



LUMINARY AGENT

Win Every Referral and Repeat Client

|| Proven Email Marketing
Strategies to Get and Keep
Real Estate Clients for Life

Every real estate agent needs an email newsletter.

More real estate agents are fighting for fewer transactions. 71% of active real estate agents didn't sell a single home last year (Redfin). And even though 88% of home buyers would use their agent again, *only 21% actually do* (NAR).

It takes a lot of time, money, and effort to get new clients. It is MUCH easier to keep the ones you already have (and keep them for life). But in order to do that, you need to stay in consistent contact with them. And an email newsletter is by far the easiest, cheapest, and most effective way to do this.

Don't believe me? The numbers don't lie:

- ✓ Email marketing has an ROI of \$36 for every \$1 spent (Litmus)
- ✓ 60% of consumers subscribe to brand emails compared to only 20% who follow brands on social media (OptinMonster)
- ✓ Email marketing is 40x more effective than Facebook and Twitter combined (McKinsey)
- ✓ 82% of real estate professionals rate email as their most effective lead nurturing channel (NAR Digital House Hunt)
- ✓ 66% of sellers and 40% of buyers found their agent through a referral (NAR)

But not all email newsletters are created equal. It's imperative you create emails that people want to open, filled with content they want to read. So how do you create email newsletters so irresistible clients can't wait to open them? So valuable clients would never unsubscribe?

Here are 11 Proven Email Marketing Strategies to Get (and Keep) Clients for Life

#1 Write Better Subject Lines

Your subject line is the the most important part of your email. It will determine if your email even gets opened. Here are some recent, terrible subject lines I've seen (info redacted to protect the guilty):

- 🚫 Spreading the Love: Home, Community & Giving Back This Valentine's Day!
- 🚫 (Agent Name)'s January Newsletter
- 🚫 Your (City) Market Report, Downsizing Event & We're Hiring!

Why should I open any of these? People need a reason to open your emails. Here are 7 emotional triggers you can start with:

- | | | |
|---------------|------------------------|---------------|
| ✅ Curiosity | ✅ Relatability | ✅ Exclusivity |
| ✅ FOMO | ✅ Urgency/
Scarcity | ✅ Quick Wins |
| ✅ Controversy | | |

Let's rework the second subject line using each emotional trigger:

- ✅ **Curiosity.** You'll never guess what the market did last month
- ✅ **FOMO.** If you haven't tried this dessert place, you're missing out
- ✅ **Controversy.** Ditch your boo for Valentine's (do this instead)
- ✅ **Relatability.** I didn't know this mattered until a contractor said
- ✅ **Urgency/Scarcity.** I only have 18 spots left for my special Galentine's Event. Don't miss out.
- ✅ **Exclusivity.** I have 20 spots for a special Galentine's event. Are you in?
- ✅ **Quick Wins.** A (City) market update in less than 2 minutes

Do you see the difference? An emotional trigger makes people want to open it. Take it a step further and marry your subject line with an emotionally charged preview text (up next) and first headline.

#2 Write Effective Preview Text

Your subject line is the first item people read when they get your email.

The second thing is your email's preview text.

Most email programs display the preview text right next to or below the subject line. With such important placement, you need to make it count!

Important reminder about Business Profile policies	- Read Google's policies on business info and content.
The Next BIG AI Player?	- Anthropic releases, Perplexity's browser, web apps, and more...
2025 Could Be the Last Year of Inventory Shortage	- Altos President Mike Simonsen looks at the US national real e
Stop creating Reels like it's 2020	- The game changed, here's what's working now

Most agents don't provide any preview text so it just defaults to whatever text is in your email template. Most of the time, the preview text is "View This Online" plus the start of the first sentence of your email.

Talk about wasted space!

There are 2 ways you can use your preview text to get better open rates.

- ✓ **Reinforce your subject line.** Continue the intrigue with another sentence that deepens your emotional trigger.
- ✓ **Provide another reason to open.** You could highlight the new dessert place AND the nonprofit you supported by using one as the subject line and one as the preview text. Here's what that would look like:

If you haven't tried this dessert place, you're missing out plus 3 quick ways you can help (City) foster kids this month

See how much better that is than "View This Online"???

#3 Share Content People Actually Want to Read

I cannot tell you how often I see real estate emails with boring content that has no relevance to the recipient. I need you to remember this:

95% of your database is NOT looking to buy or sell.

So, when you create your email newsletter, ask these questions:
"Why would they care about this?" and "What's in it for them?"

Here are some topics that the 95% do NOT care about:

- ❌ Only sharing content about buying and selling
- ❌ A market update with stats and zero explanation
- ❌ Only sending just listed/just sold emails
- ❌ Sharing generic, non-local content

So, what are some topics they DO care about? It's one of two things:

- ✅ The city they live in
- ✅ If they're homeowners, how to increase their home's value

That's it. But it's more than just that. You have to get specific.

Let's say you want to write an article about spring home maintenance. This topic is boring, but if you ask, "why would they care about this?" and "what's in it for them?" it forces you to create content they want.

Why do they need to clean out their gutters? What happens if they don't? They may be thinking, "that won't happen to me." But if you share an experience when deferred maintenance ruined a deal, suddenly it matters to them because it's affecting their home's value.

#4 Segment Your List

Stop sending everything to everyone! Don't send buyer content, seller content, and homeowner content to everyone, unless they are selling, buying, or own a home.

Remember, every time you send something irrelevant, you're rolling the dice they'll unsubscribe, and you'll forever lose them as a subscriber.

This is why local content is so great because everyone cares about what's happening in their city so you **can** send it to everyone.

For everything else, segment your list & send relevant content to relevant people.

- | | | |
|-------------|--------------|----------------------------|
| ✓ Buyers | ✓ Homeowners | ✓ Bonus: Agents |
| ✓ Sellers | ✓ Renters | ✓ Bonus: Referral Partners |
| ✓ Investors | | |

Every real estate agent should have these segments in their list:

This doesn't mean you have to send seven different emails to seven different segments. Most email programs allow you to show or hide content based on segments. It's one email, but the contents of that email will be different based on which segment they belong to.

One secret trick I have is this: make your buyer, seller, and investor-focused content exclusive. Have a call to action in each email that says, *"Thinking of buying? We have exclusive content just for you, but you have to sign up to get it!"* with a button that adds them as a potential buyer. You can add one for sellers and investors, too.

This creates two fantastic results:

- ✓ It makes sure that people are only receiving relevant content
- ✓ It gets them to raise their hand and say, "I might be a (buyer, seller, investor)!"

#5 Personalize Your Emails

Along the same lines of not segmenting your list, many agents don't personalize their emails.

Why start your email with "Hi there," when you can start it with, "Hi Cody!".

It may seem like a small change, but research from Hubspot found personalized email subject lines increase open rates by 26%

#6 Use a Professional Email Address

I need you to hear me when I say this:

Using a gmail address for business is not trustworthy.

Imagine hiring someone to help you with an \$800,000 purchase and their email is davidrealestate@gmail.com. Does that scream professionalism?

Also, your email address and your domain name should match! If I get an email from cody@codymartens.com, I instinctively know that Cody's website is codymartens.com. If I get an email from codymartens@gmail.com, it is not reinforcing your brand.

Spoiler alert: your brokerage-owned email address isn't helping you, either. you@kw.com or you@compass.com is reinforcing your brand, but theirs!

Spoiler alert 2: next I'm going to tell you why your brokerage-owned email address is bad, bad, bad for deliverability.

#7 Improve Deliverability

Email deliverability is the least talked about email newsletter tactic but can be the most impactful to your success.

There are 3 things you must do to make sure your emails get delivered to the inbox and not spam.

Most importantly, #1 - have a custom email address.

When you send an email using a service like Mailchimp or (my personal favorite) MailerLite, providers like Gmail look to see if the service has permission to send emails for your domain. Otherwise, anyone could send email as anyone else (which many spammers try to do).

To give permission, you have to login to your domain registrar and prove ownership. If you don't own the domain, you can't login to the registrar, and you can't prove ownership.

This is why using an email address tied to your own domain is so important!

#2 - do the work to authenticate your domain.

There are two records you need to add to your domain's DNS. These two records work together to make sure your email is legit.

- ✅ **SPF record:** like checking the return address on a postcard and making sure it really was sent from that address.
- ✅ **DKIM record:** like a digital signature that proves the authenticity of the email.

#3 - choose a reliable ESP.

The company you choose to send your email newsletter can have a huge impact on your deliverability.

We recommend MailerLite. They have a high deliverability rating and a low cost. *(They consistently rank in the top 3 among email services for deliverability on EmailToolTester.com's bi-annual deliverability survey.)*

Other reliable options include Mailchimp and Active Campaign, though both are much more expensive, especially the larger your list gets.

#8 Format Your Emails Properly

Real estate agents make one of two terrible formatting mistakes when creating and sending their email newsletters.

#1 - Your emails are overly designed.

That beautifully designed HTML email newsletter? It could be harming your open rates. Why?

- ✓ Email service providers think they're junk
- ✓ Sometimes people are more apt to open or read a simple text-based email

Is this always the case? Absolutely not. But, every person should test both and see which one resonates better with their subscribers.

#2 - Your emails aren't mobile friendly.

If I open your email newsletter and I have to zoom in, squint, and scroll horizontally to read the information, you've lost me. Your email newsletters MUST be mobile friendly, no matter what.

#9 Keep Emails Short and Actionable

Stop sending people a wall of text for an email. People will archive it rather than trying to sort out if it's valuable.

When you need to send lengthy content like a blog post, never put the entire blog post in the email. Craft an engaging headline, back it up with a compelling couple of sentences, and put a link to the post.

This does two things:

- ✓ **You'll have better conversion rates.** It's easy to grab someone's attention with your headline and entice them to click for more
- ✓ **It gives you data.** When they click a link, it tracks who clicked it. Now you know who your most engaged clients are. Also, you can track which content gets more clicks so you can create more content your database wants.

#10 Always Include a Call to Action

Ask this question every time you create a piece of content for your email newsletter:

"What action do I want someone to take?"

Every item in your email needs a call to action. It could be as simple as "*read this*" or it could be something more important like "*sign up*". Whatever it is, it needs to exist.

Obviously "*read this*" is not in and of itself a compelling call to action. That's why your headlines and compelling teaser text are so important.

#11 Be Consistent

The most effective thing you can do to win every referral and repeat client is to be consistent.

You can't send an email every week for three weeks then not send one for three months. Inconsistency is killing your business. People need to hear from you on a regular basis.

How many emails a month do you think is too many? Whatever that number is, double it, and it's probably more accurate.

We tend to think others are thinking about us much more than they actually are. **The truth is, your clients likely only thought about you for 10 seconds the last time they received one of your emails.**

It's perfectly acceptable to email your clients once per week and grab 40 seconds of their attention in a month.

In Conclusion...

An email newsletter is your most powerful piece of marketing. Follow these 11 proven strategies and I promise you will win every referral and repeat client and your business will grow.

Don't forget to follow Luminary Agent on Social!

All platforms @luminaryagent



Looking for Someone to Implement These 11 Strategies for You Without You Lifting a Finger?



Get Your Own Email Newsletter Paired with Blogs and a Website... All Local to Your Market!

Learn more at
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