

## EMAIL TEMPLATE

### WHY SHOULD I HIRE YOU?

#### TEMPLATE 2: HOW TO PITCH YOURSELF IN EMAIL

SCENARIO: You just met a potential client that wants to sell their home. Immediately following that meeting you should send a 'Thank you' email to them for taking the time to meet with you. They will most likely be interviewing multiple agents and may have already asked 'Why should I hire you?'. Whether you get asked this in person—or follow up with the information in an e-mail – you should ALWAYS be prepared to describe the value you can bring TO THEM.

This email is purely to be used to sell yourself. WHY YOU? Why not the agent that sold 4 homes down the block? What do YOU bring to the table?

\*This should not just be WHY you are so great—but WHY you being so great is BENEFICIAL to THEM. Remember, in sales, people only care about what you can do for them.

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Talia,

Thank you so much for meeting with me today and taking the time to show me your beautiful home!

I know that you have a lot of options between agents, many of whom have been in the business a lot longer than I have. I want to assure you that what I may lack in time, I make up for 1000% in work ethic. You will not meet another agent who will give more to your home than I will, and my relentless work ethic is what will get your home sold.

But more than just hard work, I will bring the following to your listing that other agents won't:

1. 24/7 access to me and my team, for you AND all of the buyers and brokers I will work with to sell your home. Unlike much busier brokers, who will add your listing onto their pile, I will be completely available for you and our buyer. No rescheduling. No missed calls.
2. Complete access to all of my firm's marketing resources. We spare no expense when promoting our client's homes, no matter what price point. Your home will be my trophy listing, and I will make sure it gets the exposure it deserves.
3. I will come up with creative marketing tools, like videos on YouTube and Instagram, to get your home sold. I'm not a "take photos and stick them online and see what happens" kind of real estate agent.

I'm ready to work for you starting now.

Let's have a follow up call to go through the agreement I left you and any questions you may have with my marketing plan. Does **tomorrow at 10am or Wednesday at 3pm** work better for you?

Looking forward to working together!