

Free home value recommendation

Subject: Free {insert city} home value report

Dear friends, clients, and colleagues -

I thank you for opening this email - I'm writing you since we're connected on social media, we've done business together, or we've communicated together at some time.

Unless you've been living under a rock, it's no secret that home prices here in {insert city} are through the roof after the hottest selling season ever. Home prices are up {insert price increase for your area}% this year.

While the fundamentals are still very strong, there are headwinds to high home prices - the Federal Reserve stopped printing as much money, Zillow got out of the home flipping business, and prices are getting to the point that fewer and fewer people can actually afford a mortgage.

Would you have any interest in knowing what your home would sell for today?

It will cost you about \$600 for a full appraisal if you want to know what your home is worth. You can also get a free online "Guestimate" - but they are general and not entirely correct.

Case in point, Zillow has 7,000 homes that are not worth what they paid for because their online algorithm was wrong.

Enter your home address here to find out what it's likely worth if you sold it today. ([Link this back to your Real Geek's home value tool or wherever other service you use](#))

Again this is just an estimate but I think it comes in closer to what Zillow does.

If you want a more accurate price (what I would list it at on the market if you hired me) I just need a quick phone call with you to learn more about your home - send me any photos or video you can send me (very important) by email, SMS, FB Messenger, etc.

I'm happy to do this for you even if you're not thinking of selling right now.

You'll have a better idea of what a bank may value your home for refinance, you can update your balance sheet, or you can just rest assured knowing what a buyer would likely pay today.

It's completely free and there's zero obligation to sell your home.

I was working with Sally in Nelson's Creek and her home value came back 15% more than what she thought. "I never thought my home would be worth that much, thank you so much for the free price opinion", she told me. "It allowed me to be more confident when applying for a loan to get my 17-year-old into college." I'm happy to do the same for you.

These home prices can't go on forever at the risk of inflation. If you're thinking about selling your home, **this winter may be your best chance to land your highest selling price** - again - since money is so cheap right now for borrowers and the banks are still lending with the liquidity provided as we work our way out of this unemployment and respective financial crisis since March 2020.

I'm here to help with any real estate needs you have. Let me know if you have any questions. I'll give you a well-researched and accurate answer so you can make the right decisions.

{Your Name}

Free instant cash offer

Subject: Offer on your home

Dear friends, clients, and colleagues -

I just wanted to write you and ask if you are looking for a faster and easier way to sell your home this fall?

I have a new option if you want to skip the hassle of selling your home. It's also a great way to keep buyers who may have COVID out of your home without any showings.

I can get an offer on your home from companies who want to buy it, not individuals on the traditional market. When you call, just let me know whether you prefer the maximum VALUE or maximum CONVENIENCE.

This means:

- Close quickly, get equity from your home in as little as 7 days
- You pick your closing date
- No showings or open houses

- No negotiating with buyers
- Skip the cost, time and (in some cases) embarrassment of getting your home market ready
- Freedom to move on your timeline
- No strangers and Realtors walking through your home
- No risk of two mortgage payments

Enter your home address to get an preliminary cash offer on your home today. *(Link this back to your Real Geek's home value tool or wherever other service you use)*

I'll go to my investor relationships and companies who specialize in all this and secure the best offer for you.

I was working with Bob Taylor in Thousand Oaks and he decided to take an instant offer. "I just wanted to sell the home and didn't care for dealing with showings", he told me. "The offer was fair and fast. Thank you so much, you made it easier to move for me which is important."

I can likely get you an offer in 7 days without any hassles on your part showing your home to the public.

A word of caution - there's a limited amount of funds these companies have to buy homes outright now with the chaos in the lending markets as things settle down. (Many even suspended and restarted operations recently, there's no guarantee they will keep buying).

Please call me at {insert phone number}, or reply to this email, if you're interested in an instant offer on your home. I'll shop them all and represent you to get you the best price, without the hassle.

{Your Name}

Search all homes for sale

Do you want to buy a new home here in {insert city}?

You're not alone. We're all thinking about our homes after being stuck at home. It's something on just about everyone's mind. "Can I afford to get a new place, and what's for sale?"

I'm sure you also know interest rates are at all-time lows, too. I just saw a 3.4% 30-year rate mortgage come across my desk. This means you can afford more "house" for less money right now.

I'd like to share my direct access to the MLS with you. That's the best way to search all homes for sale - so you see everything for sale. That's what I have access to as a Realtor®.

Call or text me at {insert phone number}. I'll take you on a tour of what's for sale right now on the MLS.

You'll see details you can't get on Zillow, and in some cases, *you'll see homes not even on Zillow yet* since there's a delay from when the listing contract is signed to what you see. These "public" home search portals may have inaccuracies, too. The MLS is the source of the data.

I can also arrange "virtual" showings for you. I'll walk through the home with my phone on Zoom, Skype, or Facetime so you stay safe. It's also more convenient. You'll also see what the home is *really* like versus all the Photoshopped images you see online (that are just not reality).

In fact, I just helped Darren Jacobs buy a home in Fairacres. "I saw all the homes for sale that perfectly fit my criteria so I could buy the right house for me", he told me. "I know I got a better price, too, since I had information that not every buyer in {insert city} due to your help. THANK YOU!"

The market is really hot right now. Record numbers of people want to buy a new home, but there's not much for sale. This is because of low interest rates, and honestly, the Virus Crisis has people really re-evaluating their current living situation. While I cannot share off-market listing with you, you'll want to have every advantage you can to see properties before the entire market sees them - I may be able to make that happen by giving you direct MLS access.

Call me at {insert phone number} or just reply to this email if you're thinking about buying a home.

I'll show you everything for sale and help you through the process, so you get the right home at the very best price.

{Your Name}

Free home selling workshop

Subject: LIVE: {insert area} Home Selling/Prep/ Staging Workshop

Clients and friends,

Are you thinking about selling your home in {insert area}?

You're invited to my **Home Selling Workshop: How to Get Top Dollar in Uncertain Times** on {Insert date and time of your event}.

Get your free ticket to my workshop here. ([link to where they can get their tickets](#))

It's a virtual, online event to stay safe.

I'm going to answer your biggest questions about selling your home and help you explore all of your options.

Including:

- Is COVID-19 affecting prices?
- What if I can't pay my mortgage?
- Can I get an instant offer?
- Can my home be sold safely?
- Are home prices dropping?
- Is now a good time to sell?
- Do I need to repair my home?
- Will my home pass inspection?
- What mistakes should I avoid?
- How do I get rid of "stuff"?
- How do I attract buyers now?

You'll learn **3 ways to add thousands of dollars to your home sale** in an uncertain market and what repairs to make (or avoid). You'll get a **free neighborhood market report** with a **free listing price recommendation** after you attend, too.

You can attend safely from your computer/phone/tablet. If you're thinking about selling your home, you need to attend this. See you there!

Cally my mobile at {insert phone number} if you have questions or if you need an offer on your home right away.

{Your name}