Two audiences.
Two different messages.

The agents who already have the buyer, and the people who already know you. Sending one message to both is why most outreach produces nothing.

AGENT TO AGENT — TEXT

I have a property I think a lot of people are misunderstanding from the MLS. It is a completely renovated 4,260 sq ft residence in gated Northpoint Estates with main-floor primary living. I think the sweet spot is someone who wants to downsize the maintenance without downsizing their lifestyle. Now $1.53M. If you have a client in that transition, call me. I would love to personally walk you through it.

SPHERE — TEXT

Quick real estate thought: I have a Salt Lake property that is a great example of downsizing the maintenance without downsizing the lifestyle — 4,260 sq ft, main-level primary, beautiful renovation, gated community. If someone in your world is talking about their next chapter, I would love an introduction.

WHY THESE WORK

THE AGENT MESSAGE ADMITS A PROBLEM

“People are misunderstanding it from the MLS” invites a question. A price-reduction blast invites nothing.

THE SPHERE MESSAGE ASKS FOR AN INTRODUCTION, NOT A SALE

Nobody in your database is buying this house. One of them knows who is.

OUTREACH — EMAIL

The email, and three subject lines for it.

Send to your agent list. Pick the subject line that fits who you are sending to.

SUBJECT LINE — FOR AGENTS WHO SAW IT THE FIRST TIME

The downsizer that does not feel like downsizing

SUBJECT LINE — FOR AGENTS WITH ACTIVE BUYERS

You may have the buyer for Grandridge

SUBJECT LINE — FOR EVERYONE ELSE

Come see what the MLS misses

BODY

I wanted to put 822 N Grandridge Ct back on your radar from a different angle. The home is a completely reimagined 4,260 sq ft residence with main-level primary living inside gated Northpoint Estates. The buyer I am looking for is not necessarily searching for less house — they are searching for less work. If you have a client who wants to simplify ownership without giving up entertaining, guest space or quality, I would love to personally show you the property. Now offered at $1,530,000.

— Parry Ward / VIP-50 LLC

