

MARKET INSIDER ANNOUNCEMENT EMAIL TEMPLATE

Your Market Insider tab is now live on your website! This is an amazing service you can use to **engage buyers and sellers** with customized, up-to-date reports of home sales, trends, demographics, and side-by-side statistics on local areas! Once your contacts are on Market Insider, they will be able to click the “Sign up now” button and then will automatically receive regular market update eNewsletters!

Now is your opportunity to get the word out on this new Market Insider information you offer your buyers and sellers. Here are two ways you can promote your Market Insider for free.

1. Email your existing contacts. Send personalized individual emails through your Market Leader system or send a bulk email through your own email provider (like Outlook). See the sample email below.

Important: In the second paragraph of this email, you will need to **add a link to your Market Insider**.

Hi (prospect first name),

I just updated my website with a new Market Insider tab that will show you real estate trends in any zip code in our local community, school info and even let you compare two different neighborhoods! This will help you and all of your friends that want to get to know our real estate market—especially those thinking about buying or selling. As always, if you need help interpreting any of this data, I’m here to help!

Check out Market Insider now by clicking on the “Market Insider tab” of my website,

Yours truly,

<Agent Name>

2. Get “social” with it by posting online to generate new leads. All of the tabs have unique URL’s so you can drive visitors to specific places on Market Insider (e.g., the Compare Areas tab). So, you can create a blurb and link to a specific Market Insider tab, then promote it on social media sites, such as:

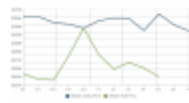
- Facebook
- Twitter
- Craigslist

Here’s an example of what you could say on Facebook:



Shannon O'Connor

What do you think about the market in Austin? Good for buyers or sellers?



[Market Insider](#)

Check out the market trends for Austin. Sold prices spiked in December, now median is 50 days on the market, only 3.8% short sales and foreclosures...

July 20 at 12:27am · Like · Comment · Share