**Cash Buyer Autoresponder Emails**

**A Quick Explanation of the Double Opt-in Process:**

1. **Signup Form:** This is the first step in the double opt-in process. On your main webpage, a potential subscriber fills out your signup form and clicks the button to subscribe.
2. **Signup "Thank You" Page:** Once a subscriber fills out your signup form, they'll see a new webpage in their browser instructing them to check their inbox for a confirmation email.
3. **Opt-In Confirmation Email:** When your subscriber checks their inbox, they'll see an autoresponder email from you, with a link to confirm their subscription. If they don't click this link, they won't be added to your list.
4. **Opt-In Confirmation "Thank You" Page:** After your subscriber clicks the confirmation link from their email, they'll see a new page in their web browser letting them know they've been added to your list successfully. (Behind the scenes, your subscriber's IP address is logged, along with the date and time of confirmation as proof that they opted-in to your list.)
5. **Final "Welcome" Email:** After a subscriber confirms subscription to your list, they will receive your *Final "Welcome" Email* autoresponder.

***Next Page…***

**Email #1 (Opt-In Confirmation Email)** – Immediately Upon Sign-up

Subject Line: Response Required: Please Confirm Subscription…

Hey, this is [Insert Your Name] from [Insert Your Company Name] – you’re almost there!

I hope you’re ready to crush it, because you’re about to start seeing some phenomenal, exclusive, off-market properties we have in the hopper.

As per your request, we just added you to our buyers list… ***However*** before we can start sending you anything, we need to verify that you’re an actual, real-life human being, and not some Internet robot :-)

So right now, could you please ***click the confirmation link*** you see in this email? It’s an important step to keep things legit and it only takes a quick second…

FYI we’ll never spam you or share your info with anyone. But you won't be subscribed here unless you click the confirmation link above, which means you’ll be missing out on any/all properties we have to share with you.

If you don’t want access to these deals, you can just ignore this email.

Thanks, and I look forward to talking soon.

[Insert Your Name]
[Insert Your Website]

**Email #2 (Final "Welcome" Email)** – Immediately Upon Email Confirmation

Subject Line: Congrats! You’re in :-)

Hey, congrats on joining our VIP Buyer’s List!

As a serious investor, actively buying, leasing, or flipping properties, you’re in the right place. Now let’s make some real estate magic shall we?

**1) What to Expect:**

I always have fresh leads in the hopper, so rest assured you’ll be getting your first (of many) from me soon. Just watch your inbox for emails from me, usually with the words **[New Deal]** in the subject line so, it’ll stand out.

When you see one, read it fast and reply quickly if you’re interested – some of these properties have a short fuse.

**2) Needed From You Please:**

Look, I’m sure we’re both busy people and nobody wants to waste anyone’s time. So let’s make sure we really understand what types of deals you’re interested in.

To do this, just hit “reply” real quick and lay out (in detail, but as briefly as possible) what your ***ideal***, perfect property looks like. I’m talking about the “sweet spot” deal you’d love to buy over and over again, all day.

* What location(s)?
* Price range?
* Amount of repairs you’re comfortable with?
* Type of property?
* Anything else you think we should know?

The deal is, you tell us what you most want, and we’ll do our best to only send you the ones that fit your criteria. Sound like a plan?

So just hit reply and tell us. I look forward to hearing back from you.

[Insert Your Name]
[Insert Your Website]

**Email #3 (Autoresponder #1)** – One Day After Sign-Up

Subject Line: New Deal

Hey, just a quick heads up reminder…

Since we're going to be sending properties your way soon, be on the lookout for emails with a subject line that starts with... **[New Deal]**

When you see those emails hit your inbox, drop what you're doing, open the email, and take action if the deal makes sense. Otherwise, you'll probably lose out. Some of these properties go lightning quick.

We work with a lot of cash buyers who know what they want... and when they see a great deal, they act fast. I’d hate for you to miss out on a perfect deal. So when you see **[New Deal] in your inbox, it’s go time. :-)**

Keep your eyes peeled...

Happy Investing,

[Insert Your Name]
[Insert Your Website]

**Email #4 (Autoresponder #2)** – Two Days After Sign-Up

Subject Line: Important

Hey, I have a couple important things to say – to prepare you for our wholesale deals. This is so you'll have the best chances of landing one of them…

**Thing #1 – Make All-Cash Offers**

Since we're wholesaling these deals, we're not going to sell on terms. When you make an offer, do whatever you can to make it all-cash and close fast.

**Thing #2 –** **Do Your Own Due Diligence**

When we post a new property, we may provide some info like approx.. ARV or estimated repairs, but that doesn't mean you shouldn't do your own due diligence.

By all means, *do your own due diligence*.

...and don't trust the value that Zillow assigns to a property. Use *real* comps from recent sold properties in the area. And when you get a repair estimate, add in a little extra for the "what ifs." Personally I typically pad in around 15% to hedge against the "what ifs." Just seems smart.

Anyway that’s all – just wanted to pass those two things along, in hopes you’ll be equipped to land one of these properties soon.

We’ll be in touch,

[Insert Your Name]
[Insert Your Website]

**PS** – If you’d like to hop on the phone and talk, feel free to call me anytime at [Insert Your Number].