



EMAIL TEMPLATE FOR COLLECTING INFO REQUIRED FOR YOUR LOOKWHOMOVED.COM SERVICE

So you just closed a purchase deal—Yahoo! Now it's time to provide your LOOKWHOMOVED.COM website service to your buyer client so you can make it easy for them to celebrate their new home with their friends and family. Here are your next steps...

Step 1: Send your client a text/email using this template...

TEXT:

Hi [First Name]. It's [Your Name] here from [Your Company]. Congrats again on the purchase of your new home! It's been a joy to serve you. 😊 I just sent you an email sharing a cool way for you to celebrate this momentous occasion with your friends and family. Did you get it?

EMAIL:

Subject: Celebrating your new home purchase!

Body text:

Hi [First Name],

Congratulations again on the purchase of your new home! I'm so happy for you and your family! It's been my joy and privilege to help you make it happen. 😊

Buying your first home changes everything: it's not just a home to call your own, it's your first step toward building generational wealth through homeownership—a momentous occasion worth celebrating!

With that in mind, I've come up with a cool way to make it EASY for you to celebrate (and announce) the purchase of your new home with your friends and family...

Introducing our “LOOK WHO MOVED” service! Simply customize the blurb below to your satisfaction, and I’ll create a custom webpage for you to announce your new home purchase in style!

BONUS IDEA: Are you feeling enthusiastic about recommending me and the buyer's agent in your message? If so, let us sweeten the deal by contributing up to \$100 towards sponsoring the eats and beverages at your upcoming housewarming party! Your endorsement not only supports us but also sets the stage for a fantastic celebration in your new home.

MESSAGE FROM YOU (THE BUYER CLIENT) TO CUSTOMIZE:

Hello friends and family,

We are so excited to share with you our new home—it perfectly suits our wish list!!! A big thank you to our amazing team: Rachel McGinn (real estate agent) and Colin Shea (mortgage consultant) for helping us make it happen!

Please come celebrate with us at our housewarming party on [Date] at [Time] [Time Zone] for some cocktails and apples. RSVP by [Date]. Looking forward to seeing you there!

Joe and Sally

NOTE: If you don’t want to have a housewarming party, simply delete that part. Make it your own!

Step 2: Get the Realtor to customize/approve their congratulations blurb.

MESSAGE FROM THE REALTOR (TO GET APPROVED BY REALTOR):

It was an absolute pleasure working with both of you and a joy to help you achieve the dream of home ownership. May you create many magic moments together in your new abode. If there’s anything else I can do to support you in the future, I’m here for you every step of the way. Best wishes!

Ralph Tanner

Realtor®
(613) 885-1487
email: ralph@chestnutpark.com

Step 3: Customize your congratulations blurb for the page.

MESSAGE FROM MORTGAGE PRO:

Congratulations on the closing of your new home! Thank you for trusting me with your financing; it was an honor to serve you. I love knowing that this is your first step towards building generation wealth through home ownership. Feel free to contact me if you have any financing questions in the future. I'm here for you!

Josh Smith
Mortgage Broker
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