

Email for Buying New House

Email 1

Subject: Avoid unfair Pricing and get best deal

[Name]? Are you ready to take a tour of the site?

Urgent help you need to escape your stressful home, after the death of your father?

Every corner of this house bites at your soul, haunted by childhood memories—laughing with parents, family dinners, moments that never get back now that they're gone forever.

Can't sleep at night? While your family, wife & kids are all worried about you they can't see you like this.

Imagine finally stepping into a peaceful new home that feels like a true fresh start—free from the painful memories weighing you down every single day.

Yes! you can get it but you got fear of unfair pricing deals?

[Image 1 _____ Show the picture of Front Exterior]

(Put a picture of hero image of your ad)

Now picture this: Every family like yours deserves a serene haven like that—a place to build joyful new memories and truly live again.

Now your only fear is missing out— all because of that breathtaking view you'll never find again.

I [your Name] [years] in that business.

For years, I've helped hundreds of families find the homes they truly deserve—

[Image 2 _____ Your previous customer family photo after buying the house]

Look how extremely happy they are!!!

(if you have message review, put screenshot here)

[Mention all house are in square feet, rooms, restrooms, attic if have, garden area etc]

So, the deal is

Market value sits at [\$\$\$], but as a favor to you, I'll bring it in at [\$\$\$]—let's make this win-win happen now.

Book an appointment to visit the site

[phone number, email, etc]

With care,

[Your Name]

[Agency Name]

P.S. Two more buyers were already visiting the site yesterday—and I haven't offered them this exclusive discount. It's just for you... so hurry before it's gone!

Email 2

Subject: Still in that house, [Name]? It's time to move forward

Preheader: No pressure. No bad deals. Just a fresh start — on your terms.

[Name],

Every morning you wake up in that house, it comes back.

The memories. The weight. That hollow feeling that doesn't leave — even when the family is right there with you.

You already know you need to move. Your wife knows it. Your kids feel it too.

But here's what's keeping you stuck — and it's not the grief.

It's the fear of making a rushed decision. Of selling in a hurry and getting less than you deserve. Of ending up somewhere that doesn't feel safe for your family.

That fear is completely valid. And it's exactly why most grieving homeowners wait too long — or make a deal they regret.

We built our entire process around one rule: you should never have to choose between moving fast and moving smart.

[IMAGE 1 — family/new home visual here]

Imagine 8 weeks from now — your family settled in a safe, peaceful neighbourhood. Your kids sleeping soundly. You finally breathing again.

That's what we help make happen.

- ✓ We find you a fair price — no lowball urgency tactics, ever
- ✓ We handle everything — so you don't have to carry this alone
- ✓ We only show you family-safe, secure neighbourhoods that fit your life
- ✓ We move at a pace that protects you — fast when you need it, careful always
- ✓ Your agent is available whenever you need to talk — day or night

[IMAGE 2 — agent/consultation photo here]

We don't take on everyone. We work with a small number of families at a time — because you deserve real attention, not a number in a queue.

2 consultation slots are already booked this week.

While you're reading this, another family in your situation just reached out. The first 3 to book this week get a completely free home valuation — no strings, no pressure.

Yes — I'm ready for a fresh start. Book my free consultation →

With care,

[Your Name]

[Agency Name]

P.S. Six months from now you'll either be the person who took that step toward peace — or the one still waking up in the same four walls. 2 slots left. Free consultation. This week only. → [link]