



PLC 101 Activity 4 – Pre Listing Drip Campaign

Email 1 – Day 1

Subject: Selling your Property

Body: Hi Name!

I am delighted to start the journey towards selling your property with you. Selling a home can be an exciting, yet stressful experience. You will undoubtedly have many questions as we go through the steps of setting a price, to staging your house, to marketing your property, to handling offers, signing a contract, all the way to closing. I am here to assure you that I will be by your side each step of the way to make the process go smoothly and ensure you are informed and understand everything that we set forth to accomplish goes according to plan.

If you have any questions about the process or are ready to get started, please call or text me at 609-412-7235. Again I look forward to selling your home quickly and for the best price.

Sincerely,
Email signature

Text 1 – Day 1

I am excited to start the journey towards selling your property with you. I am here to assure you that I will be by your side each step of the way to make the process go smoothly. I will email you additional information to help you prepare to list. Bill Zeltman - Town Gurus Realty 609-412-7235

Email 2 – Day 3

Subject : Our Marketing Advantage to Selling Your Home

Body: Hi Name!

I am following up again about getting your property sold. One of the biggest advantages you can have to getting your property sold quickly and for top dollar is to have a professional marketing team write and execute a personal marketing plan catered to your property's individual qualities that goes above and beyond what other Realtors® do.

Town Gurus Realty's marketing team is led by a professional marketing director with an MBA in marketing to ensure your property is promoted in every possible



channel and get it sold in the shortest amount of time for the highest possible price. Below is a snapshot of the methods Town Gurus Realty uses to individually promote your property.

Let's get your property sold! Call or text me at 609-412-7235 and then start packing your bags!

Email signature

Text 2 – Day 5

Now is the best time to get your house listed. The market is getting busy and there are buyers looking for a house just like yours. Give me a call and we will get you sold! Bill Zeltman - Town Gurus Realty

Email 3 – Day 7

Subject : 6 Tips to Prepare Your House for Sale

Body:Hi {{firstname}}!

As you prepare to sell your home, here are some tips to get it ready to be on the market. I look forward to working with you every step of the way!

Add 6 Steps to Market Your Home Marketing Piece

Email signature

Text 3 – Day 9

Just following up with you about listing your house. I understand it is a big decision and wanted to know if there were any questions I could answer. Call or text me 609-412-7235 and I will help you make the best decision for your situation. Bill Zeltman - Town Gurus Realty

Follow Up with appropriate drip campaign