

Strategy 2: Building the PERFECT NEWSLETTER

WHY NEWSLETTERS MATTER FOR REALTORS

In a world where attention is a precious commodity, newsletters are a powerful tool to keep you connected with your clients—past, present, and future—making sure you’re the first person they think of when real estate is on their mind. By sending out regular newsletters, you’re not just sharing information; you’re reinforcing your role as their trusted advisor, the go-to expert who knows the market inside and out.

Newsletters aren’t just about staying in touch; they’re about driving action. Each one is an

opportunity to engage your audience, bring them back to your website, showcase your latest listings, and prompt them to reach out.

Plus, with the power of analytics, you can see exactly what content hits the mark, helping you fine-tune your approach and keep your messaging sharp.

Bottom line? Newsletters aren’t just nice-to-have; they’re essential in keeping you ahead of the game.



The Perfect Newsletter: A FORMULA

SUBJECT LINE

OBJECTIVE:

Grab attention with a compelling and relevant subject line.

EXAMPLE:

"This email is about to expire!☠"

YOUR SUBJECT LINE:

OPENING SECTION

OBJECTIVE:

Personalize your newsletter with a warm and friendly greeting.

EXAMPLE:

Hi [First Name], I hope this message finds you well!

I have packed this email with a ton of fun and important information about the _____ housing market. But this market is moving FAST! So check it out before this all expires!

YOUR OPENING SECTION:

STRATEGY 2: BUILDING THE PERFECT NEWSLETTER

MAIN CONTENT SECTIONS

MARKET UPDATE:

Share the latest trends, stats, and insights from your local market.

FEATURED LISTINGS:

Highlight one or two of your latest or most impressive listings.

TIPS & ADVICE:

Provide valuable advice for buyers, sellers, or homeowners (e.g., seasonal maintenance tips, buying trends, etc.).

COMMUNITY NEWS:

Share information about local events, businesses, or developments that might interest your audience.

CALL TO ACTION (CTA)

OBJECTIVE:

Encourage your readers to take action, such as contacting you, visiting your website, or following you on social media.

EXAMPLE: "Thinking about buying or selling? Let's chat! Reply to this email or give me a call at [Your Phone Number]."

YOUR CALL TO ACTION:

CLOSING REMARKS

OBJECTIVE:

End your newsletter on a positive note – don't be afraid to let your personality shine!

YOUR CALL TO ACTION:

Newsletter Software Options

Choosing the Right Software to Send Your Newsletters:

1. Mailchimp

Pros: User-friendly, customizable templates, powerful analytics, free plan available for small lists.

Best For: Realtors who are new to email marketing or have a smaller contact list.

2. Constant Contact

Pros: Excellent customer support, robust contact management, strong event marketing tools.

Best For: Realtors who want to integrate email marketing with event promotion and social campaigns.

3. ActiveCampaign

Pros: Advanced automation, CRM integration, personalized content options.

Best For: Realtors with a larger client base who want to create highly targeted campaigns.

4. Sendinblue

Pros: Affordable pricing, unlimited contacts, SMS marketing capabilities.

Best For: Realtors looking for a cost-effective solution with additional marketing features.

5. GetResponse

Pros: Landing pages, webinars, and automation workflows included.

Best For: Realtors who want to incorporate multiple marketing strategies into their newsletters.

Not interested in any of these options?? Your Princeton Mortgage Loan Originator can give you access to our CRM Total Expert so you can manage your database there!