

Subject:

I owe you an update (and a big thank you!)

Preheader:

Here's what's happening in real estate

Dear [% member:first_name default="Friends and Clients" %],

I wanted to reach out since we've connected in one way or another. Maybe we've worked together, met at an open house, chatted online, or you reached out through our website. Regardless of how we crossed paths, I'm grateful to stay in touch. I also wanted to share a quick update on some exciting things we have planned.

Real estate is constantly evolving, and so are we. In recent years, buyers have navigated high prices, rising rates, and tight inventory, while sellers have held back, clinging to low mortgage rates. But with more listings hitting the market today, we may be heading toward price drops. **Change brings opportunity, and staying informed has never been more important.**

If it's been a while, I'm [NAME]. I'm a passionate [JOB TITLE] with over [YEARS] years of experience guiding families through real estate moves with clarity. Since [YEAR], my team and I have built our reputation on more than just great results. We're known for crafting smart strategies that work and making sure our clients feel supported, understood, and truly taken care of every step of the way.

Staying informed is half the battle, so I'll be sharing two short videos every month that break down what's really happening in our local market. We'll talk about the strategies that are actually working right now for buyers and sellers. From tips on repairs that add the most value to finding the best deals on a new home, my goal is to give you clear, no-fluff answers to the questions we hear most from clients like you.

If these videos aren't for you, no worries. You can easily unsubscribe using the link at the bottom of this email. But you'll be missing out! 😊

That said, if you're curious about the current market, have any burning questions, or just want some personalized advice, I'd love to hear from you. **Feel free to call me at [PHONE] or reply to this email anytime. I'm here to help.**

Thanks for your time, and be sure to keep an eye out for our first video!

Your friends in real estate,

[Your Name]

[Your Position/Company]

[Your Contact Information]