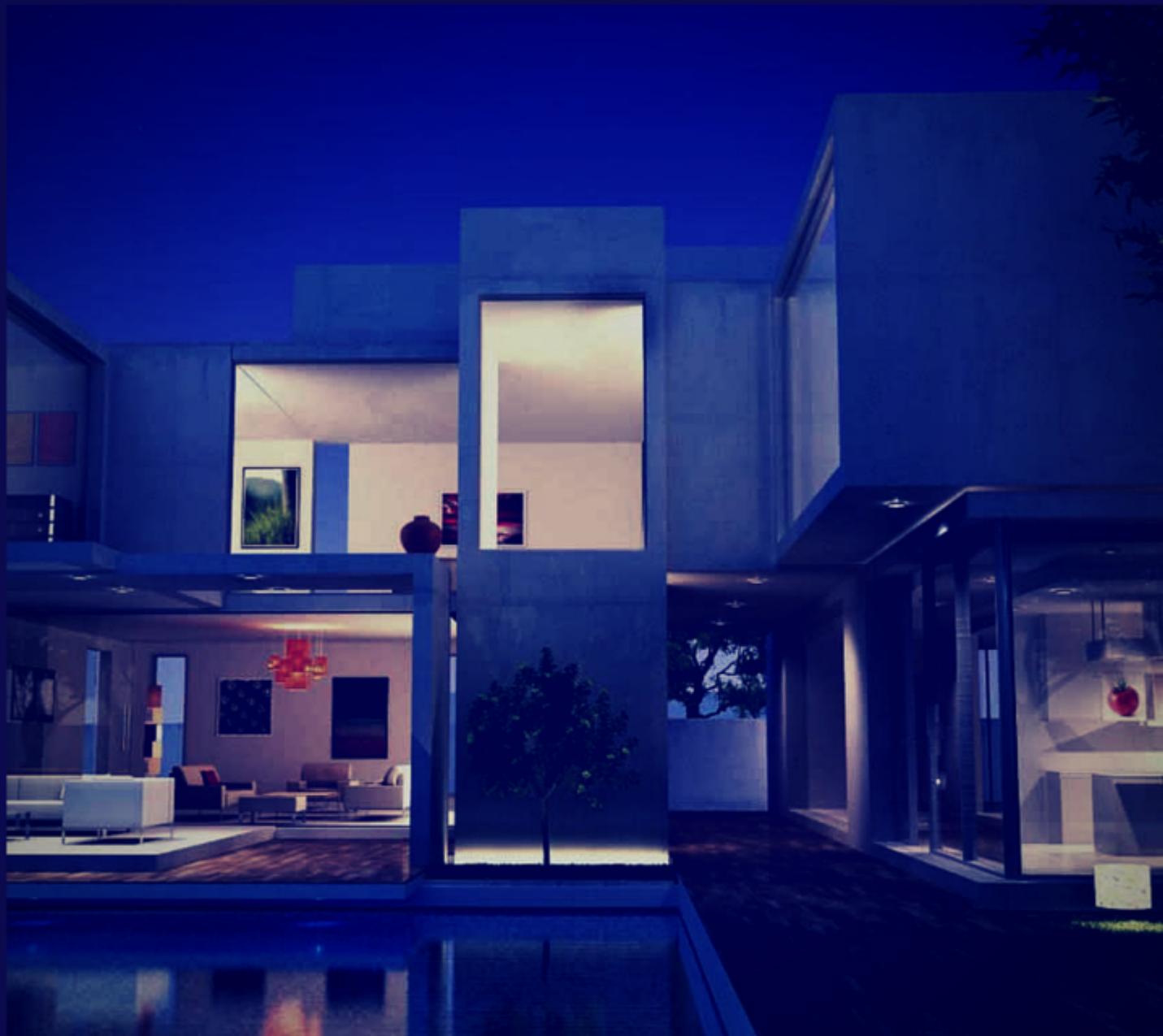


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# SWIPE FILE

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## HOME BUYER

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*Swipe File: Home Buyer  
Email Nurture Sequence*



Paperless Agent™

## **Buyer Sequence**

### **Subject: Direct Access for Home Buyers**

Hi [ToFirstName],

How's your home search going? Just checking in and wanted to let you know about my exclusive Buyer Direct Access Program.

As a Realtor, I get the inside scoop on real estate that isn't always available online.

This gives YOU a distinct advantage over the other buyers in our area - and best of all, it's free.

Here's what you get as a member of my Buyer Direct Access Program:

Market Updates: learn about housing inventory changes as they hit the market.

Private Tours: Schedule private viewings of homes you're interested in.

Buyer Hotline: Get all your real estate questions personally answered.

There's no cost or obligation to benefit from my Buyer Direct Access Program.

All I need to get you signed up is to confirm your name, address, and phone number.

Get I get you signed up?

~FirstName

Name

Company Name

Phone | website

## Buyer Sequence

### Subject: Is the Price of Your Next Home Going Up?

Hi [ToFirstName],

Hope you're getting closer to finding the right home for you.

I wanted to take a quick moment to share some market conditions that may affect you.

The averages sales price of homes in our area has been going up, and mortgage rates are expected increase as well.

Here's what this means for you... these market forces are driving up the cost of buying your next home.

Here's a quick example of what this could mean:

**Home Price	Interest Rate	Est. Monthly Payment**
\$318,500	3.32%	\$1,398.40
\$350,000	4.29%	\$1,730.00

These reasonable increases (which can happen over a 6-12 month period) would result in an increase of \$20,760 per year!

Waiting to buy could really cost you thousands of dollars.

If you're interested in getting the right home at the right price, I would like to suggest we get together and determine the best time to move to meet your specific circumstances.

Do you have time this week for us to get together?

~FirstName

Name

Company Name

Phone | website

## **Buyer Sequence Email #9 - Send 3 Weeks after last email**

### **Subject: How Not to Over Pay When Buying Your Next Home**

Hi [ToFirstName],

Since you've checked out our website, I wanted to send you something you'd find useful.

In this real estate market, a lot of home sellers tend to overprice their home... hoping to hook buyers who don't know any better.

Truth be told, a lot of Realtors won't research a property for their buyers to make sure the home is worth what the seller is asking.

If you want to make sure you don't overpay for home, it's critical to run a market analysis on any home you're thinking of making an offer on.

At my firm, we research every home on the market to make sure it's worth the asking price.

If you're thinking of buying a home, you'll want to make sure your real estate agent runs an analysis to make sure you don't overpay!

If you'd like to make sure the homes your searching for are worth the asking price, let us know... so we can design an offer to ensure you get the right home at the right price.

Want to learn more about how evaluate a home's price to make sure you don't overpay? Then just let me know and we'll do the research for you!

Just let me know so we can schedule a time to chat.

~FirstName

Name

Company Name

Phone | website