

FlōPlan Post Launch: Email Template

This document includes email templates for MLS to Member communications recommended to be sent beginning on the 3rd week after launch

Member Email Templates	
<i>The schedule below is a recommendation only. Please feel welcome to customize as you see fit.</i>	
Week	Subject
1	A Floor Plan on EVERY <XMLS> Listing!
2	We are the Local Experts!
3	Make an Impact with Your Seller + Change the Game for Homebuyers!
4	LET'S DO THIS!

Important Links for Hyperlinking	
<i>Wherever possible, please use the following links for hyperlinking within email communications</i>	
Floplan Website	https://floplan.io/
Agent Learning Center	https://floplan.io/learning-center/
Upcoming Webinars	https://floplan.io/category/upcoming-webinars/
FloPlan HQ	https://floplan.io/floplan-hq/
Apple App Store Link	https://apps.apple.com/us/app/id1488042168
Google Play Store Link	https://play.google.com/store/apps/details?id=com.floplan_app
App Download Landing Page	https://floplan.greenrope.com/get-app

Video Library	
<i>These videos can be used on social media, as supplementary emails, etc. Embed codes are available upon request, just let us know what system you are sending from.</i>	
How to Scan a Home	A little apprehensive about your first scan? Here are some tips to creating an awesome first scan!
Watch a User Scan a Home	Want to see FlōPlan in action? Take a look at this video showing a scan in real time to see what the experience is like!
Mobile App Walkthrough	Join us on a quick walk through of the FlōPlan mobile app, including account setup, initiate a new scan, sending invites to scan a home, and how to upload your complete floor plans DIRECTLY to a listing!

#1 // A Floor Plan on EVERY <MLS> Listing!

Hello!

By now I'm sure you've read about our recent launch of the FlōPlan® System, the evolution in floor plan technology that makes having a floor plan on every one of your listings easy. With FlōPlan, all you need is your cell phone and just 10 minutes to scan your listing. In about a day, you'll get a completed floor plan that you can easily link to your listing in the MLS for just <MLS PRICE> per home scan. No extra equipment, expensive gadgets, time consuming training or gimmicks; just <MLS PRICE> bucks and your cell phone to get an awesome, 2D floor plan of a property!

Why is this so important? We have a great opportunity right now to change the game in our market with a floor plan on every listing - to do that BEFORE Zillow or any other real estate portal has floor plans, showcasing the power of LOCAL and your value to your sellers. The more floor plans we have on our listings, the more we are able to give homebuyers a better experience.

So let's rally! Join me in the charge to get a floor plan on every listing in our market by scanning YOUR active listings!

Here's the [link to get started](#) so you can scan your active listings right now. And I promise, FlōPlan is super easy.

#2 // We are the Local Experts!

Hi again!

I'm back in your inbox talking about FlōPlan! Last week I shared with you the rally for a floor plan on every listing and why that's important. As the local experts, we can improve the homebuying experience for our entire market.

Have you scanned your active listings yet? Simply download the App from [Apple App Store](#) or [Google Play Store](#) and get started. And check into the [website](#)...they have a lot of goodies on there to acquaint you with the App. And remember, in less time (about 10 minutes) and for less money (<MLS PRICE>) than it takes to get a burger and fries served to you in a restaurant, you can scan your listing and upload it. The next day, you'll have a complete floor plan that you can email to your seller and instantly link to the listing in our MLS. No extra equipment, expensive

gadgets, time consuming training or gimmicks. Just 12 bucks and your cell phone to create an awesome, 2D floor plan!

Let's work together and raise the standard!

#3 // Make an Impact with Your Seller + Change the Game for Homebuyers!

Hi there!

Hope your week is going great. Just wanted to drop in and talk about how important it is to show up for our Sellers and Buyers.

Recently, we licensed the FlōPlan System for you so you can easily and affordably put a floor plan on every one of your listings - providing more service for your Sellers and improving the home buying experience for Buyers.

In my previous messages, I shared how we have a unique window of time to show what we can do together by making it standard to have a floor plan on every active listing. I know that sounds bold, but there was a time not so long ago that all listings didn't have photos. Imagine that? Imagine a buyer trying to review properties online and only some of them had photos? We banded together then to make photos an expectation on listings. Today we have a similar chance to improve the market with floor plans. Annual NAR consumer surveys show that a floor plan is the third most valuable listing element, right beneath description and photographs. FlōPlan makes it easy for us to fill that need.

Let's work together and raise the standard - let's be the FIRST to do it.

[Click here](#) to get started. In less time (about 10 minutes) and for less money (just <MLS PRICE>) than it takes to get a burger and fries served to you in a restaurant, you can scan your listing and upload it. The next day, you'll have a complete floor plan that you can email to your seller and instantly attach to the listing in our MLS. No extra equipment, expensive gadgets, time consuming training or gimmicks. Just 12 bucks and your cell phone to create an awesome, 2D floor plan!

#4 // LET'S DO THIS!

Hello! Wanted to touch base with a FlōPlan pulse check.

Last week, I talked a bit about how NAR consumer surveys show each year that consumers feel a floor plan is the #3 most valuable element that an online listing can have, right beneath #1, accurate description and #2 photographs. I reminisced about the days when photos weren't considered standard with listings and how we changed the game to improve the consumer experience. Here we are again, with another opportunity to give them what we want - directly from us. So let's rally and let our customers know that they can get a floor plan on every listing in our market from US - the local experts.

Week after week, I've promised that scanning your listings for a floor plan is super easy. You don't have to listen to me - here's a quick [video of an Agent in Fargo North Dakota showing you how easy and fast it really is.](#)

[Click here](#) to get started. In less time (about 10 minutes) and for less money (just <MLS PRICE>) than it takes to get a burger and fries served to you in a restaurant, you can scan your listing and upload it. The next day, you'll have a complete floor plan that you can email to your seller and instantly attach to the listing in our MLS.

Let's do this!
