

Autoreponder Series –ADDvantage™

Day 0, Message #1 (Goes out immediately on sign up)

Subject: {firstname}, Congratulations!

Comment [RE1]: Most people like to know they are congratulated for something even if it is very simple!

Hi {firstname},

First I want to congratulate you for your interest in learning how to save a ton of money with your home sale. Not a lot of people know about these methods and you're about to be among the few "in the know" people.

Comment [RE2]: In other words it's EXCLUSIVE and a SECRET

Most people know that if you want to sell a home or other property you can take either of two paths—you hire a real estate broker or you do it yourself. It's about the same thing you do with every other job you want done. So you can choose to do your own car repairs or hire a mechanic.

Comment [RE3]: Forces the reader to agree with you since he doesn't want to be in the minority.

If you do the job yourself, then you must live with the consequences. You pay someone to do the job for you and they are responsible for the results, and you, the payment.

It was only just recently that a new option has come along in the real estate market. Now you can pay LESS for a brokers help and still get fast results. In other words, instead of paying a percentage commission on the sale of your home you can pay a *flat* fee and save a ton of money.

Comment [RE4]: I want to EDUCATE the reader since this is a NEW option.

It's called 'flat fee listing' or 'discount brokerage'.

Now why would a broker choose to share this kind of information with you? Isn't it almost like shooting myself in the legs? I'm telling you how to get the same results and pay me less??

Comment [RE5]: This is REASON WHY copywriting: Tell them why and they'll buy!

Well, it's really a win-win situation.

Here's how: With flat fee listing you pay upfront (though smaller) and even if the property doesn't sell within 6 months I still get something. If it does sell you turn out the big winner!

Comment [RE6]: Answers one of the biggest OBJECTIONS in the reader's mind: "Why are you telling me this as the broker? Aren't you losing money?"

With traditional full service listing, if the property isn't sold I don't get paid—even after putting a lot of effort in marketing and showing your property. So I'm not as crazy as it may first appear.