

Low-Interest Rate Email

This is not a drill.

Greetings, [Prospect name]

I hope [the local weather, the holiday season, the yearly event, etc.] is treating you well.

You'd be curious to know that the local interest rate has decreased to [percent]. Click this link to reserve a time on my calendar if you're interested in learning how much your property might sell for and what your purchasing choices are: [Link to Meeting tool]

Return to taking in the [local weather, the holiday season, the yearly event, etc.] now.

Regards,

(Your name)