

May Home - Email 1:

[Upcoming Events in City - List events and dates here]

Homeowners, Avoid These Mistakes:

5 Things That Instantly Wreck Your Curb Appeal

First impressions happen before buyers get out of the car. Here's what's working against you:

1. An overgrown or dead lawn.

A fresh mow, edging, and mulch costs almost nothing and makes an immediate difference.

2. A front door that's seen better days.

Faded paint, a dated handle, a cracked screen — a fresh coat of paint on the front door is one of the highest ROI moves in real estate.

3. Neglected gutters.

Sagging or overflowing gutters are a red flag to buyers AND inspectors. Clean them before photos go live.

4. Clutter in the driveway or yard.

Bins, toys, hoses, equipment — all of it needs to go. Let buyers see the home, not your stuff.

5. Dated exterior light fixtures.

That brass porch light from 1998 is doing real damage. Modern fixtures are cheap and make the whole front of the house look updated instantly.

Home Seller Mistake:

Listing and waiting. Putting a home on the MLS and hoping buyers find it isn't a marketing plan — it's a wish. Crossing your fingers isn't a strategy!

The Smarter Fix:

A real marketing plan — social media, outreach, targeted ads, email campaigns — that puts your listing in front of the right buyers before they even start searching.

City Home Buyers:

The spring real estate market is here, *are you ready?*

- Get pre-approved — not pre-qualified. There's a difference, and sellers know it.
- Know your must-haves vs. nice-to-haves — you won't get everything. Decide now what matters most.
- Move fast — good homes go in days. Have your plan ready so you're not scrambling.
- Don't skip the inspection. No matter how competitive it gets. You don't want to be in a bad situation!

[Your Name + Contact Information Here]

May Newsletter - Email 2:

The City Market Right Now...

The [City] market this summer is active and the opportunity is real on both sides. Inventory is up in certain price points, well-priced homes are still moving within the first week, and sellers who show up with a strategy are winning while the ones who overprice are sitting. For buyers, motivated sellers and growing inventory make this one of the better windows we've seen in a while. Strategy matters more than ever right now — and the people who come prepared are getting deals that weren't possible a year ago.

4 Things I'd Never Do As An Agent If I Was Trying To Buy a Home This Summer

1. Wait for Rates to Drop
Everyone's waiting — which means when they do, you'll be competing with two years worth of sidelined buyers all at once. Buy smart now, refinance later. You can renegotiate a rate. You can't renegotiate a price once you're in a bidding war.
2. Tour Homes Without a Pre-Approval
Summer inventory moves fast. Falling in love with a house before you're pre-approved is the fastest way to watch someone else get it. Get fully underwritten before you start seriously looking — not after you find "the one."
3. Only Look at the Obvious Neighborhoods
Popular areas come with a premium price tag. The best value in [City] right now is in neighborhoods buyers haven't caught onto yet. The buyers who listen to that advice consistently end up with more house and zero regrets.
4. Go to Open Houses Without Agent Representation
The listing agent works for the seller — full stop. Walking in unrepresented and tipping your hand is a costly mistake. You need someone in your corner whose only job is to get YOU the best deal.

Homes Like This Don't Stay on the Market For Long...

Case in point: [Address or general description — e.g. "a 4-bed craftsman in [Neighborhood]"] just hit the market at \$[XXX,XXX] and here's why it won't last the weekend:

 [Neighborhood] location — walkable, established, and always in demand

 [hardwoods / updated kitchen / big backyard]

 Move-in ready — no projects, no surprises

 Priced right from day one

[Your Name + Contact Information Here]

May Lead Magnet Follow Up:

Thanks for grabbing the [City] Relocation Guide — I hope it gave you a real feel for what life here actually looks like and helped answer some of the questions that brought you to it in the first place.

[Download Your Free Relocation Guide!]

Moving to a new city is a big deal. And if you're anything like most people who download this guide, you probably have a follow-up question or two that the guide didn't fully answer — whether it's about a specific neighborhood, what your budget actually gets you right now, or just where to even start with the whole process.

That's exactly what I'm here for.

I work with relocation buyers in [City] every day — remotely, on tight timelines, and at every stage of the process from "still just researching" to "moving in 30 days." However far along you are, I'd love to be a resource. Just reply to this email and let's chat!

[Your Contact Information Here]