

Immediate Email:

Subject Line: Here's Your Dream Home

Hi FIRSTNAME,

This is really important so make sure you read the entire email. I think you'll be excited about this!

Have you ever thought about moving to another home here in Central Ohio? I wanted to let you know about our Dream Home Finder program which can find you the PERFECT home for your needs and more specifically, can give you access to houses that NOBODY knows are for sale.

As real estate marketing experts, we can find out your specifically desired neighborhood, price range or style of home that you are looking for and utilize a target marketing approach that will get you access to UNLISTED homes that nobody else knows are for sale.

This is especially valuable if you want to live in a desirable area where there's not many homes available and properties sell within a matter of hours. We invest a great deal of money into target marketing to find you UNLISTED properties so that you can be the only buyer that knows they are available, allowing you to view the nicest houses and ensuring you NEVER need to compete on price with other home buyers.

We charge a fee of \$995.00 for this target marketing approach but over the next 7 days, our company has agreed to completely waive the fee so you can take a look at cream-of-the-crop properties in your most desired area at absolutely no cost or obligation!

All you have to do is tell us a little bit about what side of town you'd like to live on and the style of home, specific amenities and general price range, then we will launch our complete marketing campaign to those communities in an effort to find you a handful of homes to look at BEFORE they hit the open market! There's never an obligation to officially make a move and if you don't find your absolute DREAM home that you just can't live without, you won't even need to think about selling your current house!

You are probably wondering why we've agreed to waive the \$995.00 fee for your family and do all of this work for free. Obviously, as real estate advisors, our goal is to make sure we put families in the PERFECT home for their needs and if we do a good job at that, these families generally use us as their agent and we get the normal sales commission paid by the seller of the home you buy.

This is simply a fun way to shop for homes and get the BEST deals before they are available to the general public. However, the Dream Home Finder fee is only being waived through the next 7 days so you'll need to reply immediately if you'd like to take advantage of this at no cost or obligation whatsoever. Let's have some fun looking at houses! Let me know!

Greg Luther

614-582-3912

DAY 2 Email:

Subject Line: FIRSTNAME, You may miss this

Hey FIRSTNAME, I'm hoping you got my email a few days ago about my company COMPLETELY waiving our \$995 fee to give you access to the Dream Home Finder Program!

Have you thought about possibly looking around at other homes for sale in Central Ohio? This is your chance to get a \$995 home finder program at absolutely NO cost or obligation so I wanted to make sure you got this. The offer expires in a few days.

Let me know!

Greg Luther

614-582-3912

Day 3 Email:

Subject Line: Deadline Tomorrow

Hi FIRSTNAME, Since you are a homeowner here in Central Ohio, I wanted to make sure you knew that this expires tomorrow at midnight.

Every year, we work with local families that are thinking about maybe moving to another house. Of course the best homes never hit the open market so you'll never see them if you are looking online. Our Dream Home Finder Program allows our company to do a direct marketing campaign to the SPECIFIC areas, neighborhoods or price ranges you are most interested in so that you can look at homes that are not yet available to the general public.

We charge a fee of \$995.00 for this service (the postage & printing we use is expensive!) but this week we've offered to COMPLETELY waive the fee so that you can casually look at the perfect houses for your needs with no cost or obligation to ever make a move.

The fee is being waived as a good faith gesture to show you there are MUCH better homes out there that fit exactly what you are looking for. With this special discount, it allows you to look at the BEST unpublished home with no cost or obligation to ever move.

Curious? Give me a call and let's chat. I think you'll enjoy spending a day looking at a few homes out there!

Shoot me an email here or give me a call. Let's chat. Reply before tomorrow at midnight so we can ensure you get this \$995.00 value at absolutely no cost.

Greg Luther

614-582-3912

Day 4 Email:

Subject Line: This is ready for (Last Name) Family!

Hi FIRSTNAME, I have this ready for you!

Our Dream Home Finder Program can find you the EXACT type of home you are looking for here in Central Ohio, even though it's not listed on the open market! Once we know exactly what type of home fits your family's needs, we can use target marketing to find UNLISTED homes for you to view with no obligation of ever making a move!

Our hope is that you'll find a home that your family just can't live without, and we can then help you with a potential move!

The normal and customary fee for the Dream Home Finder Program is \$995.00 but we've agreed to COMPLETELY waive the fee for those taking us up on this offer by midnight tonight!

If you'd like to see how easy it is for us to find your dream home from properties that are not yet listed on the open market, you'll need to reply or give us a call before the timer hits ZERO tonight!

**PLACE THE COUNTDOWN TIMER HERE TO EXPIRE AT MIDNIGHT**

Give us a call at the number below or just reply to this email. Let's chat about some possibilities! No cost, no obligation and no weird sales pitches or anything. We can simply talk about the possibility of you finding another home for a potential move.

Hope to hear from you today!

Greg Luther

614-582-3912