

Buyer Side Sequence (targeting buyer of the home)

Note #1: week after the close

Hi Robert and Jane!

I hope you're doing great! I just wanted to again say congratulations on the purchase of your new home.

I'm sure you're super happy in your beautiful house. Please don't hesitate to reach out with any and all questions.

Most of all, thank you for trusting me to handle your real estate needs!

Best,
David
917-222-5555
david@rebrokerage.com

Note #2: 30 days after close

Hi Robert and Jane!

Just wanted to write you a quick note. I hope you're settling into your beautiful new home.

Most of all, I want to make sure everything's working great with the house.

If there's anything you need, don't hesitate to ask. Also, please don't forget you got a home warranty plan when you bought the home. So feel free to make use of that if you need it.

Meanwhile, enjoy your beautiful home!

Best,
David
917-222-5555
david@rebrokerage.com

Note #3: 3 months after close

Hi Robert and Jane!

I can't believe how time flies! It's been 90 days since you closed on your property. I hope you're super happy!

Please find enclosed some of my favorite vendors in the event you'd like to do some upgrades or changes to the home. I have no commercial connection to any vendor, by the way.

Meanwhile, if I can help anyone with their real-estate needs, please send them along to me! I'd appreciate it!

Best,
David
917-222-5555
david@rebrokerage.com

Note #4: 6 months after close

Hi Robert and Jane!

I hope this note finds you well and loving your home!

Just wanted to send you a quick note. You have probably already discovered some of the best restaurants in the area, but I wanted to share with you some of my favorites.

Enjoy!

Best,
David
917-222-5555
david@rebrokerage.com

Note #5: 1 year after close

Hi Robert and Jane!

I can't believe it's already been a year since you closed on your home! Time really flies!

It seems like yesterday we were looking at properties. I hope you guys have been thrilled with the house and everything's going great.

I know things come up from time to time, so please don't hesitate to reach out.

Best,
David
917-222-5555

david@rebrokerage.com

+ thanksgiving and holiday notes.

Then after 1 year of close: Thrown into general marketing pool - birthdays and generic (not personalized) updates.

ORPHANED BUYER SEQUENCE (Nurture sequence targeting buyer if represented the seller)

Note #1: week after the close

Hi Robert and Jane!

I just wanted to introduce myself. I'm David Smith, the realtor who listed the home for sale that you recently closed on.

I just wanted to say congratulations and that I hope you're loving your new home!

If there are any questions you have that the previous owner could answer, feel free to let me know. I'm happy to connect you guys.

Again, congratulations!

Best,
David
917-222-5555
david@rebrokerage.com

Note #2: 1 month after close

Hi Robert and Jane,

I was just in your neighborhood and thought of you!

Just wanted to write you a quick note. Most of all, I hope you're settling into your beautiful new home.

Thanks again for trusting us and please let us know anytime you, or anyone you know, has a real estate question.

Best,
David

917-222-5555

david@rebrokerage.com

Note #3: 3 months after close

Hi Robert and Jane,

I can't believe it's already been three months since you closed on your home. I hope you're loving it!

I'm sure like everyone, you have friends, coworkers and relatives that are in the real estate market.

Is there anyone you can think of right now that could use our help? Please me know.

Thanks!

Best,

David

917-222-5555

david@rebrokerage.com

Note #4: 6 months after close

Hi Robert and Jane,

I hope this finds you well! I trust you're thrilled with your beautiful home!

It's been six months since you closed on the house. I know a lot of times plans change.

Just wanted to check and see if you might have plans to get back on the market. Please let me know!

Thanks!

Best,

David

917-222-5555

david@rebrokerage.com

Thanksgiving:

Jesse,

This is the time of year we are reminded of all the things for which we are thankful.

And you and your family are one of them, so thank you for trusting us with your real estate needs.

Have a very Happy Thanksgiving from all of us here!

Your Favorite Real Estate Agent,
David
917-222-5555
david@rebrokerage.com

Holiday:

Jesse,

I hope this note finds you doing great!

The holiday season is my absolute favorite time of the year. It reminds me of all that is important: friends, family and home.

We hope your home is filled with all that is important to you.

We are wishing you and your family a very happy and healthy holiday season. Here's to a great 2022!

Your favorite real estate agent,
David
917-222-5555
david@rebrokerage.com