

The purpose of this mass email message is to:

- 1) encourage imported leads to start searching and sign up for property updates,
- 2) engage prospects who may have unsubscribed from property updates, and
- 3) start conversations!

Select a Property

First select a property for sale in on your marketing areas. Pick a property that you think is a great deal or has special attributes. Understand your reasons for wanting to share it.

Find this Property on your Zurple Site

Go to your Zurple site and type the MLS number into the search bar and select search. This will take you to the Property Detail page.

Copy the URL for the Property Detail page. You will paste this link when you create your email.

Select your Recipients

Login to your back office and select “Mass Email” from the Marketing button.

Under *Select Recipients* click “Send Email by Target Filter” and pick the city that the property is in from the “Locations” pick list.

A grey box will show you how many prospects and clients match that search criteria. Select “Send Email to Matching Prospects”.

Create your Subject

The subject line is your hook and it’s important that it entices the readers to open the email and also appears to be a personal email, not a mass email.

Example: Amazing deal on Carlsbad house in cul-del-sac. Thought you would like it.

Create your Message

For the body of the email, copy and paste the template below and edit as appropriate. Click preview prior to sending.



Mass Email for Conversations®

{lead_first}

Occasionally, I discover a property that I think is for some reason a special value.

The reason that I am sending you this particular property is (ADD MESSAGE HERE).

I am including a link that you can click on to see all photos and details. I can also make myself available to show this property. To see this from the inside, please call me at: (YOUR PHONE HERE)

{lead_first}, (ASK IF LISTINGS WE ARE SENDING MATCH THEIR IDEAL PROPERTIES AND ASK THEM TO PROVIDE MORE DETAILS - USE YOUR OWN VERBAGE)

PROPERTY LINK HERE

Thank you,

{rep_first} {rep_last}

{rep_office_name}

Phone: {rep_phone}

Email: {rep_email}

Search All Homes for Sale at {site_url}

Wait for Responses

You should see some of your prospects return to check out the listings and others will respond to your questions or let you know their current status. Make sure to follow up on each response and update property updates as appropriate.