



WBREM Mini-Session: Create a Compelling and Inviting Email Signature

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“Your Email Signature is FREE Advertising—USE IT!!!”

Insight: Take advantage of all the free advertising you can get. Reinforce your capabilities and accomplishments, and what that means to your prospects.

Use an Email signature.

One of the main reasons why you want to use an email signature is because once you’ve crafted your **perfect closing salutation** (that’s basically what an email signature is), it can be added to your outgoing messages with just a few clicks or automatically—**just the way you want it every time**.

Your email signature is **FREE advertising**. It’s your opportunity to make sure your prospects know how to contact you and why they want to contact you. Think of it more like a **customer service message**.

Most agents don’t use email signatures because... they just don’t. Rather than reminding the recipient of where the information is coming from and how to get in touch (in whichever way is most convenient), most agents basically cut off the conversation and hit the send button. And that’s a wasted opportunity.

Simple things you should be doing:

Take a look at your email signature and make sure you have included your basic contact information and a short marketing/customer service message. Take the time to **craft your email signature** because it’s going to be seen a lot.

Use an email signature to reinforce your message and **reduce the risk of typos**. The last thing you want is a typo in your contact info. So come up with your **error-free, perfect closing salutation** and use it as your email signature and elsewhere.

Use a P.S. in your email signature to take advantage of **the P.S. factor**. For some reason most people will read a P.S. So use it wisely and **tell the reader what’s in it for them**, if they do business with you.

Use your email signature or a form of it on your **paper correspondence whenever appropriate**, and it’s almost always appropriate.

Free and easy:

Consider using a Featured Listing link in your email signature instead of your Home page address. The curiosity factor could reel in a few prospects from time to time. With a properly designed Website, **they can always navigate to your Home page** once they are on your site.

Include a testimonial or link to your **testimonials page as part of your signature**.

If you need assistance implementing and maintaining an effective Web-Based Real Estate Marketing plan, email: solutions@pmgroup.com or **Call 425-486-7778**