

# Designing for Impact

Email Template Structures  
For Real Estate



Impact

Growth



# What Components Should You Include in Your Hero Section?

## Include Your Logo

Add your logo, your name, and/or your agency logo near the top of the email to create identity, trust and recognition.

## Grab Attention with an Image

Show off your listing's best feature, such as the curb appeal, in the hero section.

## Add Text for Detail

You can use our photo editor to add text to an image to help deepen your message.

## Use a Greeting Tag

Personalization is a great way to build trust and community.

## Short and Sweet

Boost your impact with a short, engaging message to get your readers hooked.

Constant Contact

View This Listing

Showcase Your New Listing

**Add a Direct and Exciting Message**  
Bedrooms | Bathrooms | Square Footage | Price

Hello {First Name}

Add some details to follow up on your BOLD message: Connect with potential buyers about key features like curb appeal, location, and the top benefits that make this home special. Keep this introduction short to entice readers to find out more.

Short Action Here

## Your Main Call-to-Action

What do you want your readers to do? Put your priority at the top to promote a quick action.

## Headings Carry Weight

This bold text is the first place readers will look. You only have 3 sec to grab their attention.

## Add Key Details with a Subheading

Keep your readers engaged by ensuring they can easily see the most important property details.

## Bold Button

Customize your call to action with our button editor to help it stand out.

# Complete the Body and Footer

## Feature Additional Pictures and Content

Now is the time to share a few more photos and details about your listing. [Link each photo](#) to your listing page to maximize clicks.

## Elaborate on Your Listing

Add enough detail to capture your readers' interest, but keep it short enough to make them curious to learn more.

## Highlight the Agent

Use a feature section to display a professional photo that shows your personality. Include your contact information so your readers can easily get in touch with you.

## Remind People Who You Are

Make sure you incorporate your logo again to reinforce your brand identity.

## Give People Additional Ways to Connect

Add addresses, contact links from your website, and/or [social media links](#) to encourage people to connect.

## Encourage Spreading the Word to New Networks

Use a small heading text and [Social Share icons](#) to let people share your message easily.

## Follow Up with More Details & Pictures



Hardwood Flooring



Heated Tiles



Outdoor Living Space

This section allows you to elaborate a little more on what makes this listing shine. Give readers some quick details about its best qualities, but keep your text brief for a bigger impact. Choose images that highlight the property's best features to encourage readers to click through to your listing page.

Ask for Action Again



## Add Your Photo and Contact Info

Include a line for your credentials.

Phone: (555) 555-555

Email: YourName@YourWebsite.com

[Link to Your Bio](#)

Schedule a Tour



## Constant Contact

1601 Trapelo Road  
Loveland, CO 80538

Contact Us



## Prompt Readers to Spread the Word about Your Listing

Share This Email

Share This Email

Share This Email

Share This Email

# Things to Keep in Mind as a Real Estate Professional

Real Estate professionals face the challenge of striking a balance between being professional and personal. Email readers spend 3 seconds determining if they will read an email once they have opened it. That's a short amount of time to highlight not only your expertise and trustworthiness, but also your passion and personality.

With consistent branding a clear focus for each email, you can convey all the important aspects that make you and your listings stand out.

Keep it short to ensure your content is read and allow people a chance to take action to read more details elsewhere. If you need help putting your thoughts together, [try our new AI content generator](#) to help create flow.

When highlighting your listings, let the images do most of the talking. High-quality images that show off your listing's features entice potential buyers to find out more.

Blogs are a great place for longer content and can [improve your SEO for your website](#). Encouraging people to learn more from a post or video on your social media can also help grow your audience on those platforms. [You can even create posts from images, gifs](#), and [videos through our Vimeo Integration](#) to post directly from Constant Contact.

If you need help identifying your brand, [try using our brand kit](#) to find your logos and brand colors straight from your website. If you need help defining your brand or creating a logo, Our [One-Time Professional Design Services](#) can help work with you to create something that will bring your brand to life.

Are you new to branding and need help designing you emails? We have a wonderful team that can help you. Just visit our [Professional Services Page](#) to explore our services and see how we can increase your exposure and help you reach more people.

Start crafting your compelling emails, and watch your business soar!

