

Following are some samples of real-live emails I've sent to my sphere of influence in the last year or so. While you probably can't use any of them (they're pretty JA & Denver-specific), hopefully they'll spark some ideas for you to use in your own SOI communications efforts.

Enjoy!

Happy Anniversary Email

Hi Friends,

Happy Anniversary to ME!

Twelve years ago today, I got my real estate license. Oh, I never intended to SELL real estate - as in - holding open houses, driving buyers around, negotiating inspections - no, I just figured I'd buy lots of investment property for myself, pocket the commission, and get filthy, stinking rich. These were the mid-90's, remember, where real estate investment was a pretty darn sure thing. Ahhhh, the good old days.

Well, sometime between the day I enrolled in real estate school and the day I passed the test (in the fastest time ever, I was told), I fell in love with the idea of being a Real Estate Agent. And, aside from a few burn-outs through the years, I'm still in love with this business. What I love about it has changed, to be sure - during my first year, I "loved looking at houses," but that thrill faded after awhile. As I've gained experience and expertise thru the years, I find myself enjoying solving the inevitable problems that arise during a real estate transaction. Seriously, I get a thrill out of successfully negotiating a tough inspection or helping a frustrated, desperate seller create a workable game plan for moving forward. Sure, the paychecks are nice, but I consider the true blessing to be able to do a job I love -- AND get paid to do it.

Anyway, I'm writing mostly to say HELLO, using the excuse of my 12-year anniversary to do so. I hope you've had a wonderful summer so far. Anything I can ever do to help -- don't hesitate to ask (even if it's just to help you decide which flavor of margarita to order from a roof-top deck overlooking the city - oops, did I say that out loud? Must be Friday).

Have a wonderful weekend,

Jennifer

Foreclosure Market Email

Hi Friends!

I get a few calls a week from people looking for foreclosures who want to know if I'll help them. Well - yes and no.

I've made the executive decision that the foreclosure market is not my thing. In the late 90's, I worked with a lot of investors (maybe you!), but that was a different world - one in which the sellers actually seemed to want to sell! I've heard so many horror stories of deals that seemed too good to be true... and were. Or sales that dragged on and on for months only to eventually disintegrate after wasting an incredible amount of time and energy.

Nonetheless, today's Denver market does offer incredible opportunities for the amateur or professional investor and I'll bet a lot of us will wish we'd taken advantage of one or two of them... I know if I had a couple extra hundred thousand lying around right now, I'd be picking up some real estate...

Anyway, I wanted to pass on the name of a guy I met a few weeks ago who has created a dandy little niche for himself in Denver's foreclosure market. What he does is purchase a foreclosed home, renovates it, procures a renter and then sells the house at a cash-flowing price. I've seen his work and it's decent! I've never done a transaction with him, but my impression was that he's a straight-up guy offering a win/win proposal. His tagline is "We Always Pass the Deal on."

If you'd like an introduction, just get in touch with me and I'll hook you up.

Hope you're enjoying all the sunshine!

All My Best,

Jennifer

New Listing Email

(It's probably best not to bombard your SOI with "new listing" emails unless you have one that's really special!)

Hi Friends!

Please forgive the recent flood of emails from me... it's just been such a wonderful summer and, as a writer, I just have to well, WRITE about it!

I just put the most adorable little house on the market - it's in Evergreen, just outside of downtown. It's the kind of listing I walk into and say "Oooooooh, I want this for myself!" Pottery Barn meets Santa Fe - the owner is an artist and the place just feels good. Warm... cheerful... flooded with light.

If you're familiar with Evergreen, be assured it's not one of those "mountain retreats" that sits at the tippy-top of a hill, three long brutal miles up a winding, pot-holed, street-sign-free dirt road. Nope, it's just a mile from downtown, off Hwy 73, easy-peasy to find and get to. City water, city sewer, natural gas. A mountain retreat for city dwellers!

The lot is small - Denver-size actually - but there's a natural park across the street and another one right next door. So, you enjoy privacy and solitude without the responsibility and hassle of yard work!

The price, you ask? Get this... \$263,900. Seriously. That's a DEAL for a nice house this close to downtown Evergreen.

This place is CUTE CUTE CUTE!

(insert link to VIRTUAL TOUR)

I'm around all weekend if you'd like to see it. Call me... Let's take a trip to Evergreen!

All My Best,

Jennifer

Denver Is... Email

Dear Friends,

As most of you know, I took a sabbatical from Denver and my work for a few years. Got back in mid-January. Love it, Love it.

So, to celebrate my return home, here's a little tribute to Denver...

Denver is...

...Friendly

I've yet to leave the house for any sort of errand and not had a pleasant conversation with someone - a conversation that left me smiling on my way to the next pleasant conversation. Now, that may not sound like much to you, but I'm not at all a people-person and I tend to retreat into my own little world when I'm in public. People are so nice here! I'm inspired to hold up the tradition!

...Healthy

In my two years away, I'd forgotten how darn healthy this town is. 2 degrees outside? No problem! You still see people biking and jogging (not me). I've yet to see a cigarette and last night I couldn't find a parking space at the new organic grocery store in my neighborhood. When I tell someone I'm gluten-free (can't eat wheat), nine times out of ten they know what I'm talking about.

...Sunny

My first day here back in January, it was so darn sunny I could hardly stand it. Where else on the planet do you have Sun Glare reports in conjunction with the local traffic reports? Seriously, I'd forgotten how the sunshine can make an otherwise chilly day feel like spring. Maybe all the sunshine is why people are so friendly?

...Easy to Navigate

On my way to Denver from Alabama, I stopped off in Kansas City to see family. Got lost, lost, lost and lost again. I grew up there, for gawd's sake! Denver? All grid. Straight lines that intersect at perfect right angles; even the highways are pretty much straight and uncomplicated. Oh, and most of the streets in Central Denver are alphabetical! How cool is that??? (e.g. Zenobia, Yates, Xavier, Wolff, Vrain, Utica, etc.).

...Home

It just feels right. It's good to be home.

Thanks to everyone who has helped me celebrate my return to the Mile High City. I've missed y'all!

All my best,

Jennifer

Daylight Savings Time & State of the Market Email

Dear Friends,

Rumors of the demise of the real estate market have been greatly exaggerated, at least in many parts of town.

In my part of the world... Charming Old Denver... things are hopping and seem to be picking up steam every day. It's faintly reminiscent of Spring Fever in the Good Old Days - where buyers come out of hiding and homes start selling, sometimes even with multiple offers. I'm hearing rumblings around my RE/MAX office about buyers losing out on homes that have been languishing on the market for months... only to suddenly be the hottest property on the market.

Historically, the real estate market in Denver comes alive in March and is strong through the 4th of July. Then, in conjunction with the Dog Days of summer, the market cools considerably and stays relatively quiet through the winter holidays... then the cycle begins again.

So, don't believe everything you hear on the news. Sure, there are some areas of the Denver metro area where values have slipped dramatically (particularly in the southwest quadrant and some of the other suburbs), but here in Central Denver, we're doing quite well, thank you!

Just thought you'd like to know...

Oh, don't forget the time change this weekend! When you wake up on Sunday morning (March 9th), it will be one hour later! Which means, of course, that it's almost SPRING!

Enjoy your weekend.

All my best,

Jennifer