

The Buyer Pre-Appointment Packet Email Template

Send this email prior to your next buyer presentation appointment to educate your potential buyers and build their trust in you before you even walk through the door.

Subject Line: Actions required before your appointment on [DATE]

Hi [NAME],

Your **Home Buyer Strategy Session** is scheduled for [DATE] at [TIME]. Before we meet, please complete these 3 SIMPLE ACTIVITIES to make the most of our time together.

1. Check Out These Resources...

These resources will help prepare you for our appointment:

VIDEO 1 LINK

VIDEO 2 LINK

LINKEDIN PROFILE LINK

2. Download Your Home Buyer's Guide...

You'll find tips on calculating your home buying power, how to choose a real estate professional, and more.

Home Buyer's Guide [LINK]

3. Review Your Buyer Strategy Session...

You can prepare for our appointment by reviewing the presentation we will work through for your buyer strategy session.

Home Buyer Strategy Session [LINK]

Please take note of any questions you have. And as you look at homes online or in-person, you can share the properties that stand out to you by replying to this email.

[SIGNATURE]

P.S. My Homebuyer Guide [LINK] has worksheets & tips to help you with your home buying journey. Feel free to share with anyone you know who you feel could benefit from the resources.