Real Estate Email Templates: 20 Copy-Paste Emails

For buyers, sellers, new leads and past clients. From brainmox.com/blog/real-estate-email-templates/

Original drafts for fictional situations. Replace every bracketed field with a real detail and delete any sentence that doesn't fit. Not legal advice: your brokerage's rules and your state or provincial regulator come first.

Before you copy: fill these fields

Every template uses the same brackets, so you can fill them fast or have an assistant fill them from your notes.

Field	What goes in it
[First name]	The person's first name, spelled as they wrote it
[Address]	The property address, or "the home on [street]"
[Detail]	One thing they said or asked. This is what makes the email personal
[Day/time]	A real time you're free, with the time zone if they're elsewhere
[Your name], [Brokerage]	Your name and brokerage, the way your brokerage requires it in emails
[Phone]	Your direct number

Leave out anything you can't confirm. A wrong price or a wrong date in an email to a client is harder to take back than a missing one.

New lead emails

1. First reply to a new online lead

Subject: Your question about [Address]

> Hi [First name],
> Thanks for asking about [Address]. [Answer their question in one or two sentences, for example: “It’s still available, and the sellers are reviewing offers on Monday.”]
>
> Would you like to see it this week? I can show it [Day/time] or [Day/time].
>
> [Your name], [Brokerage]
> [Phone]

Answer the question they asked first. Most lead replies open with the agent’s bio, and the reader has to dig for the answer.

2. Introduction after a referral

Subject: [Referrer’s name] suggested I reach out

> Hi [First name],
> [Referrer’s name] mentioned you’re thinking about [buying/selling] in [area], and asked me to get in touch. I helped [him/her/them] with [short description, only with their OK].
>
> No pressure at all. If it’s useful, I’m happy to answer questions by email or on a 15-minute call. What’s the best way to reach you?
>
> [Your name], [Brokerage]

3. Open house thank-you

Subject: Thanks for coming to [Address] today

> Hi [First name],
> Thanks for stopping by [Address] today. You asked about [Detail], so here’s the answer: [answer].
>
> Is this the kind of home you’re looking for, or should I send you a few others in [area]?
>
> [Your name], [Brokerage]

For the full open house sequence (texts, calls and a day-7 note), see open house follow-up templates.

4. Check-in with a lead who went quiet

Subject: Still looking in [area]?

> Hi [First name],
> I sent you a few homes in [area] last week and didn't want to keep filling your inbox. Are you still looking, or should I pause the updates for now?
>
> Either answer is fine.
> [Your name]

Offering to stop gets more honest replies than another "just checking in". More versions are in follow-up email after no response.

Buyer emails

5. Buyer consultation confirmation

Subject: Confirmed: [Day/time] at [place or video link]

> Hi [First name],
> Looking forward to meeting on [Day/time] at [place]. We'll go over what you want in a home, your budget and timeline, and how the buying process works with me.
>
> If you have a mortgage pre-approval, please bring it or send it ahead. If not, that's fine, and I can share a few lenders you can talk to.
>
> [Your name]
> [Phone]

6. After a showing

Subject: Your thoughts on [Address]?

> Hi [First name],
> Thanks for coming out today. You liked [Detail] and weren't sure about [Detail]. Did I get that right?
>
> If [Address] is still on your list, I can check [one useful thing: recent sales nearby, the seller's timeline, the condo fees]. If not, tell me what ruled it out and I'll narrow the next search.
>
> [Your name]

7. New listings that match

Subject: [Number] new homes in [area] that fit your list

> Hi [First name],
> These came on the market this week and match what you told me: [criteria, for example "3 bedrooms, under $650,000, a yard"].
>
> 1. [Address]: [one line on why it fits]
> 2. [Address]: [one line]
>
> Want to see any of them? I can book [Day/time].
> [Your name]

Describe the home, not the people who live nearby. Skip lines like "great area for young families"; give the facts the buyer asked for, such as lot size, commute or school names.

8. Offer submitted

Subject: Your offer on [Address] is in

> Hi [First name],
> I sent your offer of [price] on [Address] at [time]. The sellers have until [deadline] to respond.
>
> They can accept, counter or decline. If they counter, I'll call you right away so we can talk it through before we reply. Keep your phone close around [deadline].
>
> [Your name]

9. Offer accepted: next steps

Subject: Accepted! Next steps for [Address]

> Hi [First name],
> Congratulations, the sellers accepted your offer on [Address].
>
> Here's what happens next:
> 1. Deposit of [amount] due by [date] to [who holds it].
> 2. Home inspection: [date, or "let's book this week"].
> 3. Financing condition removal by [date], with your lender.
> 4. Closing on [date].
>
> I'll send a reminder before each date. Reply here with any question, however small.
> [Your name]

Check every date against the signed agreement before you send. Steps differ by state and province, so edit the list to match your contract.

10. Closing day details

Subject: Closing on [date]: what to bring and when

> Hi [First name],
> Closing is on [date]. Here's what you need:
>
> - [Final walkthrough time, if you do one]
> - [Where to sign, or who will contact you: lawyer, notary or title company]
> - [ID and documents to bring]
> - [How and when you get the keys]
>
> Call me if anything comes up before then.
> [Your name]

Seller emails

11. Listing appointment confirmation

Subject: See you [Day/time] at [Address]

> Hi [First name],
> Thanks for having me over on [Day/time]. I'll bring recent sales near you and walk you through how I'd price and market the home.
>
> If you have them handy, it helps to have your property tax bill, any recent upgrades with rough dates, and [condo documents, if relevant].
>
> [Your name]
> [Phone]

12. What happens next for sellers

Subject: Next steps to get [Address] on the market

> Hi [First name],
> Thanks for trusting me with the sale. Here's the plan:
>
> 1. Photos on [date]. [One prep tip, for example "clear the kitchen counters"].
> 2. Listing goes live on [date].
> 3. Showings start [date]. I'll confirm each request with you first.
> 4. Every [day of the week] I'll send a short update on showings and feedback.
>
> [Your name]

13. Weekly seller update

Subject: [Address]: week [number] update

> Hi [First name],
> Here's this week:
>
> - Showings: [number]
> - Feedback: [two or three short points, in the buyers' words where you can]
> - Online: [views or saves, if your listing site reports them]
> - Nearby: [any new listing or sale that affects us]
>
> My take: [one or two sentences]. Next week I'll [one action].
> [Your name]

Send it on the same day every week, even when nothing happened. A seller who hears nothing assumes nothing is happening.

14. Price conversation request

Subject: Can we talk about the feedback on [Address]?

> Hi [First name],
> We've had [number] showings in [number] weeks and no offers yet. The feedback keeps coming back to [main point, for example "the price compared with [nearby address], which sold for [price]"].
>
> I'd like 20 minutes to go over the numbers with you and talk about options. Are you free [Day/time]?
>
> [Your name]

Ask for the conversation in the email, and have the price discussion live. A price cut proposed by email tends to read colder than you meant it.

15. Offer received

Subject: We have an offer on [Address]

> Hi [First name],
> We received an offer on [Address]. It expires at [time, date].
>
> I'll walk you through the price, conditions and dates on a call. Can you talk at [time] today?
>
> [Your name]

Keep the offer's terms out of the email body unless your brokerage says otherwise. Go through them on the call, with the document in front of you both.

16. Thank-you after closing (seller)

Subject: Thank you, [First name]

> Hi [First name],
> The sale of [Address] closed today. Thank you for trusting me with it.
>
> If anything comes up with the paperwork or the move, I'm still here. And if a friend ever asks you about buying or selling, I'd be glad to help them the same way.
>
> [Your name]

Past client emails

17. Home anniversary

Subject: One year at [Address]

> Hi [First name],
> It's been a year since you got the keys to [Address]. I hope the [Detail they cared about, for example "garden"] is living up to the plans.
>
> If you ever want to know what the home might sell for now, just ask. No reason needed.
>
> [Your name]

18. Check-in with a past client

Subject: Quick hello from [Your name]

> Hi [First name],
> I was thinking about [Detail: their renovation, their move, their kids starting school] and wanted to say hello. How's everything at [Address]?
>
> No agenda. If you ever need a contractor, a mortgage contact or a second opinion on a project, I have names.
> [Your name]

19. Referral request

Subject: Thank you, and one small ask

> Hi [First name],
> Thank you for the kind words about [what they said]. It means a lot.
>
> Most of my business comes from people like you. If you know someone thinking about buying or selling in the next year, would you be OK sharing my name? I'll take good care of them.
>
> [Your name]

Ask right after a client thanks you, once. Don't add it to every newsletter.

20. Market update for their street

Subject: A home on [street] just sold

> Hi [First name],
> [Address nearby] just sold for [price] after [number] days on the market. It has [number] bedrooms, similar to yours.
>
> I thought you'd want to know. If you'd like a rough idea of what that means for your home, reply and I'll send a short estimate.
>
> [Your name]

Check your local rules before sharing sold prices by email. Some boards and provinces limit what you can share and how.

Subject lines that get opened

Use	Avoid
The address: “Your offer on 12 Elm St is in”	“Exciting news!!”
Their question: “Your question about the condo fees”	“Quick question” with no context
A date: “Closing on May 14: what to bring”	All caps, emojis, “FREE”
A real number: “3 new homes in Riverside”	“You won’t believe this listing”

A subject line that says what’s inside is also what the US law asks for: CAN-SPAM bans deceptive subject lines on commercial email.

US and Canada email rules for real estate agents

	United States (CAN-SPAM)	Canada (CASL)
Who it covers	Commercial email: ads and promotions, such as a new-listings blast or a newsletter	Commercial electronic messages, including email and texts
Consent before sending	Not required, but you must honour opt-outs	Required: express, or implied (for example, within 2 years of a purchase or 6 months after an inquiry)
Identify yourself	Accurate From, Reply-To and a valid physical postal address	Your name, your brokerage if sending for it, and contact details
Unsubscribe	Clear opt-out, honoured within 10 business days	An unsubscribe link or address, honoured within 10 business days
One-to-one deal emails	Transactional emails about a deal in progress (templates 8 to 10, 15) are largely exempt from most rules	Rules focus on commercial messages; check consent for anything promotional

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 state or provincial regulator come first.

In practice: templates 1 to 16 are one-to-one replies to people who contacted you or are in a deal with you. Templates 7, 17, 18 and 20 sent as a group become marketing, so add an unsubscribe line, and in Canada make sure you have consent.