

TOP 10 EMAIL Marketing Ideas for Realtors

10

Announce your open houses

Open houses are wonderful ways to attract a buyer as well as gain new clients. Increase attendance by sending an email to your sphere inviting them to your open house. Consider offering an entry into a special drawing for RSVPing via your email and attending the open house.

9

Send regular market updates

Your clients may not be ready to buy or sell right now, but most will appreciate receiving regular updates about the real estate market in their area. Include market trends, inventory and pricing information, average days on the market, etc.

8

Compose monthly newsletters

Keeping your name in front of your clients is key. Make it easy by sending monthly newsletters that include your listings, homes you just sold, events you have coming up, and seasonal tips with home maintenance advice.

7

Provide area information 'packets'

After meeting new or potential clients, send an email full of information about the areas they are interested in. Include homes for sale, homes that have recently sold, school information, things to do, proximity to shopping areas, etc. Save time by creating these emails for the areas you serve now so they are ready to go when you need them.

6

Say, "Happy Home Anniversary!"

We acknowledge birthdays and wedding anniversaries, why not home anniversaries? After you sell a home, add those clients to a database with their closing month and year. Send them an email congratulating them on X number of years in their home on the month of their anniversary.

5

Send closing surveys

Surveys are a great excuse to contact your buyers or sellers after closing. Send a link to the survey in an email. Ask questions about your service, their overall experience and if they would recommend you to their friends and family.

4

Put your full contact info in every email

You never know who might know your next client. Make it easy to contact you for someone who receives an email forwarded to them. Include your name, email, phone number(s), website and social media links in every email.

3

Keep your email list growing

Consider having a guest book or iPad at open houses and ask attendees to sign in and opt-in to your email communications. Include an opt-in form on your website and link to it from your email signature. Put your website link on all of your direct mail pieces to further drive traffic to your site and to your opt-in form.

2

Segment your list for maximum impact

Instead of sending every email to your whole list, take the time to segment your list. Try segmenting by neighborhood or area of interest, those who just purchased and not ready to purchase yet, clients who just sold their homes and new leads. Narrowing your focus will help keep your recipients interested in your communications.

1

Use a professional email platform

Many agents still use desktop email clients to send mass mailings. Make your emails more effective by using an email service such as Swiftpage Connect to send your emails. You'll be able to track opens, clicks and more to follow-up with your most interested leads. Plus you will be compliant with the CAN-SPAM Act.