90-Day Lead Nurture Campaign: Detailed Plan for Category A (Hot Leads)

Objective: The goal of this campaign is to nurture leads who are actively searching for homes by sending them daily, personalized text messages. The messages will rotate between curated home lists, insights from Ylopo's heat maps, market trends reports, and open house information. The campaign is designed to maintain consistent engagement, encourage responses, and keep your leads informed and interested.

Target Audience:
Category A – Hot Leads: These leads have shown high interest and are ready to move soon. Daily messaging ensures you stay top of mind while offering valuable, action-oriented information to help them make decisions quickly. It is helpful to use the recent activity info to ensure that only people who have been recently active daily are in this category.

Structure & Content:

The plan focuses on delivering a mix of curated home lists and real estate insights from Ylopo's tools to add value. Every day, the text message will include a personalized call to action (CTA) designed to encourage the lead to engage, whether by asking a question, offering assistance, or providing exclusive information.

Each week will feature a balanced mix of:

- **Special Home Lists**: Custom property recommendations aligned with the lead's preferences.
- **Ylopo Heat Maps**: Highlighting in-demand areas and local market activity.
- **Market Trends Reports**: Sharing data and insights from Ylopo's Market Action Index.
- **Occasional Open House Info**: Limited-time opportunities for leads to take action.

Optimized for Engagement:

To maximize engagement, each message is designed with one or more of the following techniques:

- **Asking Questions**: Including direct questions encourages a response, making the texts more conversational.
- **Creating Urgency**: Highlighting fast-moving listings or open house opportunities to prompt immediate action.
- **Offering Assistance**: Offering to set up showings or provide more details helps move leads closer to a decision.

- **Social Proof**: Mentioning success stories or popular listings to build trust and motivate leads to act.
- **Personalized Follow-Ups**: When a lead clicks on a link or shows activity without responding, sending a personalized follow-up text within 1-2 days encourages them to engage.

Campaign Flow:

Day 1 – Curated Home List (CTA: Engagement Question)

"Hi %contact_first_name%, I've put together a special list of homes I think you'll love! Take a look here: %search_link%. Any of these stand out to you?"

- **Objective**: Start the week by providing immediate value with a personalized home list and asking an engagement question. This sets a friendly, helpful tone and invites a response.

Day 2 – Heat Map Insight (CTA: Open-Ended Question)

"Good morning, %contact_first_name%! Did you know homes in your area are moving quickly? I sent you an email that should give you access to some special insider info so you can see exactly where the most popular homes are located. What do you think about the activity in these areas?"

- **Objective**: Introduce market insights with the heatmap and prompt the lead to share their opinion, keeping the conversation open and dynamic.

Day 3 – New Home List (CTA: Action Step)

"Hey %contact_first_name%, new listings just came up! Check them out: %search_link%. Want me to set up a showing for any of these?"

- **Objective**: Provide fresh listings and offer to set up a showing, encouraging leads to take immediate action.

Day 4 – Market Trends Report (CTA: Engagement Question)

"Hi %contact_first_name%, quick follow up from that email I sent over today. There, you'll see the latest data showing just how close we currently are to a buyer's market. Do you have any thoughts on how the market is moving?"

- **Objective**: Offer valuable market data and ask for their thoughts on the current trends, inviting leads to discuss market conditions.

Day 5 – Urgency + Home List (CTA: Urgency with Action Step)

"Hi %contact_first_name%, a few homes are coming up quickly this week! Check out this fresh list: %search_link%. Let me know if you'd like to see any before anything changes."

- **Objective**: Create a sense of urgency by highlighting fast-moving listings and offering to arrange a showing. This encourages quicker decision-making.

Day 6 – Misc Market Trends (CTA: Engagement Question)

"Hey %contact_first_name%, wanted to make sure you saw that new report I just pulled together for you. You'll find it in your email. Does it cover all the areas you are most interested in?"

- **Objective**: Reintroduce the tools with a specific focus on engagement, asking the lead to express interest in certain neighborhoods.

Day 7 – Weekly Recap (CTA: Action Step)

"Hi %contact_first_name%, here's a roundup of the top homes I found for you this week: %search_link%. Interested in seeing one? Let me know, and I'll schedule a showing!"

- **Objective**: Summarize the week's best listings to provide a sense of consistency and reliability, while offering to help schedule a showing.

Follow-Up Strategy:

For leads who engage by clicking a link but don't respond directly, follow-up texts will be sent within 1-2 days:

- **Follow-Up Text Example**: "%greeting_time% %contact_first_name%, Just wanted to reach out and check in with you. Now that we've sent you a few lists of homes, I'm curious about your search criteria. Are we on the right track with the houses we're sending your way?"

Ongoing Campaign Adjustments:

- **Timing Variations**: Vary the timing of the texts to see if certain times (like evenings or weekends) yield better engagement.
- **Personalized Assistance Offers**: Depending on the lead's activity, offer to take specific actions like sending more details or setting up a showing.
- **Incorporate Open House Info**: When relevant, include open house opportunities to drive immediate engagement. For example, "There's an open house this weekend for a home I think you'd love! Let me know if you're interested."

Engagement Metrics:

- **Response Rates**: Track responses and clicks from each text. Adjust the content or timing based on which texts generate the most engagement.
- **Behavior-Based Follow-Ups**: Leverage Ylopo's tools to monitor which leads are viewing the links but not engaging, allowing for more tailored follow-up.
- **Conversions**: Keep a record of which leads schedule showings or take further action, providing feedback on the effectiveness of specific CTAs and message types.

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90 days of messages

Week 1

1.

"Hey %contact_first_name%, I was thinking about you today and pulled together a list of homes I think might catch your eye. Take a look when you've got a moment: %search_link%. Let me know what stands out—I'm always here to chat."

2.

"Morning %contact_first_name%! I just sent a report over to your email that I think you'll find interesting. It gives a good snapshot of how the market's moving right now. Feel free to ask any questions when you've had a look."

3.

"Hi %contact_first_name%, some new homes just popped up, and I thought you might want to take a peek. Here's the list: %search_link%. If anything sparks your interest, I'd love to hear your thoughts."

4.

"Hey %contact_first_name, it's been a busy week for the market, and I wanted to send over some fresh listings for you. No rush—take your time looking through them: %search_link%. Let me know if any catch your eye!"

5.

"Good morning %contact_first_name! I just pulled a few homes that I think match what you're looking for. Take a look here: %search_link%. No pressure—just let me know if any of them feel right to you."

Week 2

6.

"Hi %contact_first_name, I sent a market trends update to your inbox today—lots of good info in there about how things are shaping up in your area. Whenever you get a chance, give it a read and let me know what you think."

7.

"Hey %contact_first_name! I found a few more homes that might fit what you're looking for. I think you'll like them: %search_link%. I'd love to hear your thoughts when you've had a chance to check them out."

8.

"Morning %contact_first_name! More homes just hit the market, and I thought you might want to see them. Here's the list: %search_link%. Let me know if any of these feel like they could be 'the one.'"

9.

"Hey %contact_first_name, I've been keeping an eye out for you, and I found a few more homes that might work. Take your time, but when you're ready, here's the link: %search_link%. I'm happy to set up a visit whenever you are."

10.

"Hi %contact_first_name, I've pulled together some listings that I think you'll really like. Take a look when you get a minute: %search_link%. Let me know what jumps out at you."

Week 3

11.

"Hey %contact_first_name, I just sent some market data your way. It's always good to have a clear picture of how things are moving. Take a look when you have a moment—it's waiting in your inbox. I'd love to know what you think."

12.

"Morning %contact_first_name! Here's a fresh set of homes that just came up. They've got some great potential: %search_link%. I'd love to hear which ones catch your eye."

13.

"Hi %contact_first_name! Another batch of homes just came up that I think you'll like. Take a peek here: %search_link%. If anything speaks to you, I'm always here to help."

14.

"Hey %contact_first_name, I found a few new listings that I thought you'd want to see. I've pulled them together for you here: %search_link%. Let me know if any of these feel like a good match."

15.

"Good morning %contact_first_name! I've gathered a few homes that I think align with what you're looking for. Here's the list: %search_link%. No rush—take your time, and let me know what stands out."

Week 4

16.

"Hey %contact_first_name, I just sent over a heatmap showing some of the hottest spots in your area. It's a good way to see where things are happening right now. Check your inbox when you've got a minute, and let's talk!"

17.

"Hi %contact_first_name, a few more homes just hit the market, and I thought you'd want to take a look. Here's the link: %search_link%. Let me know if any of these feel like a good fit for you."

18.

"Morning %contact_first_name! I've pulled a list of homes that I think might be just what you're looking for: %search_link%. Take a look when you can, and I'd love to hear what you think."

19.

"Hey %contact_first_name, it's been a busy week for the market, and I wanted to send over some fresh listings for you. No pressure—just browse when you've got time: %search_link%. Let me know if anything stands out."

20.

"Hi %contact_first_name, I've found a few more homes for you to check out. Here's the list: %search_link%. Feel free to reach out if any of them seem like a good match."

Week 5

21.

"Good morning %contact_first_name! I sent the latest Market Action Index report to your email—it's got some useful insights on how the market is shifting. Give it a read when you have time, and I'd love to chat about it."

22.

"Hi %contact_first_name! Some new listings just became available, and I thought you'd want to see them: %search_link%. Let me know if any of these feel like a fit for you."

23.

"Hey %contact_first_name, I've pulled a list of homes that I think you'll love. Check them out here: %search_link%. Let me know if anything catches your eye."

24.

"Morning %contact_first_name! I've got some great new homes for you to take a look at: %search_link%. Whenever you're ready, I'd love to know what you think."

25.

"Hi %contact_first_name, I just found some fresh listings that I think align with what you've been looking for. Check them out here: %search_link%. Let me know which ones speak to you!"

Week 6

26.

"Morning %contact_first_name! I just sent you a heatmap of the most active neighborhoods in your area. When you've got a minute, check your inbox and let me know which areas stand out to you."

27.

"Hey %contact_first_name, a fresh set of homes just hit the market, and I thought you'd want to take a look. Here's the list: %search_link%. I'm always here if you have any questions!"

28.

"Hi %contact_first_name, some new homes just became available. Take a look here: %search_link%. Let me know if any of these feel right for you."

29.

"Good morning %contact_first_name! I've pulled together another batch of homes I think might catch your interest. No rush—take your time browsing: %search_link%."

30.

"Hey %contact_first_name! I've got some more homes for you to consider. Here's the list: %search_link%. I'm happy to help if you'd like more info on any of them."

Week 7

31.

"Hi %contact_first_name, I just sent the latest Market Action Index report to your inbox—it gives a clear picture of where the market is headed. Feel free to reach out once you've had a chance to look it over!"

32.

"Hey %contact_first_name! A new set of homes just hit the market. Here's the link: %search_link%. Take your time looking through them, and let me know if any stand out to you."

33.

"Good morning %contact_first_name! I found a few more listings that I think might be what you're looking for. Take a look here: %search_link%. I'd love to know what you think."

34.

"Hi %contact_first_name! Some fresh homes just became available. Take a look when you have a moment: %search_link%. Let me know if anything feels like a good fit for you."

35.

"Hey %contact_first_name, I pulled together some new listings that I think match your search. Here's the list: %search_link%. I'm always here if you need more details on any of them."

Week 8

36.

"Morning %contact_first_name! I just sent a heatmap your way—it's a great look at where homes are really moving right now. Check your inbox when you get a moment, and let's talk about any areas that stand out to you."

37.

"Hi %contact_first_name! A fresh set of homes just hit the market, and I think you'll want to take a look. Here's the link: %search_link%. Let me know which ones feel like a good fit for you."

38.

"Hey %contact_first_name, I've pulled together some listings that could be perfect for you. Take a peek: %search_link%. I'd love to know your thoughts when you've had a look!"

39.

"Good morning %contact_first_name! I found some new homes that just came up. Check them out here: %search_link%. Let me know if any of these look promising."

40.

"Hi %contact_first_name! I pulled a list of homes for you to browse through at your convenience: %search_link%. Take your time, and let me know if any feel right for you."

Week 9

41.

"Morning %contact_first_name! I sent the latest Market Action Index report to your email today. It's got some great insights into how things are moving. Let me know what stands out to you after you've had a chance to check it out."

42.

"Hi %contact_first_name! I've got a fresh batch of homes that just became available. Here's the link: %search_link%. I'd love to help if any of them catch your eye."

43.

"Hey %contact_first_name! Some new listings just popped up that I think you'll want to see. Check them out: %search_link%. Let me know if any feel like a good match for you."

44.

"Good morning %contact_first_name! I found some more homes that I thought you'd like. Take a look here: %search_link%. I'm always here to help if you have any questions."

45.

"Hi %contact_first_name! Here's a new set of homes I've pulled together for you: %search_link%. Let me know if anything catches your interest."

Week 10

46.

"Morning %contact_first_name! I just emailed you a heatmap showing the most active areas in your market. Whenever you have a moment, check it out and let me know what you think of the neighborhoods I've highlighted!"

47.

"Hi %contact_first_name! A fresh set of homes just hit the market. Take a look here: %search_link%. I'd love to hear your thoughts when you've had a chance to browse."

48.

"Hey %contact_first_name! I found a few more listings that I think you'll want to see. Here's the link: %search_link%. Let me know if any stand out to you."

49.

"Good morning %contact_first_name! Here's a new batch of homes that I've pulled just for you. Take a look: %search_link%. Let me know if any feel like the right fit for you."

50.

"Hi %contact_first_name! Some fresh listings just became available. Here's the list: %search_link%. Let me know if any of these homes feel like they could be the one!"

Week 11

51.

"Hey %contact_first_name, I sent over the latest Market Action Index report to your email today. It's got a great overview of how things are moving in your area. Take a look when you have a chance, and let's chat after you've had a chance to digest it."

52.

"Good morning %contact_first_name! A new set of homes just hit the market, and I thought you'd want to take a look. Here's the list: %search_link%. Let me know if any catch your interest."

53.

"Hi %contact_first_name! I pulled together some listings that might be a good fit for you. Here's the link: %search_link%. I'd love to hear which ones stand out!"

54.

"Hey %contact_first_name, some more homes just popped up, and I think you'll like them. Take a look: %search_link%. Let me know which ones catch your eye."

55.

"Good morning %contact_first_name! I've got another set of homes for you to check out. Here's the list: %search_link%. I'm always here if you'd like more info on any of them."

Week 12

56.

"Morning %contact_first_name! I just sent a heatmap over to your email—it's a really interesting look at where homes are moving fast right now. Check it out when you have a moment, and let's chat about any areas that stand out to you!"

57.

"Hi %contact_first_name! I've pulled together a fresh set of listings that I think might be just what you're looking for. Take a look here: %search_link%. Let me know which ones feel right for you."

58.

"Hey %contact_first_name! A few new homes just became available. Here's the link: %search_link%. I'd love to hear what you think of them!"

59.

"Good morning %contact_first_name! Another round of homes just hit the market. Take a look here: %search_link%. Let me know if any of them stand out to you."

60.

"Hi %contact_first_name! I pulled together a fresh list of homes for you. Here's the link: %search_link%. I'd love to know what you think!"

Week 13

61.

"Morning %contact_first_name! I just sent the latest Market Action Index report over to your email. It's got a lot of great insights about how the market's moving. Let me know what catches your attention after you've had a chance to check it out."

62.

"Hey %contact_first_name! A fresh set of homes just hit the market, and I thought you might want to see them. Here's the link: %search_link%. Let me know if any of them look like a fit!"

63.

"Good morning %contact_first_name! I found a few more listings that I think might be what you're looking for. Take a look here: %search_link%. I'm always here if you have any questions!"

64.

"Hi %contact_first_name! Some new homes just became available, and I thought you'd want to take a peek. Here's the list: %search_link%. Let me know if any of them stand out."

65.

"Hey %contact_first_name, I pulled together a few more homes for you to check out. Here's the link: %search_link%. Let me know if any of them feel like they could be the one."

Week 14

66.

"Morning %contact_first_name! I just sent a heatmap to your email. It's a really cool look at the most active neighborhoods in your area right now. Take a look when you've got time, and let me know if any of these areas feel like a good fit!"

67.

"Good morning %contact_first_name! A fresh set of homes just hit the market. Take a look here: %search_link%. Let me know which ones catch your eye."

68.

"Hi %contact_first_name! I found some new listings that I think you'll want to see. Here's the link: %search_link%. Let me know which ones feel right for you."

69.

"Hey %contact_first_name, another batch of homes just popped up that I thought you'd like. Check them out here: %search_link%. Let me know which ones look like a good fit!"

    70.

"Good morning %contact_first_name! I pulled a fresh set of listings for you to check out. Here's the link: %search_link%. Let me know if anything stands out to you."

Week 15

    71.

"Morning %contact_first_name! I sent over the latest Market Action Index report to your email today. It's got some really useful insights into how things are moving. Give it a read when you can, and I'd love to chat once you've had a look."

    72.

"Hi %contact_first_name! Some fresh homes just became available, and I wanted to share them with you. Here's the link: %search_link%. I'd love to hear your thoughts on any of these."

    73.

"Hey %contact_first_name, I found a few more listings that might be just what you're looking for. Take a look here: %search_link%. Let me know if any of them speak to you!"

    74.

"Good morning %contact_first_name! A new set of homes just hit the market. Here's the link: %search_link%. Let me know which ones stand out to you."

    75.

"Hi %contact_first_name! I pulled some fresh listings for you to take a peek at. Here's the link: %search_link%. Let me know which ones feel right for you."

Week 16

    76.

"Morning %contact_first_name! I just sent a heatmap over to your email showing some of the most active neighborhoods right now. Take a look when you have a moment, and let's talk about any areas that catch your eye."

77.

"Hi %contact_first_name! A fresh set of homes just hit the market. Here's the link: %search_link%. Let me know if any of them feel like the right fit for you."

78.

"Hey %contact_first_name! I pulled together a new batch of listings for you to browse. Here's the link: %search_link%. Let me know which ones catch your eye!"

79.

"Good morning %contact_first_name! Some new homes just became available. Here's the link: %search_link%. Let me know if any of these look like a good match for you."

80.

"Hi %contact_first_name! I pulled a list of homes that I think might be a good fit for what you're looking for. Here's the link: %search_link%. Let me know which ones stand out."

Week 17

81.

"Morning %contact_first_name! I sent the latest Market Action Index report over to your email today. It's got a good overview of how things are trending in your area. Let's chat after you've had a chance to check it out."

82.

"Hi %contact_first_name! I've pulled together some fresh listings that just hit the market. Here's the link: %search_link%. Let me know if any of these look like a fit for you."

83.

"Hey %contact_first_name! Some new homes just became available, and I thought you'd want to see them. Here's the link: %search_link%. Let me know which ones feel right for you."

84.

"Good morning %contact_first_name! I found a few more listings that I think you'll like. Here's the link: %search_link%. Let me know which ones stand out to you."

85.

"Hi %contact_first_name! Another batch of homes just hit the market. Here's the link: %search_link%. Let me know if any of these feel like the right fit."

Week 18

86.

"Morning %contact_first_name! I sent a heatmap to your inbox today—it's a great look at where homes are moving quickly right now. Take a look when you have time, and I'd love to hear what you think."

87.

"Hi %contact_first_name! I pulled together a fresh set of homes that just hit the market. Here's the link: %search_link%. Let me know which ones feel right for you."

88.

"Hey %contact_first_name! A few new listings just became available, and I wanted to share them with you. Here's the link: %search_link%. Let me know which ones catch your eye!"

89.

"Good morning %contact_first_name! I found some fresh listings that I think you'll want to see. Here's the link: %search_link%. Let me know if any of these feel like the right fit."

90.

"Hi %contact_first_name! I've pulled a new batch of homes that just hit the market. Here's the link: %search_link%. Let me know if any of them stand out to you."

Emails:

Email for Message 2 (Week 1)

Subject: A Quick Market Snapshot for You
Body:
Hey %contact_first_name%,

I've been keeping an eye on the market lately, and I wanted to share something I thought you'd find interesting. It's a Market Action Index report—a nice little snapshot of how things are moving right now.

You'll see what's been happening with homes in the area, and it might help make sense of where things are headed.

Here's the report: %Market_Report%.

Whenever you have a chance to go through it, feel free to reach out with any questions. I'm always here for a chat.

Best,
Chris

Email for Message 6 (Week 2)

Subject: Something to Check Out When You Have a Moment
Body:
Hi %contact_first_name%,

I was thinking about how things have been shifting in the market, so I put together a little update for you. It's got all the latest trends and insights—might help paint a clearer picture of what's happening in the area.

You can check it out here: %Market_Report%.

No rush, of course. Whenever you've had a chance to take a look, let me know if anything stands out or if you'd like to chat. Always happy to talk through what this means for you.

Warmly,
Chris

Email for Message 11 (Week 3)

Subject: Market Trends That Caught My Eye
Body:
Hey %contact_first_name%,

I came across some new market data that I thought you might want to see. It's always helpful to know how things are moving, especially when it feels like everything's changing so fast.

I've sent the report to you here: %Market_Report%.

Take your time looking it over, and don't hesitate to reach out if you'd like to chat through any of it. I'd love to hear what you think!

Best,
Chris

Email for Message 16 (Week 4)

Subject: A Look at the Hottest Neighborhoods
Body:
Hi %contact_first_name%,

I sent over a heatmap that shows the neighborhoods where things are really moving right now. It's always interesting to see where the action is—sometimes it helps to have a clear view of what's happening.

You can take a look here: %HeatMap%.

Whenever you've had a chance to check it out, let me know if any areas catch your eye. I'd be happy to dig deeper into any of them with you.

Best,
Chris

Email for Message 21 (Week 5)

Subject: A New Market Report for You
Body:
Hi %contact_first_name%,

I've just sent over the latest Market Action Index report. It's a good way to get a sense of how fast homes are moving and where the market's heading—thought you might find it helpful.

Here's the report: %Market_Report%.

Take your time, and if anything stands out or feels like it needs a little more explanation, I'd be happy to talk it through with you.

Take care,
Chris

Email for Message 26 (Week 6)

Subject: Heatmap: Where Homes Are Moving Fast
Body:
Hey %contact_first_name%,

I just sent you a heatmap of the most active areas in your neighborhood. It's always good to know where homes are flying off the market—it can be a bit of a guide as you think about your next steps.

You can take a look here: %HeatMap%.

If any of these spots feel right to you, just let me know. I'd love to talk more about what's happening in those areas.

Warmly,
Chris

Email for Message 31 (Week 7)

Subject: Latest Market Action Report
Body:
Hi %contact_first_name%,

I sent you the latest Market Action Index report, and it gives a clear look at how the market is behaving right now. There's a lot happening, and I think this might help you get a better sense of it all.

Here's the link to check it out: %Market_Report%.

Let me know if you'd like to chat through any of it—I'm always here if you have questions.

Best,
Chris

Email for Message 36 (Week 8)

Subject: Where Homes Are Selling Fast
Body:
Hey %contact_first_name%,

I just sent you a heatmap of the most active areas in the market right now. It's interesting to see where homes are moving the fastest—it can help guide your search a bit more.

You can check out the map here: %HeatMap%.

Let me know if any of these neighborhoods stand out to you. I'm happy to dig into what makes those areas so special!

Best,
Chris

Email for Message 41 (Week 9)

Subject: A Market Report Just for You
Body:
Hi %contact_first_name%,

I've just sent over the latest Market Action Index report for your area. It gives a good overview of how things are moving and where the market is heading—might give you a better sense of what's next.

Here's the link to view it: %Market_Report%.

Take a look when you've got some time, and if anything stands out, let's chat. I'm always here to help.

Best,
Chris

Email for Message 46 (Week 10)

Subject: Hot Spots in the Market
Body:
Hi %contact_first_name%,

I just sent you a heatmap showing where homes are moving the fastest right now. It's always a good idea to keep an eye on which neighborhoods are heating up!

You can view the heatmap here: %HeatMap%.

Whenever you've got a minute, check it out, and let me know if any areas feel like a good fit for you.

Take care,
Chris

Email for Message 51 (Week 11)

Subject: Market Trends to Watch
Body:
Hi %contact_first_name%,

I sent the latest Market Action Index report your way. It's a good snapshot of how things are moving, and it might help you make sense of what's happening in the area.

Check it out here: %Market_Report%.

I'd love to know what you think, so don't hesitate to reach out once you've had a chance to look it over!

Warm regards,
Chris

Email for Message 56 (Week 12)

Subject: Heatmap of Active Neighborhoods
Body:
Hey %contact_first_name%,

I just sent you a heatmap showing where the market is hottest right now. It's a good way to see where homes are selling the fastest, and it might give you a better idea of which areas feel right for you.

You can take a look here: %HeatMap%.

Let me know if any neighborhoods stand out, and we can chat more about what's making those spots so popular!

Best,
Chris

Email for Message 61 (Week 13)

Subject: A Market Report for You
Body:
Hi %contact_first_name%,

I just sent over the latest Market Action Index report for your area. It's got a good overview of how fast homes are moving and where things are heading.

You can check it out here: %Market_Report%.

I'd love to chat once you've had a chance to go through it. Feel free to reach out if you have any questions or want to dive into the details.

Best,
Chris

Email for Message 66 (Week 14)

Subject: Hot Neighborhoods You Should Know About
Body:
Hi %contact_first_name%,

I sent you a heatmap showing the most active areas in your market right now. It's always useful to see where homes are moving quickly, and it might help narrow down your options a bit.

Here's the heatmap: %HeatMap%.

Take your time, and whenever you're ready, let's talk more about the neighborhoods that stand out to you!

Talk soon,
Chris

Email for Message 71 (Week 15)

Subject: Market Trends That Matter
Body:
Hi %contact_first_name%,

I just sent you the latest Market Action Index report. It's a helpful snapshot of what's happening in the market, and it might give you some clarity on where things are heading.

Here's the report: %Market_Report%.

Give it a look when you have a moment, and let me know if you'd like to chat about any of it. I'm always here to help!

Best,
Chris

Email for Message 76 (Week 16)

Subject: A Look at the Most Active Neighborhoods
Body:
Hey %contact_first_name%,

I just sent a heatmap to your inbox. It's a good look at where homes are selling quickly right now, and it might help you get a better sense of which areas are heating up.

You can view the heatmap here: %HeatMap%.

Let me know what you think after you've had a chance to look it over—I'd love to talk more about any areas that catch your eye!

Best,
Chris

Email for Message 81 (Week 17)

Subject: A Market Update Just for You
Body:
Hi %contact_first_name%,

I sent you the latest Market Action Index report for your area. It's a great snapshot of how the market's behaving right now, and it should give you a good sense of what's happening.

You can check it out here: %Market_Report%.

I'd love to hear what stands out to you after you've had a chance to go through it. Feel free to reach out anytime.

Best,
Chris

Email for Message 86 (Week 18)

Subject: Hot Areas in the Market
Body:
Hi %contact_first_name%,

I just sent over a heatmap showing the most active neighborhoods right now. It's a great way to see where homes are moving the fastest, and it might help narrow down some areas of interest.

Here's the heatmap: %HeatMap%.

Let's talk more once you've had a chance to look it over—I'd love to hear what you think!

Warmly,
Chris