Marketing sucks, let us handle it.

{name},

Chasing online leads, building click-thru ads, and formulating email campaigns can suck, especially when you have a business to run.

You have built your Real Estate business out of a passion to positively impact your community and be there for your neighbors, not to spend your limitless talents and limited time on day-to-day business tasks like ad development and reading complicated marketing analytics reports.

The marketing professionals at {my brokerage} want you to focus your time and efforts on growing your Real Estate business into an empire; not worrying about whether your online ads and your customer drip campaigns are performing well.

If your core business competency isn't marketing, let's talk. I'd love to learn more about your Real Estate business goals and how we can help eliminate this headache for you.

Do you have any current marketing issues or questions that we can help answer?



Subject: Have you experienced 20% growth this year?

I'll be honest, this is not "another recruiting pitch" from another Broker in the area. Instead, I wanted to share a 3-minute video from the team at {my brokerage} to give you some insight of our values and culture.

[Insert Video embed link here]

- We have been in serving our community for {enter number of years} in the {enter city, state, or region}
- We currently have a team of {# of agents} highly successful agents who have grown their business {enter %} since joining {my brokerage}

Are you ready to learn more about how our dedicated leadership team and support staff are ready to help you grow your business? I'd love to answer any questions. Let's set something up.

Subject: Agent Referral from {your agent who referred you}

Hi {name},

I understand you are a Real Estate Sales Associate at {their brokerage}, and given that some of our agents who used to also work with your current brokerage, I wanted to reach out because a chat may be beneficial.

In short, we've been able to assist {your agent who referred you} to meet their business goals by shoring up the shortcomings, filling in the blindspots, and relieving the frustrations of your current brokerage. The difference is obvious – ask {your agent who referred you}.

Are you available for a brief chat this week or Monday/Tuesday of next week?

Thanks,

P.S. Feel free to research more about us [link to your company page].

Subject: How are things going?

I would love to connect with you at some point and learn more about you and how your Real Estate business is going this year.

Would be great to have a conversation around what is working for you and what you hope to get out of your business in the near future.



Subject: Try Us on See if We Fit

Hey {name},

Hope you are well. {my name} here, with {my brokerage}.

I would love to learn more about you and show you some of the in's and out's of what I think makes {my brokerage} a great place to further your business. Can we set something up next week?

Cheers!

Subject: Let's Get Growing, {name}!

Hi {name},

{My Name} with {my brokerage} here; I hope you're doing well. I wanted to reach out and see if that thought of transitioning brokerages is on your radar? I'd love to learn a little bit more about you and your business goals.

I'd be happy to take you through a detailed overview of how we can help you grow and introduce you to our company values that have won us the award of "Greatest Place to Work".

Do you have some time Friday or Monday? If so, propose a few times (timezone included).

PS All conversations and inquiries are, of course, confidential.

Subject: {my brokerage} + {name} = A Perfect Match

Hi {name},

Thanks for taking an interest in {my brokerage}. I am excited to learn more about you and your business goals. Happy to answer any questions that you might have about us and show our company values that have won us the award of "Greatest Place to Work".

Can we put something on the calendar for Friday or Monday?

Subject: Any thoughts?

Hi {name},

I wanted to reach out one last time and see if you have thought any more about a transition to {my brokerage}?

I would be happy to chat and answer any questions, do you have some time Friday or Monday?

Subject: Let's Talk!

Hi {name},

Thanks for reaching out! Are you available for a quick chat to discuss what to expect next?

Please let me know when you are next available and we can schedule a call.



Subject: Looking to Make a Move?

Hello {name},

I'm {my name} from {my brokerage} and I was wondering if you've been considering making a move to another brokerage? It's my passion to help agents reach their goals not only professionally but personally too. If you are in the market to make a move, I invite you to check out our website and read more about our company culture {website link}.

Please feel free to reach out to me with any questions. I promise to keep our discussion confidential.



For Prospective Agents

Researched Outreach

Use these types of approaches for agents you have never met before but you've researched them and their business and would like to make an introduction to learn more about them.

Commendation for Accomplishment + Value Proposition >>> Connect to see if it's a good fit

Subject: Introduction: {Your first name} <> {Prospect's first name}

Hi {Prospect's first name},

I recently came across {blog post title} that you/your company {wrote/shared/posted on social media}. {Topic of blog post} seems like an interest that we share. In fact, {one sentence comment on/reaction to blog post}.

I work for {my company} and we {my company's value proposition}. {Referral} recommended I reach out to you with ideas on how to solve [problem your brokerage addresses]. I'd love to get some time on your calendar to discuss these ideas and {topic of blog post} further. Are you available for a 10/30/60 minute call on {date}?

I look forward to talking soon.

PS. Here's one of our blog posts we've written about a similar topic. {link to similar topic}

Subject: Question about upcoming acquisition

{name},

I read in the {name of publication} this week that your brokerage is expecting to merge with another brokerage. Before that does happen, you're going to want to consider how beneficial the change really is to your personal business. We recently helped another agent smoothly transition to {my brokerage} with minimal impact possible on their business and customers. We were able to evaluate their costs and set a plan in motion to grow their business by {percentage} by the end of the year.

Here's an agent testimonial from one of our top producers: [video embed link here]

Would you be interested in a quick conversation next Tuesday? Let me know a time that might work for you.



Subject: Thanks for all you do!

Hi {name},

I've been a fan of your work within our community for years. I've noticed you were awarded with {award} from {organization}. Congratulations, it's well deserved! I wanted to thank you for all you do to help make {City} a great place to live, work, and play.

I think you would be a great fit for the team here at {my brokerage}. I believe our values align with yours in many ways. We believe it's important to {enter a value proposition here}.

If you have some time next week, I would be honored to chat with you about how we can help you continue to grow and impact our community for years to come.

Would you be available {enter day of the week}? We could do a phone call or grab coffee, whatever works for you.

Subject: Ideas to Grow Your CRM

Hello {name},

I was researching the area for agents who might be interested in growing their business with {my brokerage} and found your website online. I just wanted to provide you with some tips to help you grow your CRM and produce more online leads.

The marketing professionals at {my brokerage} have developed a couple unique strategies to increase your lead generation growth.

- I've noticed you don't have any special services offers like our "Free Real Estate Check Up" - There doesn't seem to be an area for your potential clients to sign up to receive this valuable information.
- Also, I've noticed that you don't have a newsletter sign-up. We know that newsletters can take a lot to put together if you're going to keep it unique, interesting, and valuable for your clientele. Our marketing department tailors a vibrant and hyperlocal e-newsletter that will keep your clientele informed of local community events and offerings.

Throughout the years {my brokerage} has been testing and researching the best technology and website platforms for real estate agents. By using our website and company-generated content we've been able to help our agents grow their CRM and increase their business.



I'm happy to show you how you can leverage our website and CRM platform to grow your business too - let me know what you think.

Subject: New partnership?

{name},

You did an excellent job speaking at the recent {Event Name} event. I especially like the point you made about {topic they spoke about} and how it impacts our community. Do you see {topic} being effective at {their brokerage}?

I had a few ideas on how it could work at our brokerage. We have been helping agents grow their business by implementing new ideas like {topic} partnered with tried and true business growth techniques.

What's the easiest way to get 10 minutes on your calendar on {Day of the week} to share how our market expertise can be mutually beneficial? How can we connect?

Subject: The Difference

Hi {name}, I noticed your brokerage doesn't offer a {value or service}. It's actually something {my brokerage} provides our agents on a regular basis.

When you have a few minutes, I'd love to talk to you more about how you can leverage this offering to strengthen your business.

Subject: Working in XYZ

Hello {name},

I noticed on your website that you've been working in the XYZ area. Congrats on getting traction with such an established development, which is undeniably no small feat. I know from speaking with other top producers that many, if not all, find it challenging to build loyal and lasting relationships in a way that feels natural, comfortable, and authentic without being too "salesy". The impact – inaction and lack of a predictable pipeline and sales.

In the past year we've worked with other agents like {agent name} and {agent name} to help them close more deals in less time without selling their soul and I was thinking we might be able to help support you in this area as well.

I'm interested in learning more about you and what you value in your business. If you'd like to learn more, would you be open to carving out some time to explore?



Subject: {name}, is Your Marketing Automations Tool Working for You?

Hi {name},

I understand you may currently be using {marketing tool} as a marketing tool, and I was wondering if you're experiencing any difficulty with it? {Marketing tool} users often find that they need a more scalable solution as their business grows, and as a result we've seen many customers switch to the platform we currently use in recent months. These agents have seen immediate increases of 30-100% in productivity and a dramatic increase in leads – purely because they get much more capability in an easier-to-use package.

Why are {marketing tool} users switching? The system we use removes the limitations that held them back – some of the major benefits that these customers have experienced with {marketing tool} include:

- A much more productive, intuitive, and flexible interface for creating marketing campaigns (ranked #1 for user experience by independent analysts)
- Ability to quickly report on pipeline, revenue, and ROI by marketing campaign or channel
- Flexible lead scoring – which includes scoring models by product line or division, and automatic score reductions when your leads are inactive
- Drastically improved ability to leverage lead intelligence solutions inside your CRM

Please reply to this email or click here if you'd like to set up a time to talk about switching to {my brokerage} to gain access to this {marketing tool}. If it makes sense for your business, let me know.

Subject: Question: Expansion?

{name},

I just read an interview in {publication} where your broker mentioned your company's plans to expand your franchise operations by {% of expansion}. Do you know how this expansion impacts you professionally and personally? In the past year, we've worked with three other agents to transition their business because this change was not beneficial for them.

I'd be happy to meet with you and help you discover the true impacts of this change on your business. I'm available next Thursday, May 6th. Give me a time, and I'll give you the details.



Subject: Congratulations on {listing} !

Hi, my name is {my name} from {my brokerage}. I wanted to write and congratulate you on your sale on {street name of listing}. That's a great listing!

I noticed on your site that you are interested in/participated in {activity}. I just wanted to let you know that, at {my brokerage} we are also interested in/participating in {activity}. When I see values aligning like this, I like to reach out to let you know we are always looking for great agents, like yourself to join our team. If you'd be interested in finding out if we'd be a good fit for you and your real estate business. Let's talk!

Let me know if you'd like to learn more about us and we can set up a call. All conversations and inquiries will be confidential.

Subject: Coming to a City Near You

{name} – my name is {my name} and I'm the {broker/sales manager} of {my brokerage}. We've just opened a new office in your area and we are offering a {signing bonus/other benefit} for agents who transition before {date}.

I figured this might be of interest to you given your connection to the {area's name} community.

I'd love to get your feedback even if you're not interested at this time. Do you have 20 minutes this week? It looks like I'm open Tuesday at 1 or 2pm ET if either may work.

Subject: Your Unique Perspective

Hi {name},

The article you shared on LinkedIn yesterday addresses a challenge that I've heard two sales directors mention this week. Your unique perspective would be beneficial for them to hear.

We help sales directors improve their agents' success with a similar approach. Do you have 5 mins to speak on Wednesday or Thursday afternoon this week?



For Prospective Agents

Referred Outreach

Use these types of approaches for agents you have heard about from other agents, vendors, friends, family, etc.

Introduction + Referral Reference >>> Connect to Get to Know Agent

Subject: {Referral name} says you're interested in better lead gen strategies

{name},

{Referral name} told me today that you two were talking about how tough it is these days to get new leads in the door. It's a big issue that all Real Estate Sales Professionals face right now.

After looking at your website and signing up for your e-newsletter, I have some thoughts regarding where you may be losing people in the process. And, I've got some ideas you can implement fairly easily that should have a positive impact on lead conversion rates.

Let's schedule 30 minutes to talk some more.

Subject: Introduction?

Hi {name},

I was looking to connect with {Top Producer Agent Name} from {Brokerage XYZ} and saw you were connected with them. I'm not sure how well you know them, but if the relationship is strong, I'd really appreciate an introduction to chat about ways to work with {my brokerage}.

Please let me know if you feel comfortable doing this and I'll forward over a proper request for introduction that you can forward to them.

Subject: Connecting with {Top Producer Agent Name}

Hey {name},

Was hoping that you might be able to introduce me to {Top Producer Agent Name} from {Brokerage XYZ}?

I wanted to connect with them because they seem to have values that align with our brokerage and could be a good fit to our award-winning team.

Any help is much appreciated.



Subject: Area Expert

Hi {name},

I'm a Broker at {my brokerage} and we have just opened an office in the area at {location}. We're currently looking for Real Estate experts in this area and several of my friends pointed me in your direction. So I was hoping you could give me some insider tips about the area so we can learn what's best for our team and clients.

Here's my idea: I'd love to get together with you, (coffee, lunch, or a quick phone call) to hear why you love this area. Can we get together sometime soon? You can reach me at {phone number}.

Thanks in advance!



For Prospective Agents

Follow Up Email Examples

Use this type of messaging for those agents you have met and contacted before. Your messages should feel casual but persistent.

Follow Up + Value Proposition >>> Connect to Continue Conversation

First Follow Up

Subject: Re: [same subject]

{name}, I just wanted to circle back around and see if you received my email about the possibility of connecting either by phone or in person? You can reach me directly at {cell phone number}.
Look forward to hearing from you soon!

Subject: Re: [same subject]

Hi {name},
I didn't hear back from you last week in response to my inquiry about [statement]. That's not a problem. If it makes sense to talk, or if you have any follow up questions, let me know. I'm happy to answer any questions you may have.
Look forward to hearing from you soon!

Subject: Re: [same subject]

Hi {name},
I just wanted to circle back on my email below re: {same subject}. Are you free for a quick call on Monday or Tuesday? We're hearing from other agents who have partnered with us they are seeing an increase in their leads and conversions by {% improved}.

Subject: Re: [same subject]

Hey {name}, how is it going? Can we schedule a time to talk this week?



Follow up to a first conversation

Subject: Re: [same subject]

Hi {name},

I really enjoyed our phone conversation {or meeting} earlier today and especially liked learning about your unique approach to your Real Estate business. I understand the challenges you are facing with [challenges discussed] and the impact they are having on [insert personal impact].

As promised, I have attached [or linked to] the resources and materials that can help you better understand how we can help you solve [insert compelling reason to transition].

Please let me know if you have any questions. Otherwise, I look forward to talking with you again on [date and time].

Subject: {MyCompany} Call Summary

Great speaking with you today, {name}! I'm glad we agree {MyCompany} would be a great fit for you and your personal goals. Here are the top value adds we went over:

{Special}

{Special}

Resources for Review:

X

Y

Z

Action Items:

{next steps}

P.S. {next steps} — [use this opportunity to link to other services, people, materials and resources you would like to share with them]

Second Follow Up

Subject: Re: [same subject]

Hi {name},

Have you come across the {"Community XZY Page?"}. Check this group out: [link to LinkedIn or other social network group]

From our last discussion, this group looks to be filled with your target prospects that could ensure you reach your Q4 sales target we were talking about. Some of the challenges expressed in the group are problems you help solve.



What's the best way to get on your calendar for 15 tomorrow? I'll show you the playbook on how to drive revenue from this group.

Subject: Re: [same subject]

Hi {name},

I have tried to get in touch with you to see if there is a mutual fit between our brokerage's expertise and your goals around [statement].

Would it make sense to invest 10/15/30 minutes to determine if there is a mutual fit between your [statement] and our expertise?

If not, who do you know of anyone else who could be a good fit at this time?

Subject: [competitor X and Y]

Hi {name},

Just wanted to send you an example of how we're working with {experts/leadership/brand} to deliver this solution to our agents. Check it out here [link to example/video testimonial].

So far feedback has been extremely positive for our team. Would love to share more results with you when you have a few minutes.

Subject: Re: [same subject]

Drop me a note if you caught the email below {name}; I know you're busy!

I'd love to talk a little bit more about {my brokerage}, yourself, and any way in which we could collaborate. A phone call / Zoom would be a pleasure.

Hope you had an excellent weekend,

Subject: Re: [same subject]

Hey {name}, we got some new press coverage [link]. I'd love to pick up on our conversation. When's a good time to chat?

Subject: Next step?

{name}, I'm writing to follow up. I'm not sure how you're feeling after our conversation? Let me know what questions I can address around your transition, if any?

Looking forward to catching up.



Third Follow Up

Subject: Re: [same subject]

Hi {name},

I first want to apologize that we haven't been able to connect recently. I feel like somewhere along the way I must have made it difficult to communicate or dropped the ball because for a while there it seemed like you were really excited about our brokerage. Apologies if this was the case.

I just want to open the conversation back up and let you know that I know you have a lot on your plate and if this is something that is no longer a priority, that's totally cool – in fact as a Real Estate professional, I completely understand! If nothing else, I'd enjoy the opportunity to hear what's new on your end and maybe even get some feedback on how we can improve what this process for you.

Let me know if you have a few minutes next week to hop on a call.

Subject: Re: [same subject]

Drop me a note if you caught this {name}. Would love to chat some more about your business / provide any assistance I can there. Discussing your plans for [your area of expertise] (even if it's just advice I can pass on!) would be great too.

Hope you're having an excellent start to the week.

Subject: Re: [same subject]

Hey {name}, can we hop on a quick call Wednesday 4pm or Thursday 11am?

PS: I thought you might find this article interesting [link]

Subject: Re: [same subject]

{name},

When we spoke, I thought that I understood you wanted to know more about what it would look like to transition to {my brokerage}, but you haven't responded. Did I misunderstand or has something changed?

PS. I would love to hear any feedback you may have.



After a Leaving a Voicemail

Subject: Sorry I missed you

Hi {name},

Sorry I missed you on the phone today. I was just calling because [explain your purpose]. My voicemail said I will try you again on [date and time]. If you have any questions or need assistance before then, you can always reach me at [phone number]. Call or text anytime!

Subject: Just Tried Your Line

{name},

I just tried giving you a call and left a voicemail. I wanted to share some more insight on the [call to action]. Please give me a call back at {XXX-XXX-XXXX}, or send me a note when you get the chance. Thank you! Look forward to hearing from you soon!

Pending Questions?

Subject: Re: [same subject]

Hey {name},

Last time we chatted, you requested that I get in touch in {month}. I may be a month early, but I figured it'd be worth checking-in.

Have you given any additional thought to our proposal? I'd be happy to do a quick review by the phone and answer any pending questions.

When's a good time to talk?



For Prospective Agents

The Break Up

This might sound bad because who likes a “break up”? But these messages are geared to have a sense of finality and create a sense of urgency. Asking politely that someone “just let you know either way” is a good way to strike the conversation back up. Asking for any feedback that someone may have at the end of these messages, whether they give you feedback or not, shows you value them and their input.

Follow Up + Ask for a Decision >>> Connect to get feedback & address objections

Subject: Re: {same subject}

Hey {name},

Thank you for the opportunity to share with you some of what {my brokerage} can do for you and your Real Estate business. Since I haven't heard back from you in a while, I will put it on hold for now.

PS. I would love to hear any feedback you may have.

Subject: Thanks from {company}

{name} – I wanted to reach out to you one more time regarding the prospect of transitioning to {my brokerage}. I know things get busy and maybe you have more questions. If I don't hear back from you, I'll assume that the timing isn't right and I won't contact you again.

If I can be of assistance or, in fact, the timing is right, you can always contact me at the number below. Just a friendly reminder, all conversations and inquiries are confidential.

Subject: Permission to close your file?

{name},

We are in the process of closing our prospecting files for the quarter. Typically, when I haven't heard back from someone it means they're either really busy or aren't interested. If you aren't interested, do I have your permission to close your file at this time?

If you're still interested, please let me know what the best way to reconnect is.

Thanks for your help.



PS. I would love to hear any feedback you may have on the process.

Subject: Thanks from [company]

Hi {name},

I know we haven't been able to connect, which usually means one of two things: Either the timing may not be right or you no longer are interested.

In either case, I want to respect your time so I'm going to go ahead and close your file.

Otherwise, if you would still like to talk, please call me to discuss next steps.

Thanks again. Any feedback you can provide would be greatly appreciated.

Subject: Re: [same subject]

Hi {name},

I've reached out a few times regarding the prospect of you transitioning to {my brokerage}. My guess is that we're out of touch for one of three reasons:

- You don't see a good fit with our company
- You have another company who can meet your needs
- You are secretly a superhero and have been too busy fighting crime to reply

If any of these are correct, then they may be the exact reason why we should talk now...

Let me know either way on how you would like to proceed...

Subject: {Name}, Are you ok?

{name},

I reached out previously regarding transitioning to {my brokerage} and haven't heard back from you yet. This tells me a few things:

- You're being chased by a T-rex and haven't had time to respond.
- You're interested but haven't had time to respond.
- You aren't interested.

Whichever one it is, please let me know as I'm getting worried!

Subject: Re: [same subject]

Hi {name},

I've tried to reach you a few times to go over the {values/services} we can help you with, but haven't heard back which tells me one of three things:

- 1) You're all set with {values/services} and I should stop bothering you.



- 2) You're still interested but haven't had the time to get back to me yet.
 - 3) You've fallen and can't get up and in that case let me know and I'll call someone to help you...
- Please let me know which one!

Subject: Should I stay or should I go now?

Hi {name},

I know you're busy. Just give me a 1, 2, or 3 —

1. I'll pass on partnering with {brokerage name} at this time, thanks for the offer!
2. I'm interested, but it's not a good time, reach back out to me in 1 month.
3. I'm interested — let's talk!

Thanks!

Responding to a request to match competitors pricing

Subject: Re: demo follow up

No worries... short answer is no, we aren't able to compete on the splits from {other brokerage name}. The {other brokerage name}'s of the world have spent a couple decades now in a race to the bottom and it shows. I have no doubt you can get a better split with them with a whole lot less support and resources as well.

Our brokerage, {brokerage name}, is different. We're designed to help improve your performance in the critical area of XYZ. The ROI on doing that is enormous.

Now, not every agent sees the value in investing in an organization like {my brokerage}. I get that. But if you do, {brokerage name} is one of the most valuable investments you can make. Assume you {Add cost breakdown scenario to show how they will benefit}

On the cost side, great transactions churn over at less than half the rate of low performing ones — which means if you do a better job at XYZ, you'll save 10's of thousands in new transaction costs as they stay longer. And on and on....

So ultimately if you think {my brokerage} will help you do this better — even just a little bit — the whole thing is peanuts. The cost difference between our company and the others, even less. Look, {other brokerage name}'s agents are switching to {my brokerage} in droves because we're investing heavily in agent growth and happiness through {training/coaching/business development}. Those things cost money but, as we see above, they drive tons of value and you are worth every penny.



We'd love to have you on board as an agent and I'd be happy to have another chat with you or them if you think it would be useful. Let me know!

For Prospective Agents

Email Sequences

It's a proven fact that people need to see and hear about you at least 7 and up to 21 times (or more) to remember and recognize you. That's why it's important to consistently get messaging out to prospective agents. Use the below email sequences to convey your value proposition and be recognized. You may feel as if you're a broken record but that's the exact time prospective agents start paying attention to you.

Highlight Value Proposition + Agent Pain Point >>> Connect to pitch how you can help

First Email

Subject: Is it working?

{name},

I'd like to discuss what your brokerage is doing for you. We've been helping other real estate agents with {agent painpoint}, {agent painpoint} and {agent painpoint} for the past {# of years}.

Quick question: Can you tell me what your brokerage is doing for you in these areas?

If you're unsure, I'd like to discuss. When is a good time to connect?

Second Email

Subject: Re: [same subject]

{name},

{Publication} author, {author name}, recently wrote this article: {Enter Real Estate Agent Performance article title}.

I'd love to help you uncover whether you could do the same. How about a short call so I can understand your goals as a Real Estate professional in the next quarter?

Third Email

Subject: Re: [same subject]

{name},

I have tried to reach out a few times over the past week to learn more about your experience at {their brokerage}. I have not heard back from you and this tells me a few things:



1. You are all set with your business at {their brokerage}, and if that is the case please let me know so I will stop bothering you.
2. You are interested but have not had the time to respond.
3. You are being chased by a hippo and need me to call for help.

Please let me know which one it is as I am beginning to worry...

Thanks and I look forward to hearing from you.

First Email

Subject: Re: [first subject]

Hi {name},

My name is {my name} and I am the {Broker/Sales Manager} at {my brokerage}. We work with local vendors like {title company} and {mortgage company} to ensure you and your clients have the best Real Estate transactions. We would like to partner with you because we've heard you have the same high standard of excellence when it comes to your Real Estate business.

What would be the best way to get 15 minutes on your calendar to explore if this would be a good fit?

Second Email

Subject: Re: [first subject]

Hi {name},

I'm sorry to trouble you again. At {my brokerage}, we offer {support service}, {service}, and {service}.

We understand that what you do best is sell Real Estate and if you don't sell, we don't get paid. We strive to provide you the best service. So you can do what you do best - SELL. What can we do for you? Please let us know when we can set up a time to chat.

Third Email

Subject: Re: [same subject]

Hi {name},

Wanted to make sure you got my earlier message. I'd like to learn about the frustrations of being an agent at {their brokerage}. If you would like to discuss, what does your calendar look like earlier next week? If not, do you know of anyone else who might be interested in learning more about a career at {my brokerage} ?

First Email:

Subject: Appropriate person

Hi {name},



I'm trying to figure out who is in charge of [leading general statement] there at {company}.
Would you mind pointing me towards the right person please, and the best way I might get in touch with them?
Thank you,

Subject: Looking for best [insert job area where you'd like to start] contact

{name},
I am doing some research on your area to determine if there is (or is not) a need for [insert your strongest pain point].
Would you be the best person to talk to?

Second Email:

Subject: Re: [same subject]

Hi {name},
I didn't hear back from you last week when I was looking for the appropriate person to speak to about [statement]. That's not a problem. If it makes sense to talk, let me know how your calendar looks. If not, who is the appropriate person?

Third Email:

Subject: Re: [same subject]

Hi {name},
I have tried to get in touch with you to see if there is a mutual fit between our company's expertise and your goals in your Real Estate Business

Would it make sense to invest 5-10 minutes to determine if there is a mutual fit between your [statement] and our expertise? If you are not interested, please let me know.

PS. I would love to hear any feedback you have.

Fourth Email:

Subject: Re: [same subject]

Hi {name},
I've reached out a few times regarding your transition to {my brokerage}. My guess is that we're out of touch for one of three reasons:

- You don't see a fit



- You have another solution to {solve pain point}
- You are secretly a superhero and have been too busy fighting crime to reply

If any of these are correct then they may be the exact reason why we should talk now...

Let me know.

First Email

Subject: Your Revenue Growth

Hi {name},

My name is {my name} and I'm with {my brokerage}, and it's our passion to help build Real Estate agents to their full potential.

We've worked with top performing producers in the {city} area like [agents you've worked with].

We take a different approach to growing our agents and aren't like other Real Estate companies.

We move quickly and if we don't think we can kick butt for you, we'll be upfront about it.

Are you free for a chat this week or next to strategize a little bit? If so, please pick a time slot here:

[link to book a meeting link]

Second Email

Subject: Your Growth Initiatives

{name},

I wanted to see if you had 5-10 minutes to connect re: [previous subject]. We've been able to generate solid online leads and conversion for our agents and would love to learn more about what resources you may need from us.

Let me know if you have time to connect.

Third Email

Subject: {name}

Hi {name},

We recently helped another agent build their business by [insert result] by [what you do]. Can let me know if you'd like to learn more about [what you do] and discuss further?

Fourth Email

Subject: Scaling your customer acquisition

{name},

One of our agents was able to [improve metric by number] at half of their target cost per acquisition number. Is this something that might interest you right now? If so, let's connect.



Fifth Email

Subject: Are you ok?

{name},

I reached out previously regarding {what you do} and haven't heard back from you yet.

This tells me a few things:

- You're being chased by a T-rex and haven't had time to respond.
- You're interested but haven't had time to respond.
- You aren't interested.

Whichever one it is, please let us know as we're getting worried!

PS I'd love to hear any feedback you may have.

The Chase Before the Meeting

First email - Week 1

Subject: Is your firm investing in your success?

Hello {name}

I'm {my name} at {my brokerage} and we believe you need an organization that offers proven tools and training that our top producers have helped design and develop to help you succeed the moment you join the team at {my brokerage}.

We are a firm that is rooted within our communities and we have {market share} and {rank in volume} in each of the {number of markets you are in}. With this market share and presence YOU have the advantage over the competition in the area.

What are you waiting for? Join the {my brokerage} team and hit the ground running. If you are considering a move, I would be honored to help you make the right decision. Call me today for a confidential conversation about what we do to invest in you.



Second Email - Week 2

Subject: Tapping Into Your Best Talents

No matter how different your real estate brokerage thinks it is from others, it's not if it's not leveraging your best talents. At {my brokerage} we have a specialized evaluation process that helps us draw out your strengths and develop a business strategy that ensures you will not only be successful with {my brokerage} but will also enjoy what you do.

So, what are you waiting for? If you're considering a move, let me help you make the right decision for you. Call me for a confidential conversation about how we can help you leverage your unique talents.

Third Email - Week 3

Subject: What's In It for You?

Expertise, Support, Exposure, Marketing, Advertising, Mentorship - this is what's in it for you at {my brokerage}

At {my brokerage} we offer at no extra cost:

- Industry best website platform, official email, and lead generation resources
- Marketing resource library with branded self-marketing templates
- Business development coaching and mentorship from experienced leadership
- Listing exposure on {brokerage website} and thousands of other syndicated sites like Realtor.com
- Relocation and referral services
- {other offerings}
- {other offerings}
- {other offerings}
- {other offerings}
- And more...



Call me today for a confidential conversation about what else is in it for you.

Fourth Email - Week 4

Subject: Because You Deserve the Best...

Hi {name},

Now more than ever you need expert support, experienced advice, advanced tools, and reliable assistance to get through today's challenging market.

Did you know that at {my brokerage} Experienced Agents...

- Have an in-house, award-winning Marketing Department
- Have access to an intranet with easily accessible contracts, forms, and marketing materials
- Are guaranteed continuous growth and education in routine training offered by industry experts
- {other offerings}
- {other offerings}
- {other offerings}
- {other offerings}
- And more...

So, what are you waiting for? If you're considering a move, let me help you make the right decision for you. Call me for a confidential conversation about what it means to be part of this successful team.

Fifth Email - Week 5

Subject: Career Enhancements

Hello {name},

It's me, {my name}, again from {my brokerage} and just wanted to share with you some of the signature services we offer to enhance your career.

Buying and selling homes should be a seamless and rewarding experience for everyone involved. At {my brokerage} we offer a number of signature services to enhance your services to your clients.

- In-house mortgage and title services - for that "one stop shop"
- Signature Properties Division



- Global Relocation Services
- {other offerings}
- {other offerings}

Call me today so I can tell you more about how to leverage these signature services to enhance your career.

Sixth Email - Week 6

Subject: Unparalleled Service {my brokerage}

{My brokerage} is committed to providing an unparalleled customer service experience. Our success depends on our customers' success and we are proud to offer these services during their buying, selling, or renting process:

- Our in-house Marketing Department facilitates {marketing services (billboards, online advertising, etc)}
- A network of {number of agents} sales associates in offices located throughout {state/city/region}
- Our signature services programs
- Strong affiliation with hundreds of partners around the world.
- {other offerings}
- {other offerings}
- And more...

Call me today for a confidential phone call to learn more about becoming part of this winning team.

Seventh Email - Week 7

Subject: You're Invited! Open House

Hello {name},

I'd like to personally invite you to a {my brokerage} Open House and learn what it's like to work with us.

As an experienced agent, we know you have developed your own successful approach to your business and provide a high standard of excellence to your customers, however, this open house gives you a unique opportunity to get to know US. We would love for you to stop by and meet some of the great people on our team.



Call me to find out more details about this event and ask any questions you may have about meeting our team.

The Chase After the Meeting

Subject: Thank you!

Hi {name},

I just wanted to say thank you for taking the time to share a little about your business and your interest in learning about how {my brokerage} could help you grow your Real Estate business.

I know it can be a lot of information in a relatively short amount of time, so I am including a link to a short summary {link} to highlight some of the benefits of our company. Please feel free to reach out if you have further questions.

Also, here are a few testimonials from agents like yourself who talk about how {my brokerage} has helped grow their business.{link}

I look forward to speaking with you again in a few days.

Subject: Quick Update

Hi {name}

I hope you are doing well. I wanted to follow up on our conversation and see if you have any questions about {my brokerage} and its services? If you have any questions whatsoever, I would be happy to schedule a quick follow up phone call.

Click here to schedule a call with me at your convenience. {scheduling link}

Thanks,



Subject: How does your calendar look?

Hi {name}

Do you mind if we put something on the calendar for us to connect? That way we can have a quick check-in call.

What's a good day/time? Drop me a line or feel free to grab some time on my calendar: {scheduling link}.

Thanks for your help,

Subject: Time is Money

Hi {name}

I know it has been a few days since we spoke about the prospect of transitioning to {my brokerage} and how we could help you reach our Real Estate business goals.

One of the most common objections that I hear about transitioning, is how long learning all the new technology, systems, and processes can hold you back from actually conducting business. Time is money, right?

Is this something that you are worried about? If so, I'd like to take just a quick second to address this just in case we didn't get to it during our call:

"I am not really tech savvy and it will take too long to learn a new system on my own." The technology we have in place at {my brokerage} has been handpicked to help our agents streamline their business, not make it harder. We also have a dedicated Onboarding Specialist who will take you step-by-step through training and be there for constant technical support and guidance.

I'd love to discuss this more with you if you have additional concerns about the logistics of the transition itself.

Looking forward to speaking with you soon!



Subject: A Big Decision

Hi {name}

I am just following up from our meeting in {month}. I know this can be a big decision, and I would hate for you to make a decision to not move forward before we get a chance to talk. Whatever the concern, including price, I'm sure we can come to an agreement that is fair for both sides.

Would you have a few minutes to talk and address any concerns? Just as a reminder, all of our conversations are confidential.

Subject: Sleep on It

Hi Contact: First Name

I hope all is well. Now that you've had a chance to sleep on it and consider your options, I just wanted to see if there was anything else I could address to help you make your decision? I think that you would be a great fit to our team at {my brokerage} and look forward to hearing from you soon.

I'd like to offer if it would help you with your decision, if you'd like to set up an appointment with one of our other agents. I'm sure that any one of them would be happy to chat with you about our culture and their experience with us. Or perhaps you would like to attend an office sales meeting in the near future?

Let me know if either of these options works for you and I'll make the arrangements. We want you to make the absolute best decision for you moving forward.

Call me at your convenience.

Subject: What can I do for you?

Hello again, {name},

I was just circling around again to see what I might be able to do for you at this time? I haven't heard back from you about our offer and wanted to see if you are still interested? I know life can be busy and making a big decision like this takes some time. Please let me know if you're still interested. If so, we can make a solid plan to move forward. If you're not interested, I would love to hear any feedback you have and then I'll stop bothering you.

Looking forward to hearing from you soon!

Subject: Need More Time?



{name},

This is a big decision and I completely understand if you need more time. Just let me know if you are still considering a move and I'll touch base with you in a few weeks. If not, please let me know and I'll stop bothering you.

Please know that you are welcome to call me anytime if you have any specific questions. I'm happy to help you make the right decision for you.

Subject: Quick Question

Hi {name} I know you're busy so I ask you kindly to just respond with a 1, 2, or 3

1. I'm not interested, please don't contact me anymore.
2. Wait! I'm interested, just been busy. Call me in 2 weeks! Or is there a better time for you?
3. Call me this week - I'm interested and have some questions I'd love to go over with you.

Thanks!



For Prospective Agents

Inbound Lead Responses

Use this type of messaging to respond to inbound leads from your website, online ads, social media, or other promotional efforts and inquiries.

Noticed You Clicked/Downloaded + Help with that>>> Connect to Provide More Info

Subject: {Blog Post Name} What did you think?

Hi {name},

I noticed that you recently visited our {Page or Blog Post}. I wanted to quickly check in and make sure that you were able to find the resource you were looking for? I also thought you might find these additional resources helpful:

- {link to helpful resource}
- {link to helpful resource}

I actually also took a minute to look at your website, and I thought you might be interested in learning more about what we can offer you at {my brokerage}. Would you like to talk tomorrow at {insert 2 times you're available}?

Subject: {name of downloaded ebook}

Hey {name}

What's going on? I saw that you downloaded our {ebook / whitepaper / guide} — I hope that you enjoyed it or soon will.

If I can be of any help at all, please don't hesitate to reach out.

PS: I just connected on win you on {Linkedin/Facebook/other social}

Subject: Good, Bad, Indifferent? {name of document downloaded}

Hi {name},



I noticed you recently downloaded our exclusive document {title} that addresses {topic} in your area. I was wondering if you could provide us with some feedback on the article? We have been working across the region with agents like yourself and value your unique perspective on the topic.

If you have some time, I would be happy to hear from you. You can call me directly at {phone number}

Thank you for your interest!

Subject: Thank you for your interest {my brokerage}

Hello {name}, I'm so happy that you reached out through our {website/Facebook page/LinkedIn} to learn more about what it would be like to be a part of our award-winning team. Here at {my brokerage} we value {value, value, and value}.

I'm looking forward to learning more about you and if {my brokerage} would be a good fit for you. Can we set up a time tomorrow to talk? I'm available {list a couple of times you are available}.

PS. What's your ultimate real estate dream? I'm looking forward to hearing your answer when we chat.



For Prospective Agents

Upcoming Event

Use this type of messaging to entice agents to attend a company event. Inviting agents to company events will help you display your brokerage's values and culture. Instead of giving all the information about the event like you would on a formal invitation, you can leave key details out to encourage them to contact you for more information. Remember, you are "exclusively" inviting the prospective agents so your language should be very personable.

Event Information + Agent Interest >>> Connect to Provide More Info

Subject: {Event Name} + {name}

{Name},

Hi, this is {my name} from {my brokerage} and I'm writing to let you know that we have {event name/type} coming up. Historically our agents have been able to {benefit/increase/money/appointments} from attending this event.

You are invited to attend! If you're interested, call me for more information.

Subject: {Training Event Name} - You're Invited!

Hello {name},

My name is {my name} and I am the {Broker/Sales Manager} at {my brokerage} and we have {value proposition} and we are offering {Training Event Name} on {date} that is normally exclusive to our team at {my brokerage}. Because we value {value proposition}, we decided to open up a limited number of seats to agents like you. We will have a special guest {guest name} delivering their message on {topic} that I know you'll enjoy!

Please let us know if you'd like to attend and we'll send you the information to register. If you have any questions, please reach out to me personally at {email} or {phone number}.

Subject: Exclusive FREE Webinar {Guest Speaker} {Topic}



Hi {name},

I'm so excited to share with you that the team at {my brokerage} has partnered with {guest speaker/sponsor/other organization} to bring you a FREE webinar on {date} but not just anybody can attend. Want an invite? Click below to learn more about it.

{Link: "How do I get invited?"}

Subject: How do I get an invite? Exclusive Webinar {Guest}

Hi {name},

I'm so excited to share with you that {my brokerage} has organized an exclusive event featuring, {guest speaker/sponsor/other organization} on {date}.

This is a FREE webinar, but seating is limited and not just anyone can attend. Want an invite? Call me directly and I'll tell you more about it. You can reach me at {phone number}.

Subject: {my brokerage} brings you {Guest Name/Event Name}

Now, I don't normally do this but, because I'm so excited and proud of our team at {my brokerage} for putting together a great event like this one, we didn't want to keep it all to ourselves.

I would like to cordially invite you to an exclusive event, {Event Name} featuring {Guest Name}, who will be offering industry expert information on {topic} that we believe is valuable in today's market. If you'd like to learn more about the event, I'd be happy to fill you in on the details. Call me at your earliest convenience, {phone number}.

Subject: You're Invited - Open House {my brokerage} New Office

Hello {name},

You are invited to {my brokerage} {City Office}'s Open House! Come meet our team and learn more about what we look forward to bringing to the area.

We are so excited to be part of this great community and are excited to see you and show you our new offices.

Join us for food, fun, and a cocktail or two!

{time, date, location}



Subject: Thanks for attending {event/webinar/etc}

{name},

Thank you so much for attending {event/webinar/etc} on {date offered}. Here at {my brokerage} it's important to us to {value proposition, value proposition}. We hope you benefited from {topic} and will attend any other {event/webinar/etc} we offer in the future.

Did you know?! Our agents at {my brokerage} have exclusive access to {content/training/events/webinars} like this one on a regular basis? Would you like to benefit from these programs that have been proven to grow our agent's business by {% growth}? We are always looking for great sales associates who are looking for an engaging and supportive environment to build their business.

Let's set up a time to have a confidential conversation next week. I'm free {days and times you are free}

Subject: Great to meet you at {office open house}

Hi {name}

Thank you so much for taking the time to stop by our {office open house}! We appreciate you showing your support for our team and {my brokerage} in the {area/region/city}. We hope that you enjoyed yourself and were able to meet a few people from our team. We pride ourselves on {value proposition} and I personally hope you were able to experience that.

If you or anyone you know is interested in learning more about our company or a career in Real Estate, I'd be happy to consult and discuss opportunities. All conversations and inquiries are confidential. You can contact me directly at {cell phone number}. I look forward to seeing you again soon.



For Prospective Agents

New Agent

Use this type of approach to contact new agents to the Real Estate industry. The idea is to educate a little and guide new agents by presenting your value proposition and what you can offer a new agent.

Educate + Value Proposition >>> Connect to Provide More Info

Subject: New Agent Training {my brokerage}

Hi, my name is {my name} from {my brokerage}. I wanted to reach out and congratulate you on deciding to build a career in Real Estate.

Are you familiar with our {agent training program/system}? The agents who have completed the training program are having incredible success.

{your agent} has listed {number of homes listed} homes in their first {number of days} days and {your agent} sold {number of homes sold} homes in {number of days} days.

I'd like to show you how these proven training can significantly increase your business and income by working smarter, not harder.

When could we get together for 10-15 minutes? Would today at {time} or tomorrow at {alternate time} be better?

Subject: Congratulations! Welcome to Real Estate

Hello {name},

I just wanted to write to you and say congratulations on getting your real estate license. It's a great accomplishment! Being in real estate for {xyz years}, I have thoroughly enjoyed working to help people achieve their real estate dreams.

At {my brokerage}, we specialize in helping newer real estate agents, like yourself, get a strong start in their career through our {training/program}. We'll help you build customer relationships, leverage leads, and guide you through your first transactions.

If you'd like to hear more about what we can do for you, or you just have general questions about being in real estate, give me a call. Let's set up a time to chat.



Subject: Getting Started on the Right Foot

Hi {name},

Congrats on getting your real estate license! I know you're going to truly enjoy your real estate career, as I have. I'm {my name} at {my brokerage}, and we've been in the real estate business for {# of years} and the first step to your real estate success is {list something you uniquely offer}. We have been perfecting this process and developing the tools with our most experienced agents.

We've helped a number of agents who are new to the real estate business get started on the right foot, and I'd like for you to be the next.

I'd like to tell you more about how this could help you as you grow your business. When would be a good time to connect?

Subject: Do you have a personal brand?

There are currently {# of real estate agents} in {the nation/area/city/region} and to stand out among the crowd, or what we at {my brokerage} like to call "The Sea of Sameness", you have to develop your personal brand.

As a new agent, have you thought about what your personal brand should be? We have a team of branding experts at {my brokerage} who can help you develop your personal brand so you can hit the ground running with online marketing and start to gain listings.

When can we schedule something, maybe over coffee or on the phone, so I can learn more about you and your business and start to develop your personal brand?

Subject: Are you ready?

Hello {name},

I saw that you've just received your real estate license and thought you may be interested in some guidance in getting started in the business? I'm {my name} from {my brokerage} and we've developed a checklist to help you get going in the business:

1. Find a successful brokerage that will support you and mentor you to grow your business.
2. Develop your personal brand so you can stand out from the competition.



3. Start compiling everyone you know into an easy to use database or CRM and begin connecting with them to drum up business.

If you need guidance on how to get started on any of these items, I would be happy to have a chat with you. When would be a good time to connect?

PS. If you'd like to learn more about us at {my brokerage} you can read more about us here {website link/blog link/About the team link}.

Subject: Okay, Okay What's Next?

{name},

Now that you've done what it takes to get your Real Estate license, you may be asking yourself, "What's next?" As an experienced real estate professional and {Broker/Sales Manager} at {my brokerage}, I have some ideas I would love to share with you on how you can get started on the right foot to be successful in today's competitive market. When can we set up a call?

Subject: How are things going?

Hi {name},

This is {my name}, {my position} from {my brokerage} again. I don't know if you remember me but we met at {event}. I just wanted to see how {enter something you learned about them} was going?

Are you still considering {enter something else you learned about them}? Please let me know if I can be of any assistance to you. Would you be interested in a call sometime soon to catch up?

Best wishes,



For Prospective Agents

Agents Sunsetting Their Business

Use this approach for agents who may be interested in making a life change and transition out of Real Estate. Most of these agents have been in the business for years, maybe even decades and offer them guidance on “selling their book of business”, retirement planning, and/or switching to a referral based business. If you can offer a value proposition, like retirement planning, that their current brokerage isn’t offering, agents may want to switch to your brokerage to see out the final steps.

Life Change? + Offer Value Proposition >>>Contact to learn more

Subject: Your Next Level

Hello {agent name} - My name is {name} and I’m {broker/manager} at {my brokerage} and I just wanted to congratulate you on {25,30,35, #years} in the Real Estate business! That is quite a milestone! You’ve done a lot to grow your business - invested years for time, energy, and money into building it to what it is today. Well done!

I know you love the real estate business and have a great deal of passion for your customers. We at {my brokerage} pride ourselves on the same level of passion for our agents. We’ve been offering {value proposition} in {area/city/region} for {number of years} and we also specialize working with experienced agents, like you, who may be looking to step away from the business in the near future.

If you are interested in learning more about how we can help you achieve your next level in life and get the highest value for your book of business, I’d be honored to have a confidential conversation with you. Please feel free to contact me directly at your convenience {phone number}.

Subject: Corner of Your Life and Change

Hi {agent},

As we know Real Estate happens at the corner of life and change - your clients need a bigger house because they are getting married or growing their family - someone needs a little more room because they are now working remotely from home - someone else needs a bigger yard because they are taking on homesteading. Whatever the reason, you are there for them to help them get to that next level in life.



Well, I'm {name} from {my brokerage} and I wanted to let you know that we are here for you at the corner of your life and professional change. Whether you are looking to ramp up your business, break into a new marketplace, transition to referral based business, or maybe even sunset your business, we would be honored to help with that transition. Our experienced leadership team at {my brokerage} have worked with a number of agents who are looking to shake things up a bit and move forward to whatever they are looking forward to next.

Call me directly for a confidential conversation. {cell phone number}

Subject: I was referred to you by {agent name}

Hi {name},

My name is {name} from {my brokerage} and {agent name} referred me to you. {agent name} mentioned to me that you were considering sunsetting your business in the next {number of years} years and looking forward to spending more time {with your grandchildren/children/travelling the world}. That's wonderful! I too look forward to someday {retiring/travelling/moving etc}.

{agent name} probably referred you to me because they know that I have a passion working with agents like you who are transitioning to the next stage. It's important to put a plan in place to ensure that you really leverage your last years in the business. I'd be happy to discuss your options and next steps on a confidential call or meeting. Let me know if you're open to chat. You can reach me directly at {phone number}. All conversations and inquiries are confidential.

Subject: Planning for Retirement?

Hi {name},

For entrepreneurs in the Real Estate industry, planning for retirement can be challenging and overwhelming. At {my brokerage} we have assembled a team of experts in the areas of retirement planning, wealth management, and investment planning who can help you get started now.

Whether you are just starting out in real estate or are considering retirement soon, our team of experts can help you start planning for retirement. If you would like to have a confidential discussion and gain access to our in-house experts, let's chat. I'm available next week at {days and times you're available}.



For Prospective Agents

Potential Unlicensed Real Estate Agents

If you are a broker that specializes in mentoring those who want to get into the Real Estate industry, you can start to prospect for agents before they have taken the exam. Offering guidance and mentorship at the beginning of an agent's career can create loyalty and early awareness to your brand.

Ready for a Real Estate Career + Offer Consultation >>>Contact to Learn More

Subject: Are you considering a Career Change?

Hi {name},

- Are you looking for flexible hours?
- Ever considered working for yourself?
- Do you have strong relationships within your community?

If you answered yes to any or all of the above, you might want to consider a career in Real Estate. We at {my brokerage} are always looking for new agents who would like to hit the ground running in their own business. We offer a New Agent Training program that guarantees {1 listing within 1 month of working} with us.

If you'd like to learn more about the process of becoming a Real Estate agent in your area, let's set up a call.

Subject: Want to be a Realtor?

Hi {name}.

Have you ever thought to yourself, "I wonder what it would be like to be a real estate agent?" I wondered that same thing and I am so glad that I did. My name is {name} and I'm {broker/manager} with {my brokerage} and I've been in real estate for {number of years} years. Throughout my career, I've gained a wealth of knowledge and experience and would like to offer some guidance if you've been considering becoming a Realtor.

It's a hard job, but very rewarding especially if you thrive working with great people and flexible hours. Let's set up a time to talk. I'm available {days and times you're available}.

Subject: Wondering Where You Should Start in Real Estate?



Hello {name},

My name is {name} from {my brokerage} and I see you've inquired about a career opportunity in real estate. As with any decision, you might be asking yourself, "Where do I get started?" Well, at {my brokerage} we specialize in consulting and mentoring new agents and I'd be happy to help you navigate the beginning of your real estate career.

Let's schedule something to meet - either on the phone, virtually, or in person - and I can help you get started.

For Prospective Agents

Previous Agent Outreach

This may seem like uncomfortable territory, but not everyone leaves a brokerage on bad terms. There are the occasions where someone has left because there was a gap between what the agent needed and what your brokerage could provide at the time. There might have been a lack of resources, office space, or leadership the agent required. When changes are put in place where you've improved what you can offer that particular agent, you should let them know about it with an offer to return.

Awareness of Change + Offer to Come Back >>> Call to discuss

Subject: {my brokerage} New Office in {city/area/region}

Hi {name},

I hope all is going well for you! The team here is doing well and I just wanted to let you know in case you hadn't heard that we are opening up a new office in {city/area/region}. We are due to open this office at the beginning of next month.

Prior to your leaving {my brokerage}, you expressed that you having an office in this area would really work well for you. I totally understand if you are happy where you are now, but I wanted to make you aware of the new location, in the case that you would consider transferring back.

I would be happy to have a confidential conversation with you if you'd consider returning to the team and working out of this new location. Call me when you have a moment, even if it's to tell me no. I'd love to hear how you're doing. My number is still {phone number}.

Subject: {Agent XYZ} has joined {my brokerage}

Hi {Name}, I hope all is going well for you! The team here is doing well and I just wanted to let you know in case you hadn't heard that {Agent XYZ} has joined our team in {office/region/city}.

I'm letting you know this because prior to your leaving {my brokerage}, you expressed that you would love to have the opportunity to work with {agent XYZ}. I totally understand if you are happy



where you are now, but I wanted to make you aware of this transition, in the case that you would consider transferring back.

I would be happy to have a confidential conversation with you if you'd consider returning to the team and having the opportunity to work {agent xyz}. Call me when you have a moment, even if it's to tell me no. I'd love to hear how you're doing. My number is still {phone number}.

Subject: {my brokerage} Hires {Leadership name} for {Position}

Hi {Name}, I hope all is going well for you! The team here is doing well and I just wanted to let you know in case you hadn't heard that {leadership name} has joined our team and will be in charge of {position} {responsibility}.

I'm letting you know this because prior to you leaving {my brokerage}, you expressed that you would love to have the opportunity to work with {leadership name}. I totally understand if you are happy where you are now, but I wanted to make you aware of this transition, in the case that you would consider transferring back.

I would be happy to have a confidential conversation with you if you'd consider returning to the team and having the opportunity to work with {leadership name}. Call me when you have a moment, even if it's to tell me no. I'd love to hear how you're doing. My number is still {phone number}.

Subject: How are things going?

Hello {name},

I hope you and your family are doing well. What a year it's been! We've been making some changes to how we do things with the help of feedback from agents like yourself.

- {benefit added}
- {benefit added}
- {benefit added}

I wanted to make you aware of these changes just in the case that you might be interested in returning to the team. We'd love to have you back if you're open to discussing your options.

Subject: {my brokerage} Implements New {Agent Software}

Hi {agent}, I hope all is going well for you! The team here is doing well and I just wanted to let you know in case you hadn't heard that we've implemented {new agent software} that has actually



been a huge part of why our performance has increased by {% of increase} and helped our agents to increase their business by {% increase}.

I'm letting you know this because prior to you leaving {my brokerage}, you expressed that you were looking for software that could help you with {specific problem} and this software does. I totally understand if you are happy where you are now, and have a system that suits your needs, but I wanted to make you aware of our new system, in the case that you would consider transferring back.

Call me anytime. My number is still {cell number} and of course, our conversation will be confidential.

Subject: How's business?

Hi {name}!

I just thought of you the other day when {agent} and I were talking about {topic}. That got me thinking about how you're doing. How's business going? We've been seeing a lot of {luxury/price/etc} homes hit the market recently. Are you seeing that trend too?

Say, do you have time next week for us to compare notes? I'm free {day and time you're available}. I'd love to catch up.



Referral Prospecting

Referral Prospects from Agents

Use this approach to connect with agents who have been referred to you by other agents. These might have been agents that work well “across the closing table” with your agents or they may be an acquaintance of your agent. Either way, the goal is introduce yourself and use this opportunity to set your company apart. Talking with your agent first about what they know will make sure your message is genuine and personable.

Introduction + Discovery >>> Solve Pain Points

Subject: {Your Agent Name} Referral

{Your Agent Name} from our office spoke very highly of you and thought you would be a great asset to our team. We know it takes a great agent to recognize another great agent and we use these referrals to extend invitations to learn more about our company.

1. May I ask you how long you’ve been in the business?
2. Have you always been with your current company?
3. How did you happen to choose the company you’re with?
4. If I could show you proven systems and programs that could significantly increase your business and income by working smarter not harder, would you be interested in talking about it?

When could we get together for 10-15 minutes, would today at {time} or tomorrow at {time} be better?

Subject: Do you have time to catch up?

Hi {name},

I hope all is well with you and that your business has been going well. I’d love to catch up sometime. {Agent Name} mentioned to me the other day that you were looking forward to {breaking a new farm area/a vacation/etc}. That’s wonderful!



Please let me know if I can ever be of assistance to you or if you just want to get together and chat. We're using {video conferencing software} now (my how times have changed!), and if that works for you, we can set something up in the next couple of weeks. I wish you the best!

Subject: How's Business?

Hi {name}!

I just thought of you the other day when {agent/mutual connection} and I were talking about {topic}. That conversation got me thinking about how you're doing? How's business going? We've been seeing a lot of {luxury/price/etc} homes hit the market recently. Are you seeing that trend too?

Say, do you have time next week for us to compare notes? I'm free {day and time you're available}. I'd love to catch up.

Referral Prospecting

Referral Prospects from Vendors

Use this approach to solicit referrals from industry partners and professionals. Your goal here is to stay in touch with your vendors, yet make them aware you are always looking for recruits.

Connection/Gratitude + Awareness >>> Call if they know of someone

Subject: Thank you for all you do.

Hi {name},

Thank you so much for all the good work you do with our agents at {my brokerage}. I've heard great things from several of them about you. It's always comforting to know that our agents feel confident and proud to have you and your team working with them to provide the very best for their clients.

Thanks again for all you do.

PS. Should you know of anyone that might be a good fit for our team, I would appreciate the referral.

Subject: What can I do for you?

Hi {name},

I just wanted to reach out as the team at {my brokerage} strongly values {value proposition} and as part of our commitment to those values, we want to make sure we are investing our energy into building strong relationships not only with our agents and our customers, but also with our professional partners, such as yourself.

With that being said, first, I would like to say thank you for helping our agents provide exceptional service to our clients and second, is there anything I can do for you and your team that can add value to our working relationship? Call me anytime.



PS. If you know of someone who might be a good fit for our group at {my brokerage}, please let me know.

Subject: Have you heard?!

Hi {name},

I'm so excited to share with you that {my brokerage} has just been recognized/awarded the {award}. This means so much to us because we strive to {value proposition}. Thank you for helping us continue to deliver {value proposition} for our clients. Also, if you know anyone else in the industry who could benefit from being part of our award winning team, please let me know.

We just wanted to share the news!

Referral Prospecting

Referral Prospects from Your Agents

The most overlooked resource for recruiting leads is your own agents. Often you have one or two of those agents that you would just love to clone (your ideal agent). Make sure to solicit feedback and referrals from those ideal agents. They may be able to recommend someone who "looks" like them and who they may even prefer to work with in the future.

Congratulations/Gratitude + Ask for Help >>>Contact if they know someone

Subject: Congratulations on {listing}!

Hi {Agent},

Congratulations on your recent success in landing that great listing {or enter another known achievement}. I'm so delighted that worked out for you. Your hard work and dedication has paid off!

As you know, we are always looking for other great agents, like yourself, to join our team. Have you run across anyone in your travels, maybe even from another brokerage, that you think would be a good fit for us? I'd be grateful if you'd keep an eye out for other great agents like yourself.

Keep up the good work!

Subject: Asking for a Friend...

Hello! I'm asking for a friend - literally - I'm looking for new friends who are like you. Do you have someone in mind that would be a great fit for our team and could benefit from working together with us? If so, I'd love to hear more about them. We are always looking for great agents, like yourself, so if you have a friend to refer, reach out to me.



Subject: {my brokerage} What Really Makes Us Great?

Hello {agent}, I hope you are doing well and everything is going well. I see you're on track to meeting your {business goal} and get to go on the vacation you've been planning. Great work you deserve some time away!

I was wondering if you could help me with something? We're trying to attract great agents like yourself to our team all the time and I'd like to hear from you what really makes us great? If you don't mind, could you write me a quick sentence, give me a quick call or text, or record a easy, short video message? Tell me one thing you like about the company, I'd like to share your thoughts with others who might be interested in joining our team.

Also, do you know anyone who would be a good fit for our team?

I appreciate your help! Keep up the great work and enjoy your vacation. I'm here if you need anything from me.

Subject: Can I get your input?

{Agent},

I would love your input on something. We've been working together for {number of years} and I highly value your opinion and the insights you bring to the team. Would you be willing to take a moment and reply back to this email with 3 characteristics we should look for in new agents to become part of our team? I'd love to hear your perspective.

Feel free to call me, too if you just want to chat about it.

PS. Also, if you have someone specific in mind who fits these characteristics and you think they would benefit from working with us, I'd love to discuss the prospect of them transitioning with you.

Subject: Who would you like to work with?

Hi {agent},

How are you doing? I just wanted to check in and follow up on {something from last time you talked}. Please let me know if I can be of assistance in any way.

Since "it takes one to know one", I wanted to ask you if you know someone outside of {my brokerage} but would be someone you would like to work with? I'd like to have more agents like you and appreciate your insight on this.

Subject: I'm hearing good things about you

Hello All,



Thanks for always being a great team! I get a lot of great feedback from our clients, vendors, and other community sales associates in our area that you all are great to work with. I wanted to say thank you and keep up the great work! I'm proud to have you on the team.

Quick Question: Are there other sales associates, like yourself, that you get excited or happy about when you learn they will be sitting across the closing table from you? Would those agents be a good fit for our team? If you think so, give me a shout. I'd love to hear who you have in mind.

Again, great work everyone!

Referral Prospecting

Referral Prospects from Your Teams

There is a specific group of agents within your brokerage who may also be doing their own recruiting and that's your Team Leaders. They are almost always looking for another agent who can help build their team. Your approach should be to ask them who they have their eye on and if you can provide support in recruiting this agent to the company to then become part of their team.

Congratulations/Gratitude + How can I help? >>>Contact to strategize

Subject: {Team Name} Thank you

Hello {Team Leader/Team Members},

Great job on all the work you've been doing! I just wanted to drop a quick note to check in and see if there is anything I can do for you?

As you know, I'm always in the business of recruiting new agents and would love to help build your team if that's something you're considering. Is there anyone you know out there that you'd like to join {my brokerage} and be a part of your dynamic team? Let me know if you have someone in mind who we could reach out to together.

Subject: Great work - {fundraiser, community/office event}

Hi {Team},



I loved seeing you and the rest of the {team name} at the {fundraiser, community/office event}. The {presentation/contribution} you made was very informative and I'm so proud of you all. As you know, we are always looking for great team members, like yourself. Is there anyone you've been considering recruiting for the {team name} recently? If so, I'd love to discuss a strategy with you to reach out to them.

Let me know when you have some time to talk about a new prospect.

Subject: Building Business, Building {team name}
{Team Leader},

I just wanted to let you know that I'm here not only to build the team of {my brokerage} but also to help you build {team name} strengthen your team. Are you currently looking for another team member? If so, I'd be happy to help with that. Let's find a time to chat about your needs and requirements soon. I'd like to support you in any way I can.

Referral Prospecting

Referral Prospects from Business Connections

Because the real estate industry is a competitive environment, we recommend you go outside your Real Estate circles to solicit referrals. Business organizations like the Chamber of Commerce, Young Professionals Network, etc. (anything you or your leadership are involved in), it doesn't hurt to just ask.

Great to Meet/See You + Ask for Help >>>Contact if they know someone

Subject: Great Meeting You, From {my name}
Hello {name},

It was great meeting you at {organization name} and I wish you the best of luck in {something they mentioned they are interested in}. Please let me know if I can assist you in that endeavor.

I just wanted to send you a follow up email to ensure you had my contact information (I know sometimes those business cards get misplaced). As I mentioned, we are always looking for bright, ambitious people to work with us at {my brokerage}. Do you know anyone who might be interested in a career in real estate or looking to transition to our team?

Also, I'd love to hear more about what I can do for you - anyone I can keep my eyes and ears open for?

Subject: Follow up {your name} Contact Info
Hello {Name},



Like I mentioned at the {organization name} meeting, I'm sending forward my information so you have it. Thank you so much for taking some time to chat today. I hope to see you again at the next meeting and catch up with you about {thing you talked about prior}.

PS. My company, {my brokerage} is always looking for great team members. If you know anyone in Real Estate who is interested in joining a team that {value prop, value prop, value prop} please don't hesitate to forward them my information.

Subject: {name} - I enjoyed connecting with you

Hello {business owner/leader},

Great seeing you at {organization name}! Business Owner to Business Owner, I just wanted to let you know that I'm here if you need anything. As I mentioned, we are always looking for sales associates to join the {my brokerage} team. We pride ourselves in {value proposition}. I'd be greatly appreciative if you would share my information or refer me to anyone you know who you think might benefit from working with us.

Please let me know if I can offer you anything in return.

Referral Prospecting

Referral Prospects from Your Personal Sphere

Although you have personal and professional relationships, within Real Estate we find our clients become friends and our friends become clients. Your personal sphere will always want to hear good news from you - so share that good news and add a little reminder that you're always looking for great people to work with.

News + Ask for Help >>>Contact if they know someone

Subject: Exciting Announcement - {New Office}

Hello All!

I hope you all are doing well. I just wanted to send a quick note to let you know that {my brokerage} is getting a new office in the {city/state/region} and we are looking for great real estate professionals to join the team. Please let me know if you know anyone who might be interested. Please don't hesitate to share my contact information with them as well.

Subject: How's Life?

Hi {name},

I hope all is well with you and {family member names}. {ask how things are going with the last personal thing you remember}?

We're doing well. Been busy with work, but we were able to take that vacation to {place} earlier this year. My favorite part was {share favorite part}.



Work's been busy too! We've implemented this new {program/training/office} and now we're seeing our agents have great success with it. It's so exciting! Hey, do you know anyone who might be interested in learning more about it? I'm always looking for new recruits (of course).

Well, if you have some time soon, let's catch up! Give me a call or text sometime.

Subject: Can I ask a favor?

Hi All,

As you may or may not know, I've just become the {Manager/Broker} at {my brokerage} and I'm so excited about this new adventure! {my brokerage} values {value proposition} and I'm proud to be contributing to that. But, I was wondering if I could ask for your help?

We are always looking for real estate professionals to join our great team. If you're willing to help, I'd love to know if you know anyone who might be interested in either transitioning to our company or who might be interested in a real estate career?

Let me know - you're welcome to respond to this email or give me a call directly at {phone number} to talk more about it. Of course, all inquiries and calls will be confidential and handled by me personally.

Thank you so much for your support!

Everyone You Know

Broker to Broker Referrals

Sounds weird asking your direct competition to send you a referral, however, building a rapport with other brokers who are willing to send referrals of agents who don't fit their company's expertise or niche in the market, could be beneficial. They are given an opportunity to be of service to that individual by giving them a "lifeline". With a mutual agreement that you will do the same for them, you will build yet another pipeline of leads. If the relationship works well they might also keep you in mind should there be a major change in another brokerage (M&A's, retirement, etc.).

Present Referral Arrangement + Mutual Return >>>Call to talk about details

Subject: Referral Relationship?

{Broker name},

I'm {my name} from {my brokerage} and I just wanted to introduce myself. {my brokerage} has been doing {commercial/residential/investment} for {number of years} in {area}. I know you and your agents specialize in {commercial/residential/investment} and I wanted to see if there was a possibility of us setting up some sort of referral relationship?

Here's what I'm thinking: When you run across someone who is more suited to {commercial/residential/investment} in your recruiting efforts and you don't think they would be a good fit for your team, you could refer them to me? I would do the same in return for you - anyone



I find in my recruiting efforts who seems to have more experience or interest in {commercial/residential/investment} I would refer them to you.

Let me know your thoughts. I'd be happy to talk with you directly about details if you'd like. Call me at {phone number} and we can arrange a meeting.

Subject: Heard about Your Future Plans

Hey {broker},

I heard the news that you're thinking about {retiring/selling/moving}. I just wanted to let you know that I'm here to help you in any way possible to make that transition an easier one. I'm even interested in the possibility of an M&A if you're considering that. Please let me know how I can be of help. If an M&A is a consideration, I'd love to set up a time soon to discuss. Call me when you can.

Subject: I'd like to Refer You

Hey {Broker},

I just wanted to check in and see how things are going for you at {their brokerage}. We've noticed over here at {my brokerage} that {trend happening in the market}. Have you found that to be true?

I also wanted to put it out there that I know our businesses are fundamentally different because {we operate mostly online/you offer your agents xyz}, however, because I admire {something about them or their brokerage}, I was wondering if we could consider an agent recruiting referral relationship? I'm thinking that when I find someone that doesn't quite fit here at {my brokerage}, and see they would benefit from working with {their brokerage}, would you be willing to do the same for me?

Let me know if you want to discuss further. You can always contact me directly on my cell {cell number}.

Thanks for your consideration.

