

Email 1:

Subject Line Options:

- *Your Dream Home is Available Now – Even Without Traditional Financing*
- *Stop Renting Someone Else's Dream – Start Living in Your Own*
- *New Program: Move Into Your Perfect Home Today*

Email Body:

Your Perfect Home is Waiting

Have you been searching for the right home but worried about qualifying for a traditional mortgage? What if I told you there's a way to move into your dream home **today** while working toward ownership?

I'm excited to share a game-changing opportunity that's helping families across Canada transition from renting to owning through our **rent-to-own partnership program**.

Here's how it works:

- **Choose your home** from available properties in your preferred neighborhoods
- **Move in immediately** with just a 2% down payment
- **Build toward ownership** while living in the home you love
- **Flexible qualifying criteria** – household income of \$70K+, credit score of 500+

Why this could be perfect for you:

- No more throwing money away on rent
- Lock in today's home prices while you build equity
- Live in the neighborhood you want, in the home you choose
- Time to improve your financial position while building toward ownership

I've helped dozens of families find their perfect home through this program. From cozy starter homes to spacious family properties, we have options in the areas you're looking at.

Ready to stop dreaming and start living?

Let's schedule a time to view some available properties and discuss how this program could work for your family.

Call me today – your dream home might be available right now.

[Your Name]

Licensed Real Estate Professional

Phone: [Your Phone]

Email: [Your Email]

P.S. Don't let traditional financing requirements keep you from the home you deserve. Let's explore what's possible.

Email 2:

Subject Line Options:

- *Found the perfect home but worried about qualifying?*
- *Your dream neighborhood just became affordable*
- *What if I told you that house is within reach?*

Email Body:

Hey [First Name],

Still looking at homes online but feeling like they're just out of reach? I totally get it.

Here's something exciting I want to share with you – there's actually a way to **move into the home you want right now**, even if traditional financing isn't quite working out yet.

I've partnered with **Canada's top rent-to-own program**, and honestly? It's been a game-changer for so many of my clients.

Picture this: You find the perfect home in the neighborhood you love. Instead of waiting months or years to "qualify," you move in with just **2% down**. You're living in YOUR home, building toward ownership, all while your financial picture improves.

The best part? The requirements are way more flexible than traditional mortgages:

- \$70K household income
- 500+ credit score
- 2% down payment
- Clean bankruptcy/proposal record

I've watched families go from "someday" to "moving day" in just weeks. From that charming bungalow in Riverside to the new build in Maplewood – homes that seemed impossible suddenly became possible.

Want to see what's available in your price range?

Let's grab a coffee this week and I'll show you some properties that could work with this program. No pressure – just possibilities.

Text me back or give me a call. Your dream home might be sitting there waiting for you right now.

[Your Name]

Your Local Real Estate Expert



[Your Phone]



[Your Email]

P.S. That house you've been watching? Let's see if we can make it yours.