

29 EMAIL SUBJECT LINES

for real estate agents

FOLLOW-UP

- 1) You're not alone
- 2) Here's that info I promised you
- 3) Our next steps
- 4) 10 mins -- [date]?
- 5) A 3-step plan for your busy week
- 6) X options to get started with Y
- 7) [Prospect], I thought you might like these [blogs, recipes, tips, etc.]
- 8) I'd love your feedback on that [meeting, showing, etc.]

COLD EMAILS

- 19) Question about [last meeting, last showing, goals, etc.]
- 20) [Mutual connection] recommended I get in touch
- 21) I found you through [referral name] and LinkedIn
- 22) Did you get what you were looking for?
- 23) Hoping to help today
- 24) So nice to meet you, [Prospect]!
- 25) Feeling [insert emotion]? Let me help

AFTER NO RESPONSE

- 9) 3 weekend ideas for you
- 10) Am I assuming correctly?
- 11) Netflix password?
- 12) Need a day at the beach?
- 13) What's your Uber rating?
- 14) I like you better than my nephew right now
- 15) Since we can't all win the lottery...
- 16) Know this about [listing or neighborhood of interest]?
- 17) If you change your mind about partnering with me
- 18) Do not open this email

MEETING REQUESTS

- 26) Requesting a meeting on [Day]
- 27) Time for a quick touch base?
- 28) 15 minutes this week?
- 29) Meeting invite: [Date]

