# Email Templates

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 an instant good impression of your business expertise.

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).

**January 2024 Email Template**

**SUBJECT**: 🏠 Market Predictions for 2024 (and what they mean for you)

Hi {first\_name},

Happy New Year! We hope your 2024 is off to a great start.

Whether you’re a homeowner, buyer, or seller, we think you’ll find value in our latest blog post. In it, we share economists’ predictions for the real estate market in the year ahead:

**→ *Real Estate Market Forecast: Opportunities for Home Buyers and Sellers in 2024*** [insert link to blog post]

Read it to find out:

* Where mortgage rates are headed this year
* Which factors are expected to drive home prices in 2024
* How economic changes will affect supply and demand
* What it all means for buyers and sellers

Take a look, then reach out with questions and to learn more about the specific trends in our area.

As always, we’re here to help you navigate changes in the market and reach your real estate and homeownership goals.

[signature]

P.S. Wondering what your mortgage options look like as rates change? Reach out for a referral to a trusted lending professional.

*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 **“*Real Estate Market Forecast: Opportunities for Home Buyers and Sellers in 2024*”** → [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]