Real Estate Drip Campaign: 12 Emails for New Leads

From brainmox.com/blog/real-estate-drip-campaign/. Original drafts for agents in the US and Canada. Edit every bracket. Not legal advice.

The 12-email schedule at a glance

#	Send on	Subject	Goal
1	Day 0, within minutes	Your question about [Address or area]	Answer what they asked
2	Day 1	A quick hello from [Your name]	Put a person behind the reply
3	Day 3	How buying in [area] works, in 6 steps	Be useful
4	Day 7	3 homes that fit what you told me	Show you listened
5	Day 14	What [area] homes sold for last month	Give one real number
6	Day 21	Have you talked to a lender yet?	Move them a step
7	Day 30	Still looking, or taking a break?	Get a yes or no
8	Day 45	What a home in [area] costs to own each month	Be useful
9	Day 60	What would make you move sooner?	Learn their timeline
10	Day 90	[Area] market update: [season]	Stay in touch
11	Day 120	A checklist for your first showing	Be useful
12	Day 150	Should I keep sending these?	Ask for consent, or stop

Stop rules. Stop the drip the moment the lead replies, books a showing, says they’re working with another agent, or unsubscribes. A reply means you write back yourself. Nothing reads worse than an automated “still looking?” landing an hour after they told you they bought.

Why 150 days

Two reasons. Most buyers who are still looking at month five need a personal conversation, not a sixth market update. And in Canada, consent implied by an inquiry lasts six months under CASL. Email 12 asks the lead to say yes to staying on your list before that window closes. If they don't, the drip ends, which is also good manners in the US.

The buyer lead drip: all 12 emails

Replace every [bracket]. Keep the emails short: each one is under 130 words.

Email 1: Day 0, the instant reply

Subject: Your question about [Address or area]

> Hi [First name],
> Thanks for reaching out about [Address or area]. [One or two sentences answering their exact question.]
>
> I can show it [Day/time] or [Day/time]. Which works better?
>
> [Your name], [Brokerage]
> [Phone]

This is the speed-to-lead email. Send it yourself if you can, within minutes, during business hours. If your tool sends it automatically, write it so it still answers the question: an automatic "thanks for your interest" with no answer wastes the best moment you'll get.

Email 2: Day 1, a person behind the reply

Subject: A quick hello from [Your name]

> Hi [First name],
> I'm [Your name], and I help people buy homes in [area]. I've been doing it for [number] years, mostly [type of homes or buyers you work with].
>
> What's the one thing your next home has to have? Even a one-word answer helps me send you better options.
>
> [Your name]

Email 3: Day 3, how buying works

Subject: How buying in [area] works, in 6 steps

> Hi [First name],
> Here's the short version of how buying works here:
>
> 1. Get pre-approved, so you know your budget.
> 2. Agree how we'll work together. [Mention your buyer agreement if your market requires one.]
> 3. See homes and shortlist.
> 4. Make an offer, with conditions that protect you.
> 5. Inspection, financing and paperwork.
> 6. Closing and keys.
>
> Which step are you at right now?
> [Your name]

Check step 2 against your local rules. Written buyer agreements are now standard in many US markets, and Canadian practice varies by province.

Email 4: Day 7, homes that fit

Subject: 3 homes that fit what you told me

> Hi [First name],
> You mentioned [criteria]. These three fit:
>
> 1. [Address]: [one line on why]
> 2. [Address]: [one line]
> 3. [Address]: [one line]
>
> Want to see any of them this week?
> [Your name]

Send real listings, picked by you, on the day the email goes out. If your tool can't do that, make this one a reminder to yourself instead of an automated email.

Email 5: Day 14, one real number

Subject: What [area] homes sold for last month

> Hi [First name],
> Last month in [area], [number] homes sold. The median price was [price], and the typical home sold in [number] days.
>
> If you'd like the same numbers for a smaller area or a certain type of home, just tell me which.
>
> [Your name]
> Source: [your board or MLS report, month]

Email 6: Day 21, the lender question

Subject: Have you talked to a lender yet?

> Hi [First name],
> A pre-approval tells you your real budget and makes your offer stronger when you find the right place. It also takes a few days, so it's worth doing before you're in a hurry.
>
> Have you started that yet? If not, I can share a couple of lenders my clients have worked with. You're free to use anyone.
>
> [Your name]

Email 7: Day 30, yes or no

Subject: Still looking, or taking a break?

> Hi [First name],
> It's been a month since you asked about [Address or area]. Are you still looking, or taking a break for now?
>
> Either answer is fine. If it's a break, I'll send less.
> [Your name]

This one gets the most honest replies, because it gives the lead an easy way out. More versions are in follow-up email after no response.

Email 8: Day 45, the monthly cost

Subject: What a home in [area] costs to own each month

> Hi [First name],
> The price is only part of it. For a [price] home in [area], the monthly costs usually include:
>
> - Mortgage payment: [ask your lender for a number]
> - Property taxes: about [amount] a month
> - Insurance: about [amount] a month
> - [Condo or HOA fees, if any]
>
> Want me to run these numbers for a home you've seen?
> [Your name]

Use real local figures or leave the line out. Don't quote a mortgage payment yourself; send them to a lender.

Email 9: Day 60, their timeline

Subject: What would make you move sooner?

> Hi [First name],
> Some people I work with are waiting for a lease to end, a job to settle or the right school year. What's the main thing that decides your timing?
>
> Knowing that helps me only send you what's useful.
> [Your name]

Email 10: Day 90, market update

Subject: [Area] market update: [season]

> Hi [First name],
> A quick look at [area] this [season]:
>
> - Homes for sale: [number] ([up/down] from [number] last year)
> - Median sold price: [price]
> - Typical days on market: [number]
>
> What it means for buyers: [one honest sentence].
>
> Reply if you'd like to talk it through.
> [Your name]
> Source: [your board or MLS report, month]

Email 11: Day 120, a useful checklist

Subject: A checklist for your first showing

> Hi [First name],
> When you're ready to see homes, here's what to check that photos don't show: water pressure, windows and doors, signs of water in the basement or under sinks, the age of the roof and furnace, and noise at the time of day you'd be home.
>
> Want me to send a printable version?
> [Your name]

Email 12: Day 150, consent or stop

Subject: Should I keep sending these?

> Hi [First name],
> I've sent you a few emails since you asked about [Address or area] in [month]. I don't want to fill your inbox if the timing isn't right.
>
> If you'd like me to keep sending homes and market updates, reply "yes" or click here: [link]. If I don't hear from you, this is my last email, and you're always welcome to reach out later.
>
> [Your name]

Keep the replies. A "yes" is a record of consent, and in Canada that's what lets you keep emailing after six months.

Seller lead swaps

For someone who asked about selling or a home value, keep emails 1, 2, 7, 9 and 12 as they are, with "sell" for "buy". Swap the rest:

#	Day	Seller version
3	3	How selling in [area] works, in 6 steps (prepare, price, list, show, offers, close)
4	7	3 homes near you that sold recently, with prices and days on market
5	14	What your home might sell for: offer to prepare a comparative market analysis, done by you, not an online estimate
6	21	5 things buyers notice first in [area], and which ones are worth fixing
8	45	What selling costs: commission, legal fees, moving and prep, with ranges you've checked locally
10	90	Market update with the seller view: how many homes compete with theirs
11	120	A pre-listing checklist

Never put a price on their home in an automated email. Price it after you've seen it.

Set it up in your email tool or CRM

1. **Make one list for new leads**, with the date they first contacted you.
2. **Load the 12 emails** with the send days from the CSV. Most CRMs and email tools call this a sequence, campaign or action plan.
3. **Turn on the stop rules**: end the sequence on reply, booked appointment, unsubscribe, or a tag you add by hand (for example "working with another agent").
4. **Send emails 4, 5 and 10 by hand**, or as reminders to yourself. They need fresh listings and this month's numbers.
5. **Send a test** of each email to yourself and read it on your phone.
6. **Check once a week** who replied and who unsubscribed.

US and Canada consent rules for drip emails

	United States (CAN-SPAM)	**Canada (CASL)**
Do you need consent first?	No, but every email must offer an opt-out	Yes: express, or implied
Implied consent from a lead's inquiry	n/a	Lasts 6 months from the inquiry
Every email needs	Accurate sender details, a non-deceptive subject, a valid postal address, an opt-out	Your name and brokerage (if sending for it), contact details, an unsubscribe
Opt-out deadline	Honour within 10 business days	Honour within 10 business days

Sources: FTC CAN-SPAM Act compliance guide and Canada's Anti-Spam Legislation, sections 6, 10 and 11. This is a practical summary, not legal advice. Your brokerage's rules and your regulator come first.