**Example #1**

**Subject: You might be sitting on over $57,000 or more**

**Hi (First Name)!**

**Did you know that according to Core Logic the average home value increased the last year over 18.5% and gained over $57,000 in equity?? That’s some serious dough.**

**With real estate being so local though you might be wondering how this relates to our local marketplace and what kind of equity you might be sitting on.**

**For that reason I’ve carved out time in my schedule this week to do nothing more than give my top people the most accurate value of their home at the current moment but I’m prioritizing them on a first come first serve basis.**

**If you are at all curious about the value of your home or how much equity you might have in the #1 asset you’ll ever own then reply asap with your address to ensure your spot at the top of the list.**

**(Your Name)**

**PS. If you are thinking of selling in the next few months make sure to tell me that and I’ll get you your value within 24 hours guaranteed!**

**Example #2**

**Subject: Wow! Who knew that Zillow could be so off?”**

**Hi (First Name)!**

**The market is crazy right now and there is a lot of misinformation out there.**

**In fact, did you know that the former CEO of Zillow sold his home for more than 40% less than his Zestimate?? Who knew that Zillow was so inaccurate?**

**Here’s the good news… If you or a friend wants to know the true value of their home or a house they are considering buying, just reply to this email with the address and I’ll let you know what it’s really worth.**

**I’m standing by ready to go!**

**Example #3**

**Subject: You won’t believe this**

**Hi (First Name)!**

**You won’t believe this but I’ve got two buyers looking for a home in (area) that are ready, willing and able to go but unfortunately due to the EXTREMELY low inventory, we’ve been unable to find them anything. That’s why I’m reaching out to you!**

**Can you do me a favor and if you or anyone you know is even CONSIDERING selling, please let me know right away. I may be able to sell your/their house without it ever even hitting the market.**

**We are anxiously awaiting your reply. Thanks!**

**Example #4**

**Subject: I’m here to solve a dilemma you might have…**

**Hi (First Name)!**

**As you may or may not know, we have a serious inventory problem here in (area). More importantly, it may be causing a dilemma for you or someone you know.**

**What is that dilemma? You may want to sell but are unsure that you can find another house worthy of moving into.**

**For that reason I’ve decided to offer my services free of charge to keep an eye out for you and what you might be looking for, which includes notifying you of off market properties when they are brought to my attention.**

**I only do this for my top clients so please reply to this email with your needs asap to reserve your spot atop my list.**

**I look forward to hearing from you!**

**Example #5**

**Subject: The real estate market has lost its mind!**

**Hi (First Name),**

**I’m writing you to let you know that the real estate market has completely lost its mind right now.**

**The truth is that no matter where you go, there is no online tool or site that can keep up with how much home values are changing in real time. And yet, it’s the one thing people want to know; What’s my home worth??**

**If that’s you and you don’t want to rely on a guess based on past activity that doesn’t tell the true story of today’s market, just reply to this email with your address and I’ll get you the real value asap.**

**I’m standing by…**

**Jared James**

**PS. If you are thinking of selling in the next 60-90 days please let me know that and I’ll have your valuation done within 24 hours.**