



Real estate:

# Email content ideas

constantcontact.com



## Send out homeowner tips

Share useful home advice (e.g. how to maintain gutters or refinance your home).

### Subject line:

- Latest real estate tips and news.

### Call-to-action:

- See tips
- Learn more
- View listings

### Recommended template:

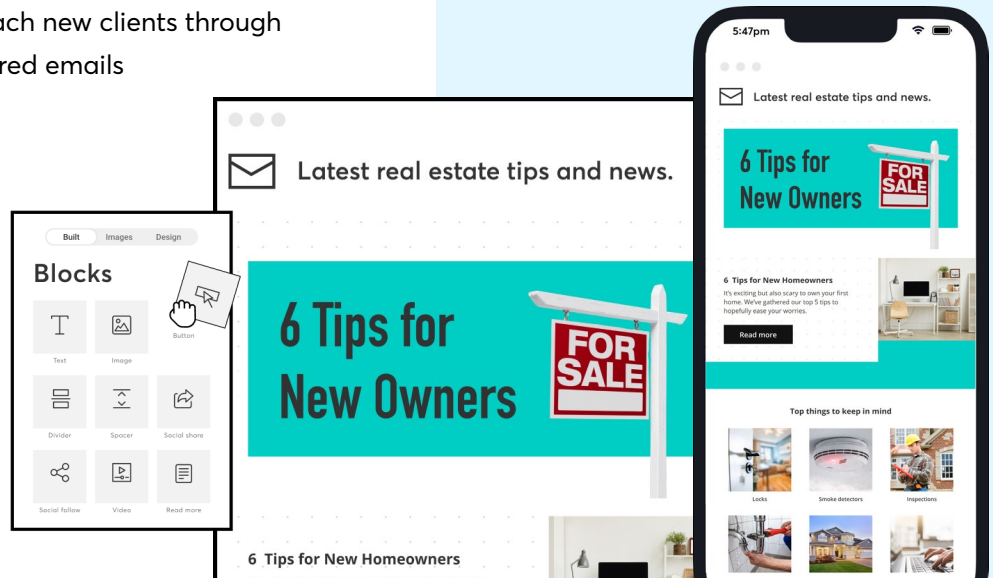
- Call for action

### Business result:

- Stay connected to clients
- Drive traffic to your website
- Reach new clients through shared emails

### Suggested mailing schedule:

Once every quarter



## Share your listings

Share your latest available properties with current prospects/agents and highlight upcoming open houses.

### Subject line:

- New properties now available!

### Call-to-action:

- See details
- Share with friends and family
- View listings
- Take video tour

### Recommended template:

- Multiple listings

### Business result:

- Increase sales or rentals
- Get new prospects through email sharing

### Suggested mailing schedule:

As needed, no more than twice a month is recommended

## Request referrals

Request referrals from your clients and offer an incentive for those that refer.

### Subject line:

- We'd appreciate your referral!

### Call-to-action:

- Refer a friend, family member, or colleague
- Learn more

### Recommended template:

- Basic newsletter

### Business result:

- Acquire quality leads
- Connect with other agents
- Boost revenue

### Suggested mailing schedule:

Once a quarter

