

Real Estate Emails

Initial Announcement to Agents Email

Hi team,

I have some exciting news: we're now providing you with personalized [Updater](#) accounts to help you offer a seamless moving experience to your clients!

If you haven't heard of it, Updater is an elegant web application that will streamline the moving process for your clients. Think of it as "Turbo Tax for moving" — a virtual concierge program that walks customers through all the moving tasks they need to accomplish. Whether it's seamlessly updating their accounts and subscriptions or connecting their utilities, our clients will save time and headaches with Updater. Even better, Updater is branded for **{COMPANY}** and for each of you. It even has post-move communications to help keep you top-of-mind after the move!

To get started, we'll host a few webinars where you can learn how to pitch Updater as a free value-add to your core service offerings.

You can learn more about Updater's features [here](#). We hope you're as thrilled as we are to offer such a helpful moving concierge!

Best,

{BROKERAGE}

Invitation to Join Webinar Email

Hi team,

I'm sending a quick reminder that Updater will host a 20-minute training [webinar](#) for us at {TIME} on {DAY OF WEEK}. I recommend attending if you haven't used Updater yet or would just like a refresher.

Here's what the webinar will cover:

1. How Updater works
2. What your clients see/experience
3. How Updater works on your end
4. Best practices and tips for making Updater part of your core service offerings and your client experience

This is your best opportunity to ask any questions, so please tune in!

Best,

{BROKERAGE}