Email a link to your new blog post to reinforce your connections’ awareness of you. The goal is to get them to click on the link to your blog post, but the email itself also shares just enough quality information that readers will get a good impression of your business expertise even if they don’t have the time to do that.

Customize the following email template with your information and blog post link. [See how to send the email in this help article.](https://thepaperlessagent.freshdesk.com/support/solutions/articles/14000092297-sharing-the-monthly-value-program-via-email)

***NOTE:***If this is your first time sending out an email campaign or you’re not sure that your contact will remember you, use the Reengagement Letter Email Template instead (below).

These templates could also be physical letters as well. We recommend including a printed version of the Report in lieu of trying to get your readers to visit your blog post link.

**May 2021 Email Template**

**Subject**: Does your setting 🏰 still fit your story 📖?

Hi {first\_name},

It’s been said that the only constant in life is change. And as real estate professionals, we see evidence of that every day.

A couple’s first home is suddenly too small to accommodate their expanding family. As their children grow, they need a bigger backyard or more bedrooms. And when their kids move away, that big house can sometimes feel like a burden rather than a necessity.

If you’re about to embark on a new stage of life (or maybe it’s already arrived), it’s probably time to reevaluate your housing needs.

Fortunately, you don’t have to go through the process blindly. We have experience working with clients at every stage of life. And we know how to help you determine the home features that will enhance (or detract) from your day-to-day.

We’ve shared some of our top tips for navigating the search in our latest blog post, ***“Finding a New Home for Your Next Stage of Life.”*** You can read it here: [insert link]

And if you’re curious about what types of homes are available today within your price range, we’d be happy to send over a list of properties that match your criteria.

Simply reply to this email or give us a call to get started!

Sincerely,

[signature]

P.S. If you already own a home, you could be sitting on a pile of equity. This may be the perfect time to cash out and put it towards your dream home—while locking in a historically-low mortgage rate. Ask us for a free property value assessment so you can weigh your options!

*Note: For maximum effectiveness, the Reengagement Email should be sent from an individual, rather than a team, email.*

**Reengagement Letter Email Template**

*Subject:* My apologies…

Hi {first\_name},

You deserve an apology from me.

I haven’t stayed in good contact with you (this is entirely my fault).

Recently, I’ve decided to rededicate myself to taking better care of the people I want to serve — like you!

**“What does this have to do with me?”** you might be asking.

Great question!

In order to better serve you, I’m going to stay in touch and work to provide you with greater value.

My first order of business is to provide you with tools, resources, and real estate tips & advice from time to time.

Here’s my first resource for you…

My latest blog post, titled “Finding a New Home for Your Next Stage of Life” → [insert link to blog post]

I hope you find it useful, and I look forward to staying in touch.

[signature]

P.S. I share valuable real estate info like this all the time on my social media. I’d be honored if you would kindly take a moment to follow me. → [insert link to your Facebook or Instagram page]

**1-Minute Video Talking Points**

Video is one of the most favored forms of online content today, and marketers report that it’s the number one most effective way to increase brand awareness.

Use the talking points below to film a short 1-minute video introducing the MVP, then post it on social media using the “Suggested Post Copy.”

[Review this help article for more information about filming, editing, and posting your 1-minute video.](https://thepaperlessagent.freshdesk.com/support/solutions/articles/14000110019-creating-and-sharing-a-1-minute-video-for-the-monthly-value-program)

**Suggested Post Copy:**

*Video Title:* How is a House Like a Pair of Jeans? 🏠=👖⁉️

Have you ever put on your favorite pair of jeans and discovered they no longer fit? Or maybe they just didn’t fit the way they used to? 👖🙁

Like an old pair of jeans, many of us eventually find that our homes no longer suit us.

Whether you’ve outgrown your current space or you’re ready to downsize for a lower-maintenance lifestyle, we can help.

We’ve helped families at every stage of life buy and sell their homes. And we’ve outlined some great tips for navigating the process in our latest blog post. ✔️✔️✔️

Take a look, and then contact us for a free, no-pressure consultation. We’d love to help you find the perfect home for your next chapter! 🏡

[insert link or “Link in Bio”]

#emptynester #moveuphome #firsttimehomebuyer #familyhome #realestate #realtor #realestateagent #realestatetips #homebuyer #homeseller #homeowner #loveyourhome

**Video Talking Points:**

* Hold up a photograph of yourself or your family taken years ago. The goofier the better!
* Talk about where you lived when the picture was taken and how your housing needs have changed since then. Make it relatable to your target market.
  + *Example:* “Man, check out the print on this Hawaiian shirt, geez! This is a picture of me back when I was a single guy travelling the world before I met my lovely wife. After we got married, I had to let go of this cheesy shirt and my studio apartment, because we had dreams for our future that wouldn’t fit into 890 square feet.”
* Introduce yourself.
* Share how your personal experiences and insights gained through helping clients buy and sell homes has taught you a lot about how housing needs can change over the course of a lifetime.
  + *Example*: “This is Garry Creath with Creath Partners, here to let you know that it’s okay to outgrow your home. Whether you’re a new couple like my wife and I were back in the early 2000s, or an empty nester thinking about how nice it’d be to be closer to the lake, your housing needs will change over the course of a lifetime.”
* “So if you or someone you know is due for a new home to match your new situation, check out my blog post ‘Finding a New Home for Your Next Stage of Life.’”
* “Then reach out to us for a free, no pressure consultation!”
* “We can calculate your current property’s value so you can find out what your home is worth and plan your next steps.”

**Individual Outreach Scripts**

Use these scripts to reach out to your connections and remind them that you can help them with any real estate needs they or their friends might have.

There are many ways to touch base with your network with these scripts. The DM script can be modified into a voicemail that you send directly to your contacts’ inboxes using a service like SlyDial.com, or you could film a video to send over Facebook or Instagram messenger.

**Phone Script**

Hi [NAME],

This is [Your Name] at [Company]. I was just checking in on you! How are things going?

[pause for response]

I also wanted to follow up on an email I sent recently. Did you happen to see it?

[pause for response]

I was just sharing my latest blog post on “Finding a New Home for Your Next Stage of Life” and I wanted to make sure you didn’t miss it.

A lot of my clients are cashing in their equity right now while the market is hot so they can buy their next home and lock in a low mortgage rate.

Do you mind if I ask, is that something you’ve considered?

[If NO]: Well, if you’re curious at all about what your home is currently worth, I’d be happy to run a free property value assessment.

[OR]: Do you know anyone in your neighborhood who *is* thinking about moving? I always have clients who are looking for homes in your area!

**Text / DM Script**

Hi [NAME]! If you know any new couples 💑, growing families 👪, or empty nesters 🕊, could you pass along my latest blog post to them? “Finding a New Home for Your Next Stage of Life” ➡️ [insert link to post]