

*market leader*<sup>®</sup>

# Holiday Season Email Scripts

Customizable Email Scripts for  
Buyer & Seller Leads



# Table of Contents

## Buyer Lead Email Scripts

Buyer First Contact Email	5
Paid Buyer Lead First Email	6
Contacting Cold Buyer Lead	8
Asking Buyer for Meeting	9
Direct Buyer Lead to Website	11

## Seller Lead Email Scripts

Seller First Contact Email	14
Paid Seller Lead First Email	15
Contacting Cold Seller Lead	17
Asking Seller for Meeting	18
Direct Seller Lead to Website	20

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## About Market Leader

A leader in real estate technology since 1999, Market Leader proudly serves over 250,000 agents and teams across the United States and Canada. You can build and manage your business with our products:

### Market Leader Professional

One intuitive system for agents and teams to generate and convert leads. It includes an end-to-end contact relationship management system, customizable website with MLS listings, and a fully-integrated marketing design center.

[Learn More](#)

### Leads Products

With Market Leader, you can get a guaranteed number of leads in your desired areas every month. These leads are exclusive – not shared with other agents. Lead inventory is limited, so check availability today!

[Check Lead Availability](#)

# Customization Key

These email scripts are meant to be customized. Make sure to replace the words in [brackets] in each script with the appropriate information for your leads.

Each value in [brackets] has been kept consistent throughout these scripts so that you can use the “find and replace” function to easily swap in information across multiple emails. We also encourage you to further customize these email scripts so that they reflect your own personal voice and brand.

- **[beds and baths]:** If the lead is a buyer lead, the number of bedrooms and bathrooms located in the homes they're interested in. If the lead is a seller lead, the number of bedrooms and bathrooms their home has.
- **[area]:** If the lead is a buyer lead, the area where they're looking to buy a home. If the lead is a seller lead, the area where their home is located.
- **[property type]:** The property type applicable to the lead (e.g., a condo or townhome).
- **[price]:** If the lead is a buyer lead, the price range of the homes they're interested in. If the lead is a seller lead, your estimate for how much their home could sell for.
- **[paid lead source]:** The source of the paid lead you're reaching out to (e.g., Market Leader).
- **[your website's URL]:** Your website's URL (e.g., <http://www.GreatSeattleHomes.com/>).
- **[lead first name]:** The first name of the lead you're reaching out to.
- **[signature block]:** Your signature, which should include your name, email address, phone number, and website URL.
- **[your first name]:** Your first name.
- **[local annual home price appreciation]:** The increase in value over the last year experienced by local homes comparable to the one your seller lead owns. Express this home value appreciation as a percentage or dollar value increase (e.g., 15% or \$15,000).



# Buyer Lead Email Scripts

## Buyer First Contact Email #1

**Subject line:** Plenty of [beds and baths] [area] homes for sale this winter!

Hi [lead first name],

I see you're interested in buying a new [beds and baths] [property type] in [area]. There are currently plenty of homes fitting that description on the market, and between the combination of record low mortgage rates and winter prices, this is a great time to buy. If you find a home you would like to tour, I would be happy to schedule a showing for you.

Please contact me if you have any questions or requests. Even if you're in the earliest stages of the home buying process, getting pointers and market insights from an agent can be helpful. I'm happy to help answer any questions you might have at any time.

Thanks,  
[signature block]

## Buyer First Contact Email #2

**Subject line:** Get a new ho-ho-home for Christmas

Hi [lead first name],

It looks like you're interested in purchasing a new [beds and baths] [area] [property type] [price]. You're in luck - there are quite a few [area] homes for sale that are exactly what you're looking for. You can find these listings on my website: [your website's URL]

The idea of house hunting during the busy holiday season might seem overwhelming, but with my help, finding your dream home by Christmas can be a reality. So please let me know if you find any homes you'd like to tour and I'd be delighted to schedule showings.

Did you know that home sellers pay the entire commission of the buyer's real estate agent? All the services buyer's agents provide to their clients, from finding their future homes to acting as their negotiators, are therefore effectively free. This means you'll have more money in your pocket for Christmas presents after you've purchased your new home!

Regards,  
[signature block]

## Buyer First Contact Email #3

**Subject line:** Looking for a new [area] home this holiday season?

Hello [lead first name],

Are you planning on purchasing a new [area] [property type]? The holiday season is a great time to buy a home because there is typically much less competition from other buyers as the holiday season takes hold, not to mention record-low interest rates!

There are quite a few beautiful [beds and baths] [area] [property type]s on the market. You can view these listings on my website: [your website's URL]. If you find listings you like, I would be happy to schedule tours for you.

Regardless of when you choose to buy a home, it's wise to get the help of an experienced real estate professional. I can help find your dream home, act as your negotiator, and assist with navigating the complicated home buying process.

Sincerely,

[signature block]

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## Paid Buyer Lead First Email #1

**Subject line:** [lead first name]: Your [paid lead source] request was received

Dear [lead first name],

Thank you for contacting me through [paid lead source] about the [beds and baths] [property type]s [price] that are currently on the market in [area]. If there are specific [property type]s you're interested in touring, or you would like my help finding [property type]s in desirable neighborhoods, I would be delighted to assist you. Feel free to call or email me anytime.

You can visit my website to view all of the [area] [property type]s currently for sale and learn about the state of the local housing market. Home prices tend to be lower during the winter, so this is a great time to buy.

Happy holidays!

[signature block]

## Paid Buyer Lead First Email #2

**Subject line:** Happy holidays from [your first name] at [paid lead source]!

Hi [lead first name],

Season's greetings! Thank you for contacting me through [paid lead source] about the [beds and baths] [property type]s [price] that are currently for sale in [area]. If you'd like, I can send over a list of the best [area] [property type]s in your price range.

Unlike the weather, the local housing market is heating up! Prices for [beds and baths] [area] [property type]s have risen [local annual home price appreciation] in the last year alone, and prices are expected to rise even faster once spring begins. This means that now is the best time to begin seriously searching for a new home.

Regards,  
[signature block]

## Paid Buyer Lead First Email #3

**Subject line:** [your first name] from [paid lead source]: Information you requested

Hello [lead first name],

Thank you for contacting me through [paid lead source]. I'm in the process of gathering the information you requested and will send it to you shortly. In the meantime, feel free to visit my website to view the [beds and baths] [property type]s [price] that are currently on the market in [area].

The idea of house hunting during the busy holiday season might seem overwhelming, but with the help of an experienced real estate agent like myself, finding your dream home before the end of 2020 can be a reality. So please let me know if you find any listings you'd like to tour and I'd be delighted to schedule showings.

Warmest wishes to you and your family from all of us at [name of your business (e.g., "the John Smith Team")]

Sincerely,  
[signature block]

## Contacting Cold Buyer Lead #1

**Subject line:** Unlike the weather, the [area] housing market is HOT

Hi [lead first name],

The weather might be cold, but the [area] housing market is currently quite hot. Prices are expected to rise even faster once the home buying season begins in spring. If you're still considering buying a new home, now is the best time to act.

There are currently quite a few [beds and baths] [property type]s for sale in [area]. You can view these listings on my website: [your website's URL]

Regardless of when you choose to buy a home, it's wise to get the help of an experienced real estate professional. I can help find your dream home, act as your negotiator, and assist with navigating the complicated home buying process.

Thanks,  
[signature block]

## Contacting Cold Buyer Lead #2

**Subject line:** You deserve the ultimate Christmas present: a new home

Hello [lead first name],

Season's greetings! You deserve the ultimate Christmas present for everything you made it through in 2020 - your dream home!

Despite headwinds from the pandemic, the real estate market is still moving and, with record-low interest rates, [beds and baths] [property type]s are probably more affordable now than when you last looked. You can view all the available [area] listings on my website: [your website's URL]

Please don't hesitate to call or email me if you would like a home showing or want more information about the local housing market. Even if you're in the earliest stages of the home buying process, getting pointers and market insights from a real estate professional like myself can be very helpful.

Warmest regards,  
[signature block]



## Contacting Cold Buyer Lead #3

**Subject line:** 'Tis the season for home buying

Hi [lead first name],

Are you still looking for a new [beds and baths] [property type] [price] in [area]? Winter is a great time to search for your dream home because there tends to be fewer buyers during the off season, which leads to lower home prices.

To learn how affordable your dream home currently is, simply call or email me and I will prepare a list of the best [beds and baths] [area] [property type]s that are currently on the market. You can also view [area] real estate listings on my website: [your website's URL]

Here's another thing you can take advantage of this holiday season: I often know about new listings before they officially hit the market and appear on the internet. So if you're ready to begin house hunting, I can help you tour these listings first to give you a leg up on other home buyers.

Regards,  
[signature block]

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## Asking Buyer for Meeting #1

**Subject line:** Here are the best [area] [property type]s for sale

Dear [lead first name],

Many people believe that winter is a bad time to buy a home, but that simply isn't true. There are quite a few beautiful [beds and baths] [property type]s available in [area], and prices for these listings are significantly lower than what comparable homes sold for during the summer.

If you're available at all this week, I can show you the best [area] [property type]s currently for sale based on your specific interests and needs. What day and time would work best for you?

Please don't hesitate to call or email me if you have any questions or would like to schedule a home tour. Even if you're in the earliest stages of the home buying process, getting pointers and market insights from a real estate professional like myself can be very helpful.

Sincerely,  
[signature block]

## Asking Buyer for Meeting #2

**Subject line:** Why I should be your real estate agent

Dear [lead first name],

If you're looking to buy a new [area] [property type], please allow me to interview to become your real estate agent. I'm experienced at finding dream homes and negotiating the best terms for my clients. Is there a time and date in the coming week when you will be available?

This happens to be an excellent time to buy a home. Home prices tend to fall during the winter because there are usually fewer people interested in buying homes, when compared to spring and summer. At the moment, the prices for [beds and baths] [area] [property type]s are the best I've seen all year.

Sincerely,

[signature block]

## Asking Buyer for Meeting #3

**Subject line:** You're invited! Family-friendly community holiday party

Hi [lead first name],

I'm reaching out to invite you to a family-friendly community holiday party on [date] at [location]. There will be a cookie-baking competition, white elephant gift exchange, holiday photo booth, a variety of sweet Christmas treats to snack on, and a gift card drawing to help the lucky winner with their Christmas shopping!

Visit my website to learn more and RSVP for the holiday party: [your website's URL]

Are you still thinking about purchasing a new home? There are quite a few beautiful [beds and baths] [area] [property type]s currently up for sale. When you have some free time, I'd be delighted to show you these listings and discuss the services I could provide as your real estate agent. Is there a date and time when you're available to meet during this upcoming week?

Happy holidays!

[signature block]

## Direct Buyer Lead to Website #1

**Subject line:** Moving to [area]? Use these home buyer resources!

Hi [lead first name],

If you're considering moving to [area], you will find the home buyer resources on my website to be extremely helpful. You can view all the [beds and baths] [area] [property type]s that are currently for sale, learn about local housing market trends, and discover the dining, entertainment, and recreational options that [area] has to offer.

Access the home buyer resources: [your website's URL]

Thanks to all the beautiful Christmas lights and other holiday decorations, this is a particularly good time of year to tour [area] homes for sale. Please contact me if you would like to schedule a showing or want suggestions about the best activities and places to visit in [area] this holiday season.

Happy holidays,  
[signature block]

## Direct Buyer Lead to Website #2

**Subject line:** You're invited! Family-friendly community holiday party

Hello [lead first name],

Season's greetings! Warmest regards to you and your family - as warm as a crackling fire or steaming cup of cocoa.

I'm reaching out to invite you to a family-friendly community holiday party on [date] at [location]. There will be a cookie-baking competition, white elephant gift exchange, holiday photo booth, a variety of sweet Christmas treats to snack on, and a gift card drawing to help the lucky winner with their Christmas shopping!

Visit my website to learn more and RSVP for the holiday party: [your website's URL]

Are you still thinking about purchasing a new home? Quite a few [beds and baths] [area] [property type]s were recently put up for sale. Please let me know if I should send over the best of these listings.

Happy holidays!  
[signature block]

## Direct Buyer Lead to Website #3

**Subject line:** It's a great time to buy a new [area] home!

Hi [lead first name],

It's common for people to stretch their budgets during the holiday season thanks to generous gift giving. But when it comes to buying real estate, the holiday season is the best time of year to avoid stretching your budget. This is because there is typically much less competition from other buyers during the holidays, resulting in lower home prices than during the spring and summer.

There are currently quite a few beautiful and affordable [beds and baths] [property type]s [price] on the market in [area]. Please let me know if I should send over the best of these listings. I would be delighted to schedule showings for all the homes you're interested in.

Thanks to my years of experience working in the [area] housing market, I often know about new listings before they officially hit the market and appear on the internet. So if you're ready to begin house hunting, I can help you tour these listings first to give you a leg up on other home buyers.

Warmest regards,  
[signature block]



# Seller Lead Email Scripts

## Seller First Contact Email #1

**Subject line:** Learn the value of your [area] [property type]!

Hi [lead first name],

Happy holidays! I see you're interested in learning the value of your [beds and baths] [area] [property type]. I will prepare a detailed market analysis to show you what similar [property type]s have recently sold for and provide an accurate estimate of your [property type]'s current market value.

Putting your home on the market during the busy holiday season might seem like big undertaking. However, getting the help of an experienced real estate professional like myself will make every stage of the selling process much easier for your family - in addition to maximizing the sale price and ensuring that it gets sold as quickly as possible.

Thanks,  
[signature block]

## Seller First Contact Email #2

**Subject line:** Considering selling your [area] [property type]?

Dear [lead first name],

Season's greetings! Are you considering selling your [area] [property type]? This holiday season, I'm offering homeowners in the [target neighborhood] a comprehensive home valuation and market analysis for you that will show what comparable [beds and baths] [area] [property type]s have recently sold for and give an accurate estimate of your [property type]'s current market value. I can also answer any questions you may have about the home selling process.

Conventional wisdom states that winter is a poor time to sell a home, but that isn't the case for [area] [property type]s at the moment. Homes like yours have recently been selling for just as much as they were during the height of the buying season in spring and summer. There's no need to wait for favorable housing market conditions because they're already here!

Warmest regards,  
[signature block]

## Seller First Contact Email #3

**Subject line:** Your [area] [property type] is worth this much

Hi [lead first name],

Thanks for contacting me about the value of your [beds and baths] [area] [property type]. Based on recent sale prices of similar [property type]s, I would initially estimate yours could sell for [price]. Local home prices have actually risen since the busy spring and summer months, so now is an excellent time to sell.

Please allow me to prepare a detailed market analysis that will show you what comparable [beds and baths] [area] [property type]s have recently sold for. This document will give you a much better idea of what your [property type]'s current market value actually is.

Regardless of when you choose to sell your home, it's wise to work with a real estate professional. In addition to marketing your home through a variety of channels, I can be your negotiator, arrange home staging and other property enhancements, and guide you through the complicated home selling process.

Thanks,  
[signature block]

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## Paid Seller Lead First Email #1

**Subject line:** Your [property type]'s value, from [your first name] at [paid lead source]

Dear [lead first name],

Season's greetings! Thank you for contacting me through [paid lead source] about selling your [area] [property type].

I'm preparing a detailed comparative market analysis that will show you what similar [beds and baths] [area] [property type]s have sold for in recent months. I would initially estimate that your [property type] could sell for [price], but the comparative market analysis will give you a better idea of what its current market value actually is.

If you have any questions or would like to schedule a listing presentation, please feel free to call or email me anytime. Even during the holiday season, the needs of my current, past, and future clients are my top priority.

Sincerely,  
[signature block]

## Paid Seller Lead First Email #2

**Subject line:** [lead first name]: Your [paid lead source] request was received

Dear [lead first name],

Thank you for contacting me through [paid lead source] to request a comparative market analysis for your [beds and baths] [area] [property type]. I would initially estimate that your [property type] could sell for [price]. The comparative market analysis, which I will send to you shortly, will list the sale prices of similar recently-sold [property type]s and give you an excellent idea of your [property type]'s current market value.

When are you thinking about selling? Starting the home selling process during the holiday season might seem difficult, but it's the job of experienced real estate professionals like myself to make it as easy to sell now as any other time of the year.

The testimonials on my website prove that I have a track record of making the selling process easy on my clients: [your website's URL]. If you have any questions or would like to schedule a listing presentation, please feel free to call or email me anytime.

Happy holidays from all of us at [name of your business (e.g., "the John Smith Team")]

[signature block]

## Paid Seller Lead First Email #3

**Subject line:** [your first name] from [paid lead source] with your requested information

Hi [lead first name],

Thank you for contacting me through [paid lead source]. The elves in my workshop are in the process of gathering the information you requested and my reindeer will deliver it to you shortly.

In the meantime, please feel free to visit my website to learn what comparable [beds and baths] [area] [property type]s are selling for this winter, or to get other information about the [area] housing market: [your website's URL]

To maximize your home's sale price, don't sell it alone. Work with a real estate professional instead! As the testimonials on my website demonstrate, I specialize at quickly selling homes at or above their asking price.

Regards,

[signature block]



## Contacting Cold Seller Lead #1

**Subject line:** Still considering selling your [area] [property type]?

Hi [lead first name],

Happy holidays! I'm just checking in to see if you're still considering selling your [beds and baths] [area] [property type].

Local housing prices have risen quite a bit over the last year ... you'll be pleasantly surprised by how many Christmas presents you could buy with the money you'd get from your home's recent increases in value. I would be delighted to prepare a detailed comparative market analysis for your [property type] if you want a professional's insight into how much it's worth.

Whether you're planning on selling in a matter of weeks, months, or years, please don't hesitate to call or email me anytime. I can facilitate a quick and easy sale, as well as assist you with navigating the complicated home selling process.

Warmest regards,  
[signature block]

## Contacting Cold Seller Lead #2

**Subject line:** Unlike the weather, the [area] housing market is HOT

Hi [lead first name],

Here's a Christmas present for you: Comparable [beds and baths] [area] [property type]s have recently sold for about [local annual home price appreciation] more than they sold for a year ago. Talk about ho-ho-home value appreciation!

Are you thinking about selling? Starting the home selling process during the holiday season might seem difficult, but an experienced real estate professional like myself will make it as easy to sell now as any other time of the year. The testimonials on my website prove that I excel at closing home sales quickly, at or above asking price: [your website's URL]

Warmest wishes to you and your family from all of us at [name of your business (e.g., "the John Smith Team")]

[signature block]

## Contacting Cold Seller Lead #3

**Subject line:** Now is a great time to sell your [area] [property type]!

Dear [lead first name],

Season's greetings! Holiday season home prices are much higher than you might think. So far this month, [beds and baths] [area] [property type]s like yours have sold for [price]. That's an increase of [local annual home price appreciation] since this time last year.

If you want a better idea of how much your [property type] is currently worth, I can prepare a detailed comparative market analysis that will give you a more precise estimation its value. Have questions about the [area] housing market or the home selling process? I'd be delighted to answer them over eggnog and gingerbread cookies.

Regardless of when you choose to sell, it's wise to avoid selling alone. Working with a real estate agent is a proven way to sell your home faster and for more money, so please don't hesitate to call or email me with your questions and requests.

Sincerely,  
[signature block]

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## Asking Seller for Meeting #1

**Subject line:** Why I should help you sell your [area] home

Dear [lead first name],

If you're considering selling your [area] [property type] this winter, please allow me to interview to become your real estate agent. I'm experienced in facilitating quick and easy sales, and enjoy assisting my clients with navigating the complicated home selling process.

Is there a time and date in the coming week when you will be available for a listing presentation? This presentation will show you what comparable [beds and baths] [area] [property type]s have recently sold for and give you an excellent idea of what its current market value is.

Conventional wisdom states that winter is a poor time to sell a home, but that isn't the case for [area] [property type]s at the moment. Homes like yours have recently been selling for just as much as they were during the height of the buying season in spring and summer. There's no need to wait for favorable housing market conditions because they're already here!

Sincerely,  
[signature block]

## Asking Seller for Meeting #2

**Subject line:** You'll be shocked by how much your [area] [property type] is worth

Hi [lead first name],

Did you know that [beds and baths] [area] [property type]s are currently selling for [local annual home price appreciation] more than just a single year ago? (Just think about how many presents you could buy with all that money if you sold your home right now!)

If you're available this week, I would love to give you a detailed comparative market analysis that will provide an accurate idea of what your [property type]'s current market value is. What date and time would work best for you?

Regardless of when you choose to sell, it's wise to avoid selling alone. Working with a real estate agent is a proven way to sell your home faster and for more money, so please don't hesitate to call or email me. I can facilitate a quick and easy sale, as well as assist you with navigating the complicated home selling process.

Happy holidays,  
[signature block]

## Asking Seller for Meeting #3

**Subject line:** Do you know what your [area] [property type] is worth?

Hi [lead first name],

Season's greetings! Do you know what your [beds and baths] [area] [property type] is worth? Based on what I've seen comparable [property type]s recently sell for, my quick estimate is that yours could sell for [price].

If this estimate seems high, it's because [area] housing prices are rising rapidly. Unlike the weather, the [area] housing market is very hot!

I would be happy to give you a detailed market analysis that will show you what similar [area] [property type]s have recently sold for and provide an accurate idea of your [property type]'s current market value. Is there a day this week when you're available to meet?

Thanks,  
[signature block]

## Direct Seller Lead to Website #1

**Subject line:** Selling your [area] [property type]? Use these resources!

Dear [lead first name],

Season's greetings! If you're considering selling your [beds and baths] [area] [property type], please feel free to visit my website and use home seller resources that can be found there. You can learn what comparable [property type]s are currently selling for and get an understanding of [area] housing market trends.

Access the home seller resources: [your website's URL]

Please contact me if you have any questions or requests. Putting your home on the market during the busy holiday season might seem like an immense challenge. However, getting the help of an experienced real estate professional like myself will make every stage of the selling process much easier for your family, in addition to maximizing the sale price and ensuring that it gets sold as quickly as possible.

Sincerely,

[signature block]

## Direct Seller Lead to Website #2

**Subject line:** Some extra holiday cheer for [area] homeowners

Hi [lead first name],

Here's another reason to be happy during the joyous holiday season: Demand for [beds and baths] [area] [property type]s like yours is currently exceptionally high. Recent sale prices for comparable [property type]s have been [local annual home price appreciation] higher than they were a year ago at this time.

You can see what other [beds and baths] [area] [property type]s are currently selling for on my website: [your website's URL]

If you're ready to move forward with selling your home, please allow me to prepare a detailed comparative market analysis that will show you what similar [property type]s have recently sold for and give an accurate estimate of your [property type]'s current market value. Feel free to call or email me anytime if you have any questions or requests.

Thanks,

[signature block]

## Direct Seller Lead to Website #3

**Subject line:** Is now a good time to sell your [area] home?

Hello [lead first name],

Are you curious about what other [beds and baths] [area] [property type]s are selling for this winter? You'll be surprised to learn how much you could get for your [property type] if you put it on the market!

Learn what similar [area] [property type]s are currently selling for here: [your website's URL]

If you're ready to move forward with selling your home, please allow me to prepare a detailed market analysis that will show you what comparable [property type]s have recently sold for and give an estimate of your [property type]'s current market value. Feel free to call or email me anytime with your questions and requests.

Happy holidays!  
[signature block]