

NurturePal

Nurture email campaign examples



VENDOR & LANDLORD LEAD
GENERATION FOR AGENTS

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How branding your emails works:

Your logo is added here



Hi John,

Ask most estate agents this question, and the words 'a piece of string' will no doubt feature in their answer. But there are some key indicators to help you work out how long your home will remain on the market before the right offer appears.

For example, how does your planned asking price compare to the other property sales in the area? Does it seem a little on the optimistic side? Is it in keeping with the recent sales in your street? Or does it look like an absolute bargain?

Then there's the style of property - quirky homes usually take longer to sell, as do upside-down houses, extended bungalows and homes with converted rooms. The more 'usual' your home, the faster (generally) it will sell.

Lastly, there's the location to consider: is there anything nearby that might cause a buyer to reject your property outright? Is it next to a bus stop, pedestrian crossing or takeaway? These and other disadvantages may mean your house sells more slowly, so it's worth bearing this in mind.

We'd love to have a chat with you about the saleability of your home. If you'd like some free, friendly advice, just hit the button below and we will be in contact shortly.

[I'd like to hear more](#)

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The background colour is changed to match your brand

Headings and buttons are also changed to match your brand





Hi John Smith,

Thank you for using our instant online valuation tool. When calculating the value of your property, there are a number of things we don't take into account such as any adjustments to your property.

To give yourself a clearer image of the true value of your property, we highly recommend that you take the time to book a full market appraisal with one of our expert team. Combining expert market knowledge and years of experience, they can offer you a true picture of what your home is worth.

Sales Valuation

Minimum value

£233,000

Average value

£260,000

Maximum value

£287,000

 Based upon 5 The Drive, LONDON, SS1 2SS

Ready to sell or let?

To speak to a member of our team please click below.

[Contact Us Now](#)



Hi, John Smith

Moving can be stressful and it is hard to know which home moving service providers are best for you. We have years of experience when it comes to choosing the right services and providers for every home mover and we would love to help you. If you would like to find out more about any of the below home moving services, simply let us know using the buttons below.

Finding the right Mortgage can seem like an impossible task; let us assist you:

[Mortgages](#)

The wrong conveyancer can hold up the whole moving process, so be sure you go with one that keeps you moving:

[Conveyancing](#)

It can be hard to know what type of survey you need and what to expect, get it right first time:

[Surveys](#)

Don't overpay for your utilities in your new home! Speak to us about what you should expect to pay:

[Utilities](#)

Have your broadband and internet ready for when you move in:

[Internet](#)

Make sure you can trust and rely on the people transporting your possessions throughout the removals process:

[Removals](#)

We look forward to helping you with your moving journey in any way we can.

To speak to a member of our team please click below.

[Contact Us Now](#)

[Unsubscribe](#)



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Hi, John Smith

If you'd like to ensure you're putting your best foot forward when you begin marketing your home, or if your home is on the market already, and you're not getting serious interest from buyers, dropping your asking price is not the only option; there are some improvements that can help you sell more effectively without spending a fortune:

- **New flooring in 'wet' rooms** - by wet rooms, I mean kitchens, utility rooms, cloakrooms and bathrooms; the general rule of thumb with the flooring in these rooms is that it needs to be 'moppable' - in other words, a hard floor. It doesn't need to be expensive, in fact there are some fabulous vinyls out there that will only cost a couple of hundred pounds per room. Again, the difference in how a buyer will see your home is high: a bathroom that is carpeted will look dated to a modern buyer, regardless of whether it is or not.
- **Updating your soft furnishings** - cushions, bedding, even curtains, can radically improve and update your home for a relatively moderate spend.
- **New carpets** - carpets can make a house look dated more than any other area, and they can also give a buyer a reason to make a low offer. A good quality, neutral carpet throughout the house can add several times its cost in the perception that the house has been kept up to date. Re-carpeting an average-sized house will cost around £4,000 but it will almost certainly be a very worthwhile investment.

Giving the buyer what they need is not always about price; increasing its value may just get your home sold for more!

We've got a wealth of experience in this and we'd love to share it with you. If you'd like to hear more, let us know by clicking the button below and we will get in contact to make you an expert too!

[I'd like to hear more](#)

[Unsubscribe](#)



Hi, John Smith

We know which home moving service providers are best suited to you. We would love to help you and alleviate some of the stress associated with these choices. If you would like to find out more about any of the below home moving services, simply let us know using the buttons below.

Finding the right Mortgage can seem like an impossible task; let us assist you:

[Mortgages](#)

The wrong conveyancer can hold up the whole moving process, so be sure you go with one that keeps you moving:

[Conveyancing](#)

It can be hard to know what type of survey you need and what to expect, get it right first time:

[Surveys](#)

Don't overpay for your utilities in your new home! Speak to us about what you should expect to pay:

[Utilities](#)

Have your internet and broadband ready for when you move in:

[Internet and Broadband](#)

Make sure you can trust and rely on the people transporting your possessions throughout the removals process:

[Removals](#)

We look forward to helping you with your moving journey in any way we can.

To speak to a member of our team please click below.

[Contact Us Now](#)

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Hi, John Smith

What first impression does your home give?

Books can't always be judged by their cover; an enticing sleeve can fool you into a regrettable purchase.

Homes on the other hand, are always judged by their cover. Buyers will pause outside your property and make a decision that could leave you in despair, or give you cause for celebration. Which one would it be?

The secret here is your **kerb appeal**.

The front of your home needs to be picture-perfect: not only does it paint a good impression of the owners, it puts potential buyers in positive spirits before they have stepped in the door. A lack of kerb appeal is a surprisingly common reason why homes don't get more viewings.

When you are getting ready to sell, the first place to start is the first impression, to make sure your browsers become buyers:

- 1. Windows** - If you have trouble looking past finger prints and dust on your windows from the inside, people will see that on the outside too. Give them a good clean regularly. Check on your window frames too; if they're rotten, they aren't going to look very appealing. Consider replacing them before putting your house on the market. Ensure that they fit in with the look of your home.
- 2. Front Door** - People are drawn to the front door at first glance. Make sure it stands out by giving it a fresh coat of paint. The colour should fit in with the look of your house, so don't make it too garish. Bright colours are in at the moment, but vivid pink might make your door a little overstated.
- 3. Neighbours** - You would think your neighbour's house wouldn't matter, but it does. If they have rubbish on the lawn or anything else unattractive that really doesn't need to be there, ask them politely if you can remove it. To make your plan less obvious, offer a hand; if you're mowing your lawn, say you'll do theirs too. The last thing buyers want to see is dirty surrounding houses.
- 4. Lighting** - Many people might choose to drive by a potential property after dark, and it is essential that your house looks appealing. Having a nice lantern on the porch or a few front garden lights adds a special touch.
- 5. Clean & Neat** - To give an overall good impression, ensure everything is as clean and spruce as possible. Repaint tired paintwork and railings, get rid of the weeds, trim the lawn, and make sure nothing unsightly is sitting on your drive, such as a skip. By following such straightforward tips, the front of your home will be screaming with kerb appeal within hours, waiting to attract any interested party that wanders by your house.

Here's a little test to help you - why not take a picture of your home as a potential buyer would first see it, and see if you can consider a first impression from their point of view? If you'd like a second opinion, please hit the button below - we'd love to pop out and help you define your kerb appeal.

[Let's talk about my kerb appeal](#)



Hi, John Smith

Is now the right time for you? We strive to be the most knowledgeable agent in your area and can help you decide if it is the right time - it could be the perfect time for you to begin your home moving journey and we are here to assist you. From free, friendly advice to assisting you with every step on your journey, we've got you covered.

If you'd like to discuss the right timing for you and your move, just let us know by clicking the button below and we will be in contact shortly.

[I'd like to find out more](#)

[Unsubscribe](#)



Hi, John Smith

We've done the investigations and we know which home moving service providers are going to be perfect for you and your moving journey. It can be hard to know exactly what you need and should expect from each of the services required throughout your moving journey and we understand this. We have built up years of knowledge and experience to enable us to assist our clients in making the best decisions for them. We would love to help you and alleviate some of the stress associated with these choices. If you would like to find out more about any of the below home moving services, simply let us know using the buttons below.

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