

#### **Email #4**

##### **Subject: The secret about curb appeal**

Hi <Name>.

I've got a secret to share with you.

Whether you're a homebuyer or home seller, you've probably heard about the magic of "curb appeal." It's magic all right. I've seen beautiful homes (on the inside) get passed by time and time again because their owners didn't take time to make them look "magical" on the outside.

Well here's a secret for you. If you're a homeowner pressed for time and money, you might want to "acknowledge" your home's deficiencies and reduce your price accordingly. Let prospective buyers know that you're fresh out of time to make the repairs yourself, but get them thinking about the potential of your home. "Why a fresh coat of paint and some new pink pansies in the flower bed would look lovely!"

And homebuyers, the cliché is true: A book is more than its cover. So is a home more than the outside. If you see potential in a home lacking curb appeal, take the time to peek inside. You might find it could be the home of your dreams with a fresh coat of paint on the outside, along with a little landscaping! Make your offer this way, "You're listing at \$xxx, but we'll be glad to take it for \$xxx so we can pay for the painting and landscaping."

Best Regards,

Name

#### **Email #5**

##### **Subject: What's lurking in your mailbox?**

Hi <Name>.

I hate bugs! How about you?

Have you ever put your hand inside a mailbox and felt ill when you pulled out a dead bug or a handful of cobwebs?

If you're selling your home, give your mailbox a fresh coat of paint and dust or vacuum all those nasties away. If it's dented and scratched beyond repair, why not spring for a new one? Less than \$10 at Home Depot will get you a nice clean brand new wall hanging replacement; \$50 will get you a new street-side box.

Have any questions about buying or selling your home? Want to access the most detailed listings in the Hendersonville area—complete with room dimensions and addresses? Give me a call or email me today!

Have a great one!

Name

**Email #6**

**Subject: I don't do windows...do you?**

Hi <Name>.

Did you know that a good window-cleaning lets more light in your home and really helps it sparkle?

I know, it's a lot of work. I hate doing windows myself. But if you're thinking of selling your home, pick a Saturday afternoon, crank up your favorite tunes, and apply a little elbow grease to make your home appear cleaner, lighter and brighter.

If your elbows can't handle the effort, or if you just hate doing windows as much as I do, hire some neighborhood teens or call a cleaning service. Don't know of one? Email me or give me a call. I'll be glad to point you to someone reliable. The extra sparkle might be just enough to turn a prospective buyer in to "the" buyer!

Enjoy today!

Name

P.S. If you're a homebuyer looking for a home with gleaming windows, give me a call!

**Email #7**

**Subject: A sure-fire way to lose when you buy or sell your home**

Hello <Name>.

I know, I know. You don't want to lose. And I don't want you to lose. So make sure you avoid this oft-made mistake when you're buying or selling a home:

Mistake: Avoiding all real estate agents.

I don't know why, but some people just don't like real estate agents. I think a few bad apples out there must have spoiled it for the rest of us.

True, as an agent, I make money when you buy or sell your home through me. But, think of what that money gets you:

- f* Advertising, and the ability to search on, the BUSINESS NAME Web site, the best and most detailed listing service in the Hendersonville area
- f* Someone with knowledge of and experience in contracts and contract negotiations
- f* An expert in home financing options
- f* Someone to spend time sorting through homes to find what you're looking for, and on the seller's side, someone to find pre-qualified buyers for you
- f* A professional who is at your side every step of the way, looking out for your best interests

Are you ready to buy or list your home for sale? Visit our Web site to learn more about BUSINESS NAME. And please feel free to call me or email me with any questions you might have.

After all, serving you is my job...my livelihood...from which I get great satisfaction!

I look forward to hearing from you,

Name

**Email #**

**Subject: Ok, so I'm not in business to give it away...**

Hello <Name>!

I hope you've enjoyed using the BUSINESS NAME detailed listing service for the Hendersonville area. If you haven't yet given me a call, I urge you to do so today so you can continue to access our site.

Lots of people ask me why I restrict access to three days only. Well, because I've invested a lot of time and other resources to developing this state-of-the-art system that gives homebuyers and home sellers MORE DETAILS, MORE ACCESS and MORE OPTIONS than any other real estate service in our area.

And I'm sure you'll agree that it's not quite fair for people to take advantage of it and then use another agent to help them buy or sell their home. Or for other agents to get the details about a home from our site and then close a sale because of it.

Think of it this way: as a business owner, would you stay in business very long if you just gave what you did away for free? Of course not! If you're a business owner, you're in business to make a profit, just like me!

Besides, our detailed home search service is only one of the ways in which BUSINESS NAME is the BEST real estate agency in the entire Hendersonville area! I know that I speak for all of our agents when I say we treat our clients differently than traditional agents do. Meaning we believe you're entitled to all the information you'd like, without excuses, and without hassles.

Would you be so kind as to take a moment to let me know what I can do to help you? Would you like more information about any particular home? Are you ready to list your home for sale? Are you wondering about getting a mortgage?

Whatever your questions, whatever you need...if it's related to buying or selling a home I'll be glad to help you.

Just give me a call at xxx-xxx-xxxx today, or email me at [xyz@xyz.com](mailto:xyz@xyz.com).

Best regards,

Name

P.S. Don't forget, call today if you want to renew your access to our detailed online home listings!

**Email#**

**Subject: How's Your Hendersonville Area Search Coming?**

Hi <Name>!

I hope you've been making good use of our super-detailed Web site over the last two days!

It's really the best system out there whether you're a homebuyer searching for your dream home, or a home seller who's looking to move your house as quickly as possible.

Why? Because I know your time is valuable. And I know homebuyers don't like to waste time looking at homes that don't meet their requirements. For instance, if you're a homebuyer, you'll find at our Web site:

- f* Room measurements, so you'll know whether or not your king-sized bed will fit in the master bedroom
- f* Where the rooms are in the house, so you'll know right away not to look at the house with the master bedroom upstairs—when you want to be downstairs, away from the kids
- f* The home's address, so you can drive by and see it the outside for yourself, or view it on a map to see if it's in a neighborhood you like

This is equally important to you as a home seller, because it means I won't waste your time (and mine!) bringing you scores of potential but not-really-interested buyers.

Remember, you've got one more day of full access to our system! If you like what you see, why not take advantage of everything my team has to offer? Email me or give me a call today!

Have a great rest-of-the-day!

Name

