

## **Anatomy of a Cold Email to Real Estate Agents Promoting a Real Estate Listing Service**

*I wrote the following email to real estate agents to sign up for a real estate listing service. The approach was to make it feel like it was coming from an acquaintance. Therefore, I skipped many formalities.*

*Businesspeople often meet contacts at conferences, events, trade shows, etc. The strategy here is to get the recipient to think, "Wait, do I know this person? Have I met this person somewhere? Did I promise them something? I better read this and find out for sure."*

*As it turned out, this email **increased the response rate of the previous email by 253%**. That's over double the responses.*

*Following the email is an analysis of what was done and why.*

*The email is on the next page:*

**Subject:** Diane, I'm not sure if you know about this

Hey Diane,

I wanted to let you know about this new listing service that could double your real estate business.

Maybe you have heard of it, I don't know.

Anyway, it will help you list your homes on multiple listing sites at once. This way, you won't have numerous passwords and logins.

Also, you can upload photos and videos, and they won't charge you anything.

You can read about all the [features on this website](#).

However, I can answer all your questions on a quick five-minute call.

How does that sound?

Can I call you this Thursday or Friday from 1:00 – 3:00 pm?

If there is a more convenient time for you, let me know.

After the call, you will know for sure if using this website can really double your sales.

Take care,

Patricia

P.S. What did you think of the RealComm conference?

**Subject: Diane, I'm not sure if you know about this**

*Subject line is personal and friendly. This is how a friend would write a subject line. Some may leave out the person's name. However, everyone loves to hear their name, so this was added. Also, by adding "this," the recipient wants to know what is "this" that we are talking about. The recipient must open the email to answer that question.*

**Hey Diane,**

*Again, keeping it personal and making it sound like it's from a friend. There is no "Dear," "Ms." or anything. Real casual.*

**I wanted to let you know about this new listing service that could double your real estate business.**

*This dives right into the subject of the email. There is no "Do you have time?" or "Sorry to interrupt you," or anything like that. Friends dive right in without respect to time because they are equals. No one is put on a pedestal here. Also, "double your real estate business" is a clear benefit of using this new listing service. This will certainly pique their interest to read the rest of this short email. Again, I used "this" instead of "a" when describing the new listing service to let the recipient know it will be revealed further in the email.*

**Maybe you have heard of it, I don't know.**

*This arouses curiosity. The recipient is thinking, "Have I heard of it? I'm not sure what you are talking about. Maybe I should read more to find out." The "I don't know" adds that friendly colloquialism people use when speaking to friends.*

**Anyway, it will help you list your homes on multiple listing sites at once. This way, you won't have numerous passwords and logins.**

*This is where the benefits are highlighted. The clear benefit is that the website user (email recipient) won't have to use multiple sites with multiple logins.*

**Also, you can upload photos and videos, and they won't charge you anything.**

*More benefits of this listing service.*

**You can read about all the [features on this website](#).**

*Introduction of the listing service. Up until now, the recipient doesn't know what the listing service is. In this case, it's an advantage. It seems less salesy—as if coming from a true friend. Since this is a cold email, it also establishes the email's sender as a real person/business—not a spammer/scammer.*

**However, I can answer all your questions on a quick five-minute call.**

*I am introducing a clear benefit of getting on a call. A call can equal thousands of words on a page.*

**How does that sound?**

*We ask this question so they are making a small commitment. If they say, "Yes," then they make a micro-commitment. This brings them one step closer to making an appointment.*

**Can I call you this Thursday or Friday from 1:00 – 3:00 pm?**

*This line is significant. Most emails of this type are way too vague. They say things like, "Can I call you?" or "Can we set up an appointment?" etc. This makes the recipient overthink. And they think the wrong*

*things like, "What if she wants to call me on Friday? I can't do that." Or "I wonder what time they were thinking. My schedule is hectic this week."*

*Making specific call times allows them NOT to overthink this. There is an excellent chance that they have that slot open. When asked if they are busy, they often think they are busier than they actually are. They soon realize they aren't busy if you give them a specific time.*

*If they like the idea of a call but don't like the times you suggested, they will tell you so. They will very rarely not agree to a call because they didn't like the times you suggested. This leads us to the following line...*

**If there is a more convenient time for you, let me know.**

*Here, we allow them to develop a better time that is more suitable for them. See, we are flexible! We just aren't making them overthink—which is the death of every cold email.*

**After the call, you will know for sure if using this website can really double your sales.**

*Here, we show what could happen due to getting on a call. Not making any promises, just planting the idea that the recipient might be able to "double your sales."*

**Take care,**

*I could have put "To your success!" or "Sincerely" or "Thank you for your time." However, this is an email that is from a "friend." Friends don't need to be respectful of each other's time. They're friends!*

**Patricia**

*Again, to give this the appearance of a friend or an acquaintance (possibly met at a conference), we sign off with a first name.*

**P.S. What did you think of the RealComm conference?**

*Chances are Diane didn't attend this conference. There are dozens of real estate conferences all over the United States. However, this was asked because people love sharing their opinions. This gives a beautiful personal connection.*

Final Note: Please remember not all emails are written this way. This is one strategy I used for this client. There are many strategies for different clients and situations.