

Real Estate Follow Up Email Templates

Any real estate agent with a Zillow account can use the Zillow [Premier Agent app](#) to send clients a quick text when they're in the thick of buying or selling. But nothing beats email for client communications, whether quick check-in messages or for a detailed conversation.

Script for sending a follow-up email after no response from a buyer

Subject: Your question on Zillow

Hi, [Contact name]:

Thanks again for contacting me about the house at [address] on [conversation date]. I emailed you about going around to take a look at it, and possibly other houses in the area, so I'm checking in for a good time to schedule that. What is the best way to connect with you: text, email or cell phone? You can reply back to this email, or give me a call or text at [your number], and we'll get started finding your next home.

Talk to you soon,

[Agent signature]

Script for sending a follow-up email after no response from a seller

Subject line: [Contact name], let's chat about selling your home

Hi, [Contact name]:

Thanks again for taking a minute to chat with me on [conversation date] about selling your home. I strive to make the selling experience as comfortable and enjoyable as possible. Is [previously discussed date range] still your timeline for selling your home?

I will create a custom home valuation report for your property and get in touch with you shortly with the finished report. In the meantime, please visit my website [website link] or, if you have any questions, feel free to email or call me at [your number].

Thanks again for your time!

[Agent signature]

Script for sending a real estate follow-up email to clarify a buyer's needs

Subject: [Agent name] here with a quick question

Hi, [Contact name]:

Thanks again for taking a minute to chat with me on [conversation date] about buying a home. I'm sure I can help you find one you will love. I have just a couple questions to help me identify the right listings to send you:

"You mentioned wanting three bedrooms – do you still need it to be three? Would two bedrooms suffice?"

"Since we last touched base, has there been any change regarding the length of the desired commute you mentioned?"

Thanks for taking a moment to reply; it will really help me narrow down the search for your dream home!

[Agent signature]

A shorter email with a clear CTA may prompt a client to realize that complex or extensive action isn't required, and they might act on it sooner.

Subject: Your interest in [neighborhood/city]

Hi, [Contact name]:

Thanks again for taking a minute to chat with me on [conversation date]. I understand not feeling ready to look at properties: It's a big decision and there is a lot to think about. After we spoke, I set you up to receive an occasional email with listings similar to what we discussed. I'm hoping they piqued your interest, so shoot me an email or give me a call at [your number] to chat; I want to make sure I'm sending you what you need.

Thanks again for your time. If you have any questions, please let me know!

[Agent signature]

Scripts for sending a follow-up email requesting action from buyers

Subject: [Contact name], finding your dream home

Hi, [Contact name]:

Thanks again for contacting me about the house at [address] on [conversation date]. I'm looking forward to helping you find your dream home!

I'd like to take you to see some listings, but I want to make sure I've found the right ones for your price range. Have you spoken with a lender about getting pre-qualified? If not, I have a great lender whom that I partner with. May I give her your email or phone so she can contact you?

Thanks for getting back to me; it will really help get the ball rolling!

[Agent signature]

Offering to connect buyers with lenders also gives you a natural opportunity to send a follow-up email later.

Subject: [Contact name], finding your dream home

Hi, [Contact name]:

Thanks again for contacting me on [conversation date] about the house at [address]. I'm looking forward to helping you find your dream home!

When we spoke [X weeks or months] ago, you weren't ready to talk to a lender, so I'm just following up to see where you are. If you've had that conversation, let me know what your price range is, and I'll schedule us to go view some listings. When is the best time for you?

If you haven't been pre-qualified yet, I have a great lender whom I partner with. May I give her your email or phone so she can contact you?

Thanks for letting me know what your status is so we can get started on the next step.

[Agent signature]

Script for sending a follow-up email requesting action from sellers

Subject: [Contact name], let's talk about your home's value

Hi, [Contact name]:

Thanks again for taking a minute to chat with me on [conversation date] about selling your home. I would love the opportunity to help you navigate this process. I have a few questions that will help me better understand your needs:

I remember you were looking to upgrade your residence. Were you interested in more space or amenities?

Is there a particular neighborhood you would like to move into?

When is a good time for me to stop by to chat further with you and value your home?

Talk to you soon,

[Agent signature]

Use a follow-up email to offer tips on preparing a seller's house for showing or improving its curb appeal. In this case, using links to direct them to more information is entirely appropriate.

Subject: [Contact name], here are some tips to attract more buyers

Hi, [Contact name]:

In our last conversation about selling your home, we talked about making some tweaks that would really make your house pop with buyers, so I'm sending you a few links to articles with tips and ideas to help you get started:

- [Easy Updates to Help Your Home Sell](#)
- [3 Must-Do's Before Listing Your House for Sale](#)
- [5 Myths \(and 5 Truths\) About Selling Your Home](#)

I work with a number of reputable landscapers and interior designers on a regular basis and would be happy to pass along their contact information to you.

Let me know if you have any questions!