



8 ways you can use email to woo and wow leads

July 16, 2015



Buyers generally begin thinking about buying a home nearly two years before they actually cut a check, according to [Market Leader from Trulia](#) — which is why you need to be on their radar long before they're ready to start looking at properties in person.

One way to stay top-of-mind is through email outreach. You don't need to always send fancy [e-newsletters](#); using day-to-day emails to stay in touch with past,

present and potential clients is a great way to communicate.

Ready to get started? Use these eight tips for using email to your business advantage:

1. **Seek out email addresses from current and potential clients:** You'll want to collect email addresses at open houses and on all online and printed promotional materials. Stress the value you'll provide through your emails, and be sure to ask for key information during the sign-up process, such as the town a person hopes to buy a home in, so you can learn more about their needs.

2. **Keep your list up to date:** In order to have your clients receive the content you spend time creating, you need to ensure that the email addresses are entered correctly into your address book. If you continue to get “message not delivered” errors, reach out to your client another way to correct their address.
3. **Catch them with a subject line:** With more than a billion emails being sent out every day, there has to be some thought put into your subject line. Basic subject line creation tips from [Business Insider](#) include: keep it short, place the most important words at the beginning, indicate if you need a response, and don't put words in all caps. For subject line inspiration, check out Estativize's [real estate email subject line examples](#).

Related: [Promote yourself online in 9 easy steps](#)

4. **Send interesting content:** Provide your current and potential clients with information they want to read, including home sale prices in various neighborhoods, mortgage rate updates and industry trends. Include photos of homes for sale and videos of the neighborhoods you're selling in to pique interest. For pointers, check out 21 ideas to get you started from [Realtor®Mag](#) and Huffington Post's [6 Powerful Tips to Effective Content Curation](#). You can also link to articles, infographics and videos on [Your Financial Life](#) that can offer helpful tips for your clients.

Quick tip: You want to place the most important information near the top — readers spend just 51 seconds on average reading emails, according to [Visually](#), so you need to catch their attention right away.

5. **Make it personal:** Taking the time to send personalized emails can show current and potential clients they're top-of-mind. Keep separate lists based on what you know about each contact and craft messages accordingly. Trulia gives examples of the [kinds of emails to send](#) to your current clients based on where they are in the process.

The National Association of Realtors says that [repeat business accounts for 21 percent of real estate activity](#), so don't restrict your outreach to current clients. Past and potential clients want to hear from you, too. Your notes can be short and sweet — a listing you thought they'd love, a design tip they can use at home, a quick question on how the new place is working out — a gentle reminder that you've got their interests in mind and are available if and when they (or a friend) need your assistance.

6. **Drip, drip, drip:** For a list of names that may be considered “cold leads” — meaning you haven't spoken to them in a long period of time or you've never spoken to them directly — a series of automated emails could have them calling you in no time. For example, first introduce yourself, then inform the person about your social media pages and eventually let the client know what helpful information you offer on your website, according to [Placester](#).
7. **Sign off with a signature:** End your emails with your basic contact information — your name, title and company name, phone number(s), email address and website URL. Find out what not to include — such as distracting animated images — from the Zillow® for Pros [real estate email signatures that work](#) blog post.

8. **Record your results:** Consider tracking the success of your emails using Google Analytics. The system helps you track inbox placement, which indicates if your emails are being mistaken for spam, and your open rate. For help getting started, check out this piece from [SmartInsights.com](https://www.smartinsights.com).

For additional information on promoting your available properties and services, see how you can [make your marketing dollars work as hard as you do](#).

Tools for real estate professionals

[Sign up for *Rate Watch*](#) >

[The BMO Harris mortgage loan process](#) >

Tools for homebuyers

[Find the mortgage that may be right for you](#) >

[Get prequalified](#) >

[Apply for a mortgage](#) >

[Mortgage calculators](#) >

Offers are not contingent upon real estate agents referring clients to BMO Harris for any products or services.

1. Special offers are subject to change without notice. Closing cost discount of \$100 on a new BMO Harris mortgage loan with Auto Pay from your BMO Harris Smart Money™ Account, BMO Harris Smart Advantage™ Account or BMO Harris Select Checking® account. The monthly maintenance fee for BMO Harris Smart Money™ Account is \$5, BMO Harris Smart Advantage™ Account is \$0, and BMO Harris Select Checking® is \$15. Closing cost discount of \$200 on a new BMO Harris mortgage loan with Auto Pay from your BMO Harris Premier™ Account or BMO Harris Portfolio Checking® account. The monthly maintenance fee for BMO Harris Premier™ Account is \$30 and BMO Harris Portfolio Checking® is \$25. FHA loans do not require Auto Pay to receive this discount. Mortgage closing cost discount can only be applied to the purchase or refinance of a primary residence and does not apply to Refi-Xpress loans, home equity loans, interim, lot and recreational land loans. Auto Pay means periodic scheduled payments automatically deducted from your BMO Harris checking account, as applicable, to pay the loan. When you sign up for Auto Pay, you authorize the Bank to draw your account for all amounts then due, including any late fees and any other charges. Checking account opening subject to bank approval.
2. BMO Harris Bank offers affordable mortgage programs and works with various government and community organizations that offer down payment and closing cost assistance. Affordable mortgage programs may be subject to income limitations and other application restrictions. The amount of down payment, refinancing, and closing cost assistance available varies based on income and property location.

Contact Us | [Phone](#) | [Make an Appointment](#) | [Locations](#)

Follow BMO Harris



[Careers](#) | [Security](#) | [Privacy](#) | [Legal](#) | [Sitemap](#) | [Accessibility](#) | [About our ads](#)

Banking products and services are provided by BMO Harris Bank N.A. and are subject to bank and credit approval. BMO Harris® is a trade name used by BMO Harris Bank N.A. and its affiliates. BMO Harris Bank® is a trade name used by BMO Harris Bank N.A. **Member FDIC.**



To help the government fight the funding of terrorism and money laundering activities, federal law requires all financial organizations to obtain, verify and record information that identifies each person who opens an account. When you open an account, we will ask for your name, address, date of birth and other information that will allow us to identify you. We may also ask you to provide a copy of your driver's license or other identifying documents. For each business or entity that opens an account, we will ask for your name, address and other information that will allow us to identify the entity. We may also ask you to provide a copy of your certificate of incorporation (or similar document) or other identifying documents. The information you provide in this form may be used to perform a credit check and verify your identity by using internal sources and third party vendors. If the requested information is not provided within 30 calendar days, the account will be subject to closure.

↗ Third party web sites may have privacy and security policies different from BMO Harris. Links to other web sites do not imply the endorsement or approval of such web sites. Please review the privacy and security policies of web sites reached through links from BMO Harris web sites.

BMO Harris Premier Services represents a combined service approach of BMO Harris Financial Advisors and BMO Harris Bank, each a part of BMO Financial Group.

Securities, investment advisory services and insurance products are offered through BMO Harris Financial Advisors, Inc. Member [FINRA](#) ↗ / [SIPC](#) ↗. [SEC](#)-registered investment adviser. BMO Harris Financial Advisors, Inc. and BMO Harris Bank N.A. are affiliated companies. Securities and insurance products offered are: **NOT [FDIC](#) INSURED – NOT BANK GUARANTEED – NOT A DEPOSIT – MAY LOSE VALUE.**

This information is not intended to be tax or legal advice. This information cannot be used by any taxpayer for the purpose of avoiding tax penalties that may be imposed on the taxpayer. This information is being used to support the promotion or marketing of the planning strategies discussed herein. BMO Harris Bank N.A. and its affiliates do not provide legal or tax advice to clients. You should review your particular circumstances with your independent legal and tax advisors.