

Buyer Lead Email Templates



Rebecca Green
Founder + Real Estate Broker
Licensed in OR + WA



Introduction

How are you feeling about working with Buyers these days? While shifts seem inevitable, foundationally, the conversations, skillsets, and systems for working with Buyers in any market, under any conditions, will be the same. I anticipate lawsuits, agency, and commission to remain a focus for the coming year.

Getting ahead of all of this and having a system in place to ensure you are delivering the best possible information, along with knowing that you have covered all of your bases, will elevate the experience for any Buyer you encounter, set you ahead of the competition, give you confidence in your ability to deliver needed messaging, AND save you and your team time.

Ready to get started?

A handwritten signature in cursive script, reading "Rebecca".

Contents

Buyer Lead Email Templates

[Follow-Up on Sign or Ad Call →](#)

[Thank You for Visiting My Open House →](#)

[Explanation of Buyer Broker Agreement](#)

[Buyer's Guide + Lender Recommendations →](#)

[Property Alert Set-Up →](#)

[Sample Contract →](#)

[Notification of Offer Sent to Buyer via DocuSign →](#)

[Notification to Buyer of Offer Submission →](#)

Follow-Up on Sign or Ad Call

For Buyer

Notes: Use this to follow up with a lead that contacts you about a team listing- sign call, print ad call, or digital inquiry. When should they get it? Immediately after the lead contacts you.

Email Subject:

Thank you for reaching out about **XXX!<<Insert address>>**

Email Body:

Hi there,

Thank you for reaching out about **XXX.<<Insert address>>** More property details can be viewed here. **<<Insert property link>>** Would you be interested in setting up a time to look at the home in person and, possibly, other houses in the area?

I'd love to learn more about your needs. Please feel free to give me a call or shoot us an email.

Looking forward to connecting!

Thank You for Visiting My Open House

Version 1/2: For Buyer

Notes: Use this template when following up with a Buyer who has come to an Open House and is not represented by another Agent. It is an opportunity to tell them more about the property and suggest other properties to further the relationship. The feedback is also great to share with your Sellers! When should they get it? Following the open house, ideally, later that same day.

Email Subject:

Thank You for Visiting My Open House!

Email Body:

Hi there,

Thank you for stopping by **XX/XX/XX**. **<<Insert date>>** I wanted to check in and see if you had any further questions about the home. We'd also love any feedback that you'd be willing to share.

Here are a few other similar properties in the same general area as the home you visited. I'd be happy to arrange appointments to tour these or any others that may interest you.

- Property 1: **<<Include a link to the property off of your website>>**
- Property 2: **<<Include a link to the property off of your website>>**
- Property 3: **<<Include a link to the property off of your website>>**

If you didn't grab a copy of our Buyer's Guide at the Open House yesterday, a digital version can be viewed here. **<<Link to your Buyer's Guide on your website or attach a PDF version to this email>>** In this, you'll find tips about the home buying process, a bit more about my team, and how we work with Buyers. **<<If you don't have a Buyer's Guide, don't forget that these are part of our Grow Your Business Course>>**

I'm looking forward to connecting again. Our goal is always to be a resource to our clients, so please feel free to ask us anything!

[Jump to Next Version →](#)

Thank You for Visiting My Open House

Version 2/2: For Buyer

Notes: This is to be used for a Buyer you represent who visits an open house you hold so you can gauge the Buyer's needs and wants. The feedback is also great to send to your Sellers! When should they get it? Following the open house, ideally, later that same day.

Email Subject:

I Would Love Your Feedback!

Email Body:

Thank you for stopping by the open house at <<Insert address>> on XXX <<Insert day>>.

I'd love to get your feedback on the home - positive or negative.

- What do you think of the property?
- Where does it stand in comparison to others that you have seen?
- Do you think the price fits your budget?
- Do you think the price is representative of the amenities and condition of the home?

Any feedback that you would be willing to share is great! It will help me solidify what the perfect home looks like to you!

Many thanks,

P.S. There is also a great XX <<Insert number>> bedroom in XX. <<Insert area/neighborhood>> Would you be interested in taking a look at that?

[← Back to Previous Version](#)

Explanation of Buyer Broker Agreement

For Buyer

Notes: This template can be used as a cover letter to your Buyer Broker Agreement or as a follow-up email to your conversation with your Buyer regarding this contract, agency, and commission. Some brokerages and some States now require a Buyer Agreement in addition to Agency Disclosures. An email like this can serve for one or the other or both. This is for informational purposes only and is based on Oregon and Washington laws and contracts. You must do your due diligence regarding laws in the State where you hold a real estate license. When should they get it? This will depend on your initial consultation, but we do this right upfront once we have established that we will work with a Buyer.

Email Subject:

Buyer Representation Agreement, Agency + Commission

Email Body:

Hi there,

Thank you again for reaching out. We are thrilled to have the opportunity to represent you in your upcoming purchase. We are following up on our conversation regarding our Buyer Broker Agreement, Agency Disclosure, and commission.

By law, we have to provide you with the attached Agency Disclosures. **<<Be sure to attach any required Agency Disclosure documents>>** Per our conversation, we will work as a Buyer's Agent, representing your interest. In some situations, dual agency may arise. You have the choice of whether you would like us to work in this capacity. Please read the attached explanations carefully and make the appropriate selections where needed.

Additionally, we have attached a copy of the required Buyer Agreement. **<<Be sure to attach a draft of the Buyer Agreement>>** This binding contract lays out each party's obligations. Once you have read through it, let's connect to discuss any questions. We are committed to finding and negotiating the purchase of your new home for you. We can't wait to get started.

Here are a few things to keep in mind;

- We will seek out properties beyond those in the Multiple Listing Service. We often canvas neighborhoods, reach out directly to other Real Estate Agents who sell in the area you are interested in, and use social media to find off-market opportunities.
- We are here to guide you through the entire home-buying process from start to finish.

Continued on Next Page →

Explanation of Buyer Broker Agreement (Continued)

- We are your point of contact for any home you see online or driving through a neighborhood. It is always best for you to contact us rather than another Agent who does not represent you. If you attend an open house, please inform the hosting Agent that we represent you. If you would like to see new construction, it is best that we do this together.
- We will manage communication, contract negotiations, paperwork, and necessary steps to facilitate a successful closing.
- We will provide you access to our entire team, as we are all here to assist.
- We will always provide honest feedback on properties, and market data on neighborhoods or specific homes as needed.

At this stage, many of our clients ask us how we are compensated for our services. We get paid once we successfully close on a home for you. In our market, Sellers often offer a commission to a Buyer Broker. If this is not the case on a home that we find for you, we will work to negotiate our fee into your sales agreement. In the event neither of these is possible or only a portion of our agreed-upon fee is to be paid by the Seller, you will be responsible for the balance.

I look forward to speaking further about all of this once you have reviewed the attached documents.

Many thanks,

Buyer's Guide + Lender Recommendations

For Buyer

Notes: Use this email after you have spoken with a new Buyer. This is meant to provide more information about what they can expect when working with you and/or your team. It includes contact details for lenders you love so they can begin the pre-approval process. This is also a great time to provide them with a Buyer's Guide that illustrates the process of buying a home. If you don't have a Buyer's Guide or have already provided them with a copy of your Buyer's Guide, you can delete everything other than the list of your favorite lenders. When should they get it? On the same day, you have the call with the Buyer, after the call.

Email Subject:

Getting Pre-Approved + Buyer's Guide

Email Body:

Hi there,

It was so nice connecting with you. We covered so much on our call, but I thought you might also find our Buyer's Guide helpful. We've compiled commonly asked questions and answers, checklists for you to reference as we get going with your home search, and pretty much everything we could think of to help you better understand the home-buying process. Our Buyer's Guide can be viewed here. <<Add a link to your Buyer's Guide or you can add a PDF version>>

Buying a new home is, of course, a big decision! We're here to be a resource for you, so please ask as many questions as you like!

One of the first steps is to speak with a lender to discuss different loan options and to get pre-approved. Going through this process with a lender will give you a better idea of what you can afford and can help you refine your budget. A pre-approval also reinforces your intent to Sellers and shows that you are serious about buying. Lastly, it often speeds up the contract-to-close timeline once you have an accepted offer.

It's super important to work with a lender that you are most comfortable with, but here are a few that we love: <<Add as many of your favorite lender's contact information below - we like to provide 3 choices>>

<<Add Lender #1 Name>>

<<Add Lender #1 Company>>

<<Add Lender #1 Website>>

<<Add Lender #1 Email>>

<<Add Lender #1 Phone>>

All the best,

Property Alert Set-Up

For Buyer

Notes: Use this to notify a Buyer that you have set them up to receive automatic property alerts. This may occur before or after they have spoken with a lender. When should they get it? Right after the call with the Buyer or right after receiving the preapproval.

Email Subject:

Property Alert Set-Up + Next Steps

Email Body:

Hi there,

It was so nice to speak with you again. <<If you have received the prequalification, you can insert the Lender Name here, if not delete this sentence and use the next>> XXX has let us know that you are now officially preapproved for your new home purchase. <<If not pre-approved yet, use the following>> While we are waiting for your pre-approval from your lender, I thought it made sense to get you set up to receive automatic property alerts.

Based on our <<Call or meeting>>, I've created a search with the following parameters:

- <<List features that they mentioned that were important to them>>
- <<List features that they mentioned that were important to them>>
- <<List features that they mentioned that were important to them>>
- <<List features that they mentioned that were important to them>>

You should begin receiving these property alerts from our <<Website or the MLS, wherever you have set them up>> whenever a listing meets the above parameters. It's always great for us to get an idea of what you like and do not like about any of the homes you see in the property alerts, so please feel free to send us feedback.

We're looking forward to viewing some houses together in the near future!

Sample Contract

For Buyer

Notes: After you have shown a Buyer some properties and are at the stage where you may be writing an offer soon, use this template to familiarize them with the sale agreement. When should they get it? Prior to writing an offer.

Email Subject:

Sample Sale Agreement

Email Body:

Hi <<Insert client name>>,

It has been so lovely touring properties with you. At this point, I thought it made sense to send you a copy of a blank sale agreement so that you have a better idea of what to expect when it comes time to write an offer. Once we write an offer, we will thoroughly review the contents of the sales agreement before you sign; however, this can help you better understand the overall process.

Please see the attached contract. <<Attach a copy of a blank sale agreement>> After reviewing, if you have any questions, please give me a call.

Many thanks,

Notification of Offer Sent to Buyer via DocuSign

For Buyer

Notes: This template is used to provide a Buyer with a summary of offer terms and let them know that their offer has been sent to them electronically for signature, and it puts them on alert that their signature is needed. We use DocuSign, but you may use DigiSign or a different electronic signature program. You would want to send the DocuSign first and follow up with this email immediately afterward or include this in the message of your signature packet. When should they get it? Immediately after you have sent the offer to them.

Email Subject:

Your Offer On <<Insert property address>> Has Been DocuSigned

Email Body:

Hi there,

Your offer on <<Insert address here>> has been sent via DocuSign for you to sign. <<Insert your electronic signature program name>> Please let us know if you are still waiting to receive that email. Also, if you have any questions or changes that need to be made, please let me know before signing. Just to remind you of the terms and conditions we discussed, we've included the offer summary below for your review.

Summary of Offer: <<Input all offer details below>>

- Selling Agent(s) + Company Name:
- Buyer Name(s):
- Purchase Price:
- Earnest Money: <<Enter amount and number of days>>
- Total Down Payment:
- Financing Type:
- Buyer Closing Costs Paid by Seller: <<You can also put N/A>>
- Personal Property: <<List what is included/excluded>>
- Inspection Contingency Period: <<Insert number of days>>
- Escrow Officer + Company Name:
- Prorations to be Handled:
- Closing Date:
- Possession Date:
- Expiration Date of Offer:
- Additional Provisions: <<Add anything written into the contract that is not included above>>

Please sign the DocuSign <<Insert your electronic signature program name>> at your earliest convenience. We can't wait to submit this to the Listing Agent(s)!

Notification to Buyer of Offer Submission

For Buyer

Notes: This template is used to notify your Buyer that their offer has been submitted to the Listing Agent and to outline the next steps and possible responses to their offer from the Seller. Send this to the Buyer after you have delivered the offer to the Listing Agent(s). When should they get it? Immediately after submitting the Buyer's offer to the Listing Agent.

Email Subject:

Your Offer On <<Insert property address>> Has Been Submitted!

Email Body:

Hi there,

We wanted to let you know that your offer on <<Insert address>> has been submitted to the Listing Agent. The expiration is currently set for **XX/XX/XX**. <<Insert offer expiration date>> Sometimes a Seller requests additional time to review and respond; we will keep you posted should that occur.

So, what happens next? We will either hear that the offer has been accepted, countered, or rejected.

- If accepted, your offer will be processed. You will be given all fully executed documents, a contact sheet with all relevant parties' contact details, and a timeline with the contract deadlines (e.g. the earnest money deposit due date, inspection contingency deadline, etc).
- If your offer is countered, we'll discuss the proposed term changes, and you can decide to accept them as is or submit a Buyer's Counteroffer with further modification of terms.
- If your offer is rejected, please don't be discouraged; I am committed to helping you find your perfect home, and we'll continue with our search or perhaps go back to the drawing board on how we could structure another offer on this property.

Waiting to hear back on an offer you have submitted can be nerve-wracking. I get it! We promise to let you know as soon as we hear anything from the other Agent. We have also let the Listing Agent know that we are available at any time to answer any questions they or their Sellers have.

Fingers crossed!

REBECCA GREEN + CO.

You secured 25% off The Grow Course. Use this code at checkout:

GROW25

The Grow Course includes a deeper dive into the best practices and use of our *Email Templates*, +5 other value-packed chapters, learn more [here](#).