**EMAIL TEMPLATES**
May 2022

This document provides email templates for you to copy and paste and send to your agents. Providing clear and consistent email communication is essential:

* **Increases attendance:** Agents are busy. Reminding them of the details drives participation.
* **Showcases company value:** Whether agents attend meetings and workshops or not, they are aware of the resources you are providing.
* **Provides open communication:** Regular emails allow you to connect and receive feedback from your agents.

Please note, red text indicates items you need to customize for your company. Red text should be turned to black before sending unless you wish to draw attention to those details.

|  |  |
| --- | --- |
| Icon  Description automatically generated | **BEST PRACTICE:** Most email platforms allow you to schedule your emails in advance. You will save time by preparing your monthly meeting emails all at once. Spark & Logic's email templates make it easy to be more efficient. |

**SALES MEETING EMAILS**

**Week 1 Sales Meeting (May 3, 2022)**

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| --- | --- |
| **Send Date** | Monday, May 2, 2022 (or the day before if meetings are not on Tuesdays) |
| **Send Time** | 10 AM |
| **Subject Line** | Sales Meeting Tomorrow |
| **Email Body** (change red text to black when completed) | We look forward to seeing you at the sales meeting tomorrow! **Date & Time:** Tuesday, May 3 at 10 AM**Location:** <Insert location or link for virtual meetings> **Meeting highlights:*** Goal Setting
* Company updates
* <Insert additional highlights>

Please reach out if you have any questions. See you tomorrow!**Mark Your Calendar** * Lunch & Learn Workshop: May 5 at 12 PM
* Sales Meeting: May 10 at 10 AM
* Sales Meeting: May 17 at 10 AM
* Bag of Money Contest: May 10 – June 17
* <insert other upcoming events>
 |
| **Attachments** | Agent Agenda (optional) |

**SALES MEETING EMAILS continued**

**Week 2 Sales Meeting (May 10, 2022)**

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| **Send Date** | Monday, May 9, 2022 (or the day before if meetings are not on Tuesdays) |
| **Send Time** | 10 AM |
| **Subject Line** | Sales Meeting Tomorrow |
| **Email Body** (change red text to black when completed) | We look forward to seeing you at the sales meeting tomorrow! **Date & Time:** Tuesday, May 10 at 10 AM**Location:** <Insert location or link for virtual meetings> **Meeting highlights:*** First 30 Days Marketing Calendar
* Money Bag Contest Launch
* Company Updates
* <Insert additional highlights>

Please reach out if you have any questions. See you tomorrow!**Mark Your Calendar** * Sales Meeting: May 17 at 10 AM
* Sales Meeting: May 24 at 10 AM
* Bag of Money Contest: May 10 – June 17
* <insert other upcoming events>
 |
| **Attachments** | Agent Agenda (optional), [Contest Flyer](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-flyer.docx), [Activity Tracker](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-contest-tracking-sheet.pdf) |

**Week 3 Sales Meeting (May 17, 2022)**

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| **Send Date** | Monday, May 16, 2022 (or the day before if meetings are not on Tuesdays) |
| **Send Time** | 10 AM |
| **Subject Line** | Sales Meeting Tomorrow |
| **Email Body** (change red text to black when completed) | We look forward to seeing you at the sales meeting tomorrow! **Date & Time:** Tuesday, May 17 at 10 AM**Location:** <Insert location or link for virtual meetings> **Meeting highlights:*** Pricing & Marketing Strategies for 2022
* Company Updates
* <Insert additional highlights>

Please reach out if you have any questions. See you tomorrow!**Mark Your Calendar** * Sales Meeting: May 24 at 10 AM
* Sales Meeting: May 31 at 10 AM
* Lunch & Learn Workshop: June 2 at 12 PM
* Bag of Money Contest: May 10 – June 17
* <insert other upcoming events>
 |
| **Attachments** | Agent Agenda (optional) |

**SALES MEETING EMAILS continued**

**Week 4 Sales Meeting (May 24, 2022)**

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| --- | --- |
| **Send Date** | Monday, May 23, 2022 (or the day before if meetings are not on Tuesdays) |
| **Send Time** | 10 AM |
| **Subject Line** | Sales Meeting Tomorrow |
| **Email Body** (change red text to black when completed) | We look forward to seeing you at the sales meeting tomorrow! **Date & Time:** Tuesday, May 24 at 10 AM**Location:** <Insert location or link for virtual meetings> **Meeting highlights:*** Mini-Mastermind: Tracking Board System
* Company Updates
* <Insert additional highlights>

Please reach out if you have any questions. See you tomorrow!**Mark Your Calendar** * Sales Meeting: May 31 at 10 AM
* Lunch & Learn Workshop: June 2 at 12 PM
* Sales Meeting: June 7 at 10 AM
* Bag of Money Contest: May 10 – June 17
* <insert other upcoming events>
 |
| **Attachments** | Agent Agenda (optional) |

**Week 5 Sales Meeting (May 31, 2022)**

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| **Send Date** | Monday, May 30, 2022 (or the day before if meetings are not on Tuesdays) |
| **Send Time** | 10 AM |
| **Subject Line** | Sales Meeting Tomorrow |
| **Email Body** (change red text to black when completed) | We look forward to seeing you at the sales meeting tomorrow! **Date & Time:** Tuesday, May 31 at 10 AM**Location:** <Insert location or link for virtual meetings> **Meeting highlights:*** Company Updates
* <Insert additional highlights>

Please reach out if you have any questions. See you tomorrow!**Mark Your Calendar** * Sales Meeting: June 7 at 10 AM
* Lunch & Learn Workshop: June 2 at 12 PM
* Sales Meeting: June 14 at 10 AM
* Bag of Money Contest: May 10 – June 17
* <insert other upcoming events>
 |
| **Attachments** | Agent Agenda (optional) |

**VIRTUAL MEETINGS ONLY**

Maximize attendance at your virtual meetings by sending a reminder one hour prior to the meeting in addition to the sales meeting emails mentioned above. Many virtual meeting platforms will send a meeting reminder for you. If not, schedule the reminders like you do your other meeting emails.

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| **Send Date** | Day of meeting  |
| **Send Time** | 1 hour before start time (i.e., 9 AM for a 10 AM meeting) |
| **Subject Line** | Sales Meeting Starts in 1 Hour |
| **Email Body** (change red text to black when completed) | Just a reminder, our sales meeting begins in 1 hour. See you there!**Meeting link:** <Insert virtual meeting link> |

**WORKSHOP EMAILS**

**Workshop Reminder (May 5, 2022)**

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| **Send Date** | Wednesday, May 4, 2022 (or the day before if workshops are not the first Thursday of the month) |
| **Send Time** | 10 AM |
| **Subject Line** | Lunch & Learn Workshop is Tomorrow |
| **Email Body** (change red text to black when completed) | Reminder – Lunch & Learn Workshop is tomorrow!**Workshop:** Managing the Listing – Before, During, and After the Closing**Date & Time:** Thursday, May 5 at 12 PM**Location:** <Insert location or link for virtual meetings> **Details**: <Insert special instructions (i.e., bring a sack lunch or lunch provided)>**RSVP:** email name@emailaddress.com by DATE (only if needed for setup and food ordering purposes)**Workshop Description:** Learn how to establish systems to effectively manage your listing inventory, create a positive experience for the seller, and increase the likelihood of repeat or referral business. People won't remember what you said or did, but they will remember how you made them feel. Please reach out if you have any questions. |

**WORKSHOP EMAILS continued**

**VIRTUAL ONLY: workshop reminder** (your virtual meeting platform may do this automatically for you).

|  |  |
| --- | --- |
| **Send Date** | Day of Workshop  |
| **Send Time** | 1 hour before start time (i.e., 9 AM for a 10 AM meeting) |
| **Subject Line** | Workshop Starts in 1 Hour |
| **Email Body** (change red text to black when completed) | Just a reminder, the Lunch & Learn Workshop begins in 1 hour. See you there!**Meeting link:** <Insert virtual meeting link> |

**Workshop (June 2, 2022)**

|  |  |
| --- | --- |
| **Send Date** | Thursday, May 19, 2022 (or two weeks before the workshop if not the first Thursday of the month) |
| **Send Time** | 10 AM |
| **Subject Line** | Lunch & Learn Workshop: 4 Numbers to Bring to Your Next Listing Appointment - May 19 |
| **Email Body** (change red text to black when completed) | Join us for our May workshop, **4 Numbers to Bring to Your Next Listing Appointment.** **Date & Time:** Thursday, May 5 at 12 PM**Location:** <Insert location or link for virtual meetings> **Details**: <Insert special instructions (i.e., bring a sack lunch or lunch provided)>**RSVP:** email name@emailaddress.com by DATE (only if needed for setup and food ordering purposes)**Workshop Description:** Learn four numbers that demonstrate your real estate expertise during a listing presentation. Explore absorption rate, sales price to list price ratio, percentage of listings sold, and market intelligence statistics. Learn how to use the provided absorption rate spreadsheet template and easily incorporate this tool into your business. Please reach out if you have any questions. |

**CONTEST EMAILS**

**Pot of Gold Contest (May 10 – June 17)**

|  |  |
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| **Send Date** | Wednesday, May 11, 2022 (or the day after the contest launches) |
| **Send Time** | 10 AM |
| **Subject Line** | Pot of Gold Contest (May 10 – June 17) |
| **Email Body** (change red text to black when completed) | Yesterday we kicked off the **Money Bag Contest**! The contest will run from May 10 through June 17. If you didn't sign up yet but want to participate, please email <email address> as soon as possible.**Remember, weekly activity trackers (attached) are due to NAME/EMAIL by Friday at 5 PM.** Please reach out if you have any questions. |
| **Attachments** | [Contest Flyer](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-flyer.docx), [Activity Tracker](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-contest-tracking-sheet.pdf) |