

# Weichert Agent Email Marketing

Navigate buying or selling a home during Covid-19

**Weichert**  
All Under One Roof.  
Real Estate  
Management  
Insurance  
Closing Services

We make home  
buying and selling  
easier than ever  
while keeping  
you safe.

Hello!

If you're considering buying or selling a home, you may be wondering how COVID-19 has impacted the residential real estate market. I'm happy to let you know that despite the pandemic, home sales are surging across the region and there's never been a better time for buyers and sellers to enter the market!

At Weichert, we have deployed a host of new tools that are making real estate transactions easier than ever while keeping our customers safe. Dubbed "Virtually Home with Weichert," our immersive online sales experience enables customers to go from first look to final walkthrough to closing from anywhere they happen to be.

At the heart of this virtual toolbox is the virtual open house. These events allow potential buyers to virtually "check-in" and ask questions while seeing every highlight of the home. Other "Virtually Home with Weichert" offerings include:

**Virtual Showings:** These one-on-one scheduled tours allow buyers to experience a video walkthrough of every room with me in real time so I can respond to live questions.

**Property Listing Ads:** Our myWeichert ad platform powers geo-targeted Facebook ads for every listing, targeting ads to likely buyers based on their neighborhood interests, preferences and prior search criteria.

**Neighborhood Walkthrough:** Learn about the surrounding area with virtual neighborhood tours and gain additional insight about the area.

**Property Websites with Live Chat:** With custom property websites for every Weichert listing, I receive real time alerts and can immediately respond to messages from prospective buyers on my website, from any device.

**Interactive Digital Property Brochures:** Brilliant online collateral can be created for every Weichert listing, so buyers can engage with simple, beautifully designed interactive home brochures.

**ePostcards:** I can send digital previews of every Weichert listing with property information, before it goes to market.

**Virtual Buyer's Consultations:** Engaging with prospective buyers through a virtual consultation, I gain insight and understanding of their needs and wants, further assisting them in finding their next home.

**Virtual Listing Presentations:** Connecting remotely with me, sellers learn about how I'll market and ultimately sell their home fast, for top dollar.

To learn more about Weichert's powerful digital apps and convenient resource, reach out to me any time — it would be my pleasure to help you at every step along the journey home!

{agent\_first\_name} {agent\_last\_name}  
{agent\_title}  
{office\_name}

Office: {office\_phone}  
Cell: {agent\_cell\_phone}  
{agent\_email}  
{agent\_site\_url}

**Weichert**  
REALTOR

# Weichert Agent Email Marketing



Planning a move?  
**Good neighbors  
are priceless.**



Hello!

Making a new house a home starts with the people you surround yourself with. And that goes for your neighbors, too. Developing relationships with them is beneficial in so many ways – from borrowing a cup of sugar to sharing a friendly wave as you pass on the street. And since you're probably spending the majority of your time at home due to Covid-19, it is more important than ever to get to know your neighbors so you can be there for each other during these unprecedented times.

If you're planning to buy or sell a home soon, you might appreciate these ways to build a rapport with your new neighbors:

**Simply say "hello."** Smile, wave and comment on the weather. If you're new in town, ask if the neighbor can recommend a good landscaper or pizza place.

**Hang outside.** Spend time on your front porch or tossing a ball to the kids on the front lawn to increase your odds of social interaction.

**Pay a compliment.** Tell your neighbor how much you admire their roses or ask them who installed their beautiful fence. A small word of kindness can make a big and lasting impact.

**Walk your dog.** Pets make great wingmen. Research suggests that strangers are more likely to strike up conversations with people who have dogs with them.

**Do something nice.** Offer to help mulch a garden or mow a lawn. A small act of kindness can do wonders to foster goodwill.

**Try an app.** Many neighborhoods have pages on Facebook or Nextdoor where residents can share information about community news and events.

Neighbors are just one of the many important factors to consider when planning to buy or sell a home. As a local area expert, I can help you determine what matters most to you. And I'll consult with you on the current value of any home. Just let me know how I can to support your real estate needs—reach out any time!

{agent\_first\_name} {agent\_last\_name}  
{agent\_title}  
{office\_name}

Office:{office\_phone}  
Cell:{agent\_cell\_phone}  
{agent\_email}  
{agent\_site\_url}