



SAMPLE BUYER AND SELLER EMAIL TEMPLATES

MATTHEWRATHBUN.COM





Seller Pre-Listing Appointment

Thank you for agreeing to meet with me about partnering with you to sell your home!

I'd like to confirm that we're meeting at your home, located at _____ on [date] at [time].

I know that you've been putting a lot of time and effort into the decision to sell your home and preparing for that seemingly herculean task. I wanted to take a minute to introduce myself and also to make sure that I equip you with some things to help you in this process. A little further down, I'm going to also ask for a few things in return so that we ensure that we both get the most out of our first meeting together.

Choosing the right agent is not only essential to protecting your investment, but also in giving you the best chance for a smooth transition from your current home to your next adventure.

Next, please visit <https://fxbglife.com/about-matthewrathbun/> to get to know more about me, so that I can spend more time getting to know you when we meet.

I've also set up a resource page for you as a seller and you can find it here: <https://fxbglife.com/sellers/>

Some Things From You

When we meet, I'd like as much as time to be dedicated to listening to your needs as possible. To facilitate that, I'm going to ask you to review a few things online to prepare for our meeting. Please plan for about 1 to 1 and 1/2 hours for us to discuss your needs and explore if we're a good team to reach those goals.

This first meeting is to gather additional information about your needs, more information about your home and to then set up a second appointment in person, online or by phone to deliver a final market analysis for the appropriate marketable asking price, a unique marketing plan for you and a communications plan for partnering to sell your home.

Before we meet I'd love for you to write a brief email or letter to potential buyers about why you bought your home and what you have enjoyed about living here.



I'm also attached a list of properties that have recently sold or are for sale in your area. I'd like for you to review them and let me know if have any information about the homes that I've included. How do they compare to yours and is there any "inside" knowledge that you may have as a neighbor.

Additionally, it would be beneficial to have the following items ready when we meet if they are available:

- List of utilities, the utility company, and average monthly expense numbers
- Copy of Property Owner Association documents if available
- A brief list of your favorite aspects and features of the house
- An inventory of the SmartHome devices and appliances that you intend to leave when you sell your home
- Your Story about your home, why you love it and what the buyers should know about it

Some Things For You

While you're in the process of selling your home there are a few tools that may help you with selling and with moving to your next home. One of the many services that I'll offer you when we are selling your home is a system to manage the move, forward your mail, turn off your current utilities and turn on the utilities for the new home and much more. Below are a few apps and sites that you may find useful in the process.

Encircle - www.getencircle.com/home-inventory-app Encircle helps you quickly inventory everything in each room of your house.

HomeSelfe - www.homeselfe.com/owner Assists with a self-audit of your home's benefits and potential savings on utilities

ColorSnap - www.sherwin-williams.com/homeowners/color/color-tools/colorsnap-mobile Take a picture of your wall and find matching paint for touchup

FamilyWatchDog - www.familywatchdog.us Check out the safety of a neighborhood that you're looking to move into

ClimateCheck - www.climatecheck.com Find out how climate change may affect your future home.



Community Crime Map - www.communitycrimemap.com Check out the crime statistics for your future home.

Houzz - www.houzz.com Staging and design ideas for your home

And lastly, if you have any SmartHome devices such as audio or recording devices, please follow this link to review important information that homeowners should know when selling their home www.fxbglife.com/smarthome .

What Others Have Said

Here's what some other Sellers have shared

"I have already highly recommended Matthew Rathbun to my local friends. His expertise and clear intelligence for the real estate business were apparent at our first meeting. He took the time to understand my needs and situation, and I think his excellent photos and knowledge with online sites sold my home quickly for a marketable price. Matthew is very talented at his job and holds himself to the highest of standards." - Sarah Hancock

"We chose Angel Piontek and Matthew Rathbun based on presentation and knowledge of the market. Their enthusiasm, willingness and ability to "think outside of the box" was evident every step of the way from market analysis to listing and to the sale of our home." -Stan & Cathy Woldanski



Seller Post-Listing Activation

Thank you for agreeing to list with us! Angel and I are excited to work with you.

I know the you've been working hard to get your home ready to sell and we're going to work hard to meet your expectations and get your home sold.

Now that the listing agreement is signed, we have a number of things that will happen.

- We'll be in contact shortly to schedule a day to collect photos and other marketing assets. We'll need about 2 hours to collect this material, measure rooms, etc... On the day of photos, please make sure that the home is in show-ready condition and that firearms, medications or any other thing that you wouldn't want to be located in a photo.
- We'll need a full set of keys on the day that we come to collect photos and other marketing assets.
- Once we have the marketing materials it takes about 48 hours to get everything ready to enter into the MLS system. That system then distributes the listing to Zillow, Realtor and many other marketing platforms. Keep an eye out for an email that will come in a few days that will provide links to some of our primary marketing venues.
- We'll be placing a sign in the front yard, unless one isn't permitted and placing a Realtor lockbox on the door.
- As a general rule, we will let you know about showing requests as they come in unless you've previously approved us automatically approving each showing. We typically text you to get consent. Please do not allow anyone into your house that we have not verified. Our practices of requiring online scheduling is to ensure that the agent is properly licensed and legit. The world isn't as safe as it used to be and we discourage you from allowing anyone in your home. If someone comes to your home, please provide them with one of our business cards and ask them to contact us to make a proper appointment.



- After each showing we will request feedback from the buyer's agent to ascertain what the buyers thought of the home. We'll request that feedback a few times, but it's important to remember that some buyers do not feel comfortable permitting that feedback and some agents simply do not respond. We're do our best to ascertain their interest, but ultimately an offer from a buyer is really all that matters.
- Laura Ellis is our team's Transaction Coordinator and she shares her awesomeness by helping ensure that all documents and agreements are processed, as well as order and manage any services that we need. We wish to be clear that you can always email, call or text us directly if you have any questions. Laura is here to help us with administrative tasks.
- You'll receive an email from a service called "DocuSign Transaction Room" which is a system that hosts all of your documents for the listing and contract when the time comes. It's available 24/7 for you to review anything that you'd like.
- If you haven't already, we'd like for you to write a letter to the buyers. We find that this helps connect the clients with you and see the house as a future home. If you're not comfortable doing so that's fine and don't worry, we'll help edit it if need be.
- Please reminder that if you have any SmartCameras in the home that it's unlawful to listen in to the conversation of any buyers without their consent. Please make us aware of any cameras in our outside of the home that may exist or if you purchase one after listing. We'll add disclosures in MLS and at the doors leading into the home.

Again, thanks for trusting us to help you out. We'll be working hard in the background and will update you as we go along!



Seller Post-Ratification

Congratulations _____ we've ratified a contract on your home!

Buyers:

Buyer's Agent:

Settlement Company:

Closing Date:

Ratification Date:

From time to time you may be hearing from my team member Hannah Morton for administrative portions of the transaction. She's awesome and helps keep me on track!

Ratification is the process of verifying a contract in which all parties have agreed to all terms. The ratification of the contact triggers a number of things to occur:

- **This is very important:** Unless you receive a call from the settlement attorney or I, please do not ever following instructions regarding providing confidential information or wiring funds to any accounts. As we discussed at the time of listing, email phishing schemes and email hackers will sometimes gain access to your email and create clone accounts for your lender, agent or attorney with convincing instructions to wire funds to strange accounts.
- The status of your listing has been changed to an active listing to "pending" in the multiple listing service. Within 24-48 hours after ratification you may not see it "For Sale" online any longer.
- We will be uploading copies of all related documents to DocuSign Transaction Room. You will receive an email with instructions on how to review those documents. I suggest downloading your own copies of all documents for your personal records.
- I'll be working diligently in the background to schedule things on your behalf, work with the buyer's loan officer, the settlement attorney, inspectors, etc... You'll get emails, texts or phone calls from me as things come up where I need your input or documents signed.



- The Buyer's Agent will deposit their escrow check with their firm or the settlement provider, process their paperwork, notify the buyer's loan officer and the settlement company.
- The Buyers will schedule their home inspection and radon inspection, if listed in the contract. They have until 9pm on the last day of the contingency to let us know if a.) they wish to accept the property as-is and move on, b.) they wish to negotiate repairs or credits or c.) void the contract. The choice to negotiate or void is solely at their decision. If they elect to negotiate repairs, than we will need to act quickly to review the list and decided how to move forward.
- You're going to receive an email from a system called Updater, which will help you with transferring your mail, turning off or on utilities, etc...
- DO NOT turn off utilities at this time, if you're moving out before closing. Please leave them on until at least the day after the closing or move out, if you're renting back after closing. The contract requires you to have utilities on and it's safer for your home to do so.
- Our next responsibility is to order Wood Destroying Insect (Termite), Well and/or Septic inspections if your contract requires you to do so. Often, we'll need to schedule a septic tank clean out. If you have preferred vendors for theses tasks, please let me know. If you need a service provider, you can always find a list on my website here: <http://www.fxbglife.com/contact/vendors/>. If the provider you need isn't on the list and I'll help you find someone.
- If you live in a Home Owner's Association you and I will coordinate ordering the POA documents. That should be done soon so we can lessen the time frame in which the buyer can terminate. Remember that the buyer has the right to void the contract any time before deliver of these documents and up to three days after delivery.
- You will generally only receive information about the closing from Hannah or me, but sometimes the settlement company will send you information directly. If they do, please let me know so that I can ensure that we're all on the same page.



- An appraiser will be contacting either you or I to schedule the appraisal of the home. If they call you, please email me and let me know who the appraiser is and when they are scheduled to come out.

Other things will come up, but these is a general overview of what to expect over the next few days. I'll be here the entire way to keep you up to date, ensure the process is moving along well and ensure that your questions are answered.



Seller 3-Days Prior to Closing

Hi _____,

It's finally here! We're going to settlement on _____, at _____ am/pm. The Settlement company is located at _____ . It'd be great if you could be there about 15 minutes early.

Your side of the settlement process is usually pretty quick, you'll sign the Deed and a few other documents. Please remember to bring your photo ID, any keys you have and a list of any codes or passwords that the buyers will need for your phone. If you're leaving behind any smart home devices, please make sure that they are set to factory default.

The buyers have the opportunity to do a final walk through of the home before closing to make sure that any repairs you agreed to are done and that the home is in "broom clean" condition. Please make sure that all trash, debris and anything that the buyers didn't agree for you to leave has been removed. Also make sure that all of your utilities remain on and that there's enough gas in the tank for the buyers to test anything running on gas.

Remember that you won't receive a check at closing. The settlement firm will ask for a voided check for direct deposit or for wiring instructions to your bank. The Settlement agent has two days from the settlement, in which the courts are open to record the deed into public records and to transfer the money to you after paying off any known debts. Often the bank has taxes and insurances that you paid in advanced which they will mail you a check for the excess that they are holding in their escrow at some point in the future.

I will be there at the Settlement to ensure that everything goes as smoothly as possible.

Remember also that within a few days after our Settlement my firm will email you a survey request from a system called Testimonial Tree. This is an important review for me and I hope that you'll let them know about your experience. Of course I hope you had a great experience working with me. If not, let me know what I can do to improve it.

Thanks again for choosing me to help you sell your home. I'll see you at Settlement, but I'm sure we'll chat a few more times before then!



Buyer Pre-Consultation Meeting

Thank you for agreeing to meet with me about your new home!

I'd like to confirm that we're meeting at _____ on _____. We can start our time together at my office, located at 520 William Street, Fredericksburg, VA 22401. It's located across from Sadona Restaurant in downtown Fredericksburg. Check it out on Google Maps.

For many buyers it's a great time to buy, interest rates are low and prices have come down. I'm thankful that you've reached out to me for information. When we meet, I'd like as much as time to be dedicated to listening to your needs as possible. To facilitate that, I'm going to ask you to review a few things online to prepare for our meeting. Please plan for about 1 hour for us to discuss your needs and if we're a good team to reach those goals. You can find out more about me and my philosophy as an agent on my website.

Here is a selection of mobile apps and resources, that I think will help us work together.

Mobile Tools My Clients Will Find Useful

- My Homebuyer Guide for Fredericksburg - <https://heyzine.com/flip-book/55af5387bf.html>
- Real Estate Market Statistics and Fredericksburg Community Guide - <https://heyzine.com/flip-book/2917e80698.html>
- Search Homes For Sale (updated in real time) - <https://bit.ly/3BuvmXv>
- Zillow Mortgage Calculator App - <https://www.zillow.com/mortgage-calculator/>
- iScape Free AR Yard Staging App - <https://www.iscapeit.com>
- HomeStyler VR tool to help see how your furniture will fit in a home - <https://www.homestyler.com>
- Crime Statistics by Neighborhood - Search For Crime Information - <https://www.communitycrimemap.com>



- School and Community information - www.niche.com

Next, please visit www.fxbglife.com and review the information in the buyer section, there is a lot of tools and resources that I've created for you to use in the researching the lifestyle around your next home and what to look for while buying.

Being qualified and comfortable for your mortgage is a critical first step in the buying process. There are a lot of different loan programs out there and navigating what's best for you and your family is an important task. I recommend calling my mortgage partner Nick Bohn with Movement Mortgage. He's an exceptional loan officer and will patiently help you through the process.

You can find out more and quickly apply for pre-qualification on his website at <https://movement.com/lo/nick-bohn/>.

Lastly, please read "What You Need To Know About Being Represented in Virginia" section of my website at www.fxbglife.com. There is important information that you need to know there. Virginia law requires certain agreements to be in writing before any agent in the Commonwealth can represent a client in buying a home.



Buyer Pre-Consultation Meeting (New Construction)

Thank you for agreeing to meet with me about your real estate needs! For many buyers it's a great time to buy, interest rates are low and prices have come down. I'm thankful that you've reached out to us for information.

I'd like to confirm that we're meeting at _____, on _____ at _____ am/pm .

When we meet, I'd like as much as time to be dedicated to listening to your needs as possible. To facilitate that, I'm going to ask you to review a few things online to prepare for our meeting. Please plan for about 1 hour or so for us to discuss your needs and if we're a good team to reach those goals.

Building your own home is an exciting adventure, but can also be stressful and have a few pitfalls here and there. I'm here to help guide you through that process. I've put together an online tutorial that will give you some idea of the building process and may spur questions you have. You can check it out here: <https://www.youtube.com/watch?v=3gxeBX7gSZM&t=21s>

Mobile Tools My Clients Will Find Useful

- My Homebuyer Guide for Fredericksburg - <https://heyzine.com/flip-book/55af5387bf.html>
- Real Estate Market Statistics and Fredericksburg Community Guide - <https://heyzine.com/flip-book/2917e80698.html>
- Search Homes For Sale (updated in real time) - <https://bit.ly/3BuvmXv>
- Zillow Mortgage Calculator App - <https://www.zillow.com/mortgage-calculator/>
- iScape Free AR Yard Staging App - <https://www.iscapeit.com>
- HomeStyler VR tool to help see how your furniture will fit in a home - <https://www.homestyler.com>
- Crime Statistics by Neighborhood - Search For Crime Information - <https://www.communitycrimemap.com>



- School and Community information - www.niche.com

Next, please visit www.fxbqlife.com and review the information in the buyer section, there is a lot of tools and resources that I've created for you to use in the researching the lifestyle around your next home and what to look for while buying.

Being qualified and comfortable for your mortgage is a critical first step in the buying process. There are a lot of different loan programs out there and navigating what's best for you and your family is an important task. I recommend calling my mortgage partner Heather Frye with Movement Mortgage. She's exceptional in every way and will patiently help you through the process. You can find out more and quickly apply for pre-qualification on her website at <https://movement.com/lo/nick-bohn/> You can also download her mobile app. It'll be important to do this before we meet to ensure that you're comfortable with the monthly payments and mortgage terms of the homes we'll be looking at.

Lastly, please read "What You Need To Know About Being Represented in Virginia" section of my website at www.fxbqlife.com . There is important information that you need to know there. Virginia law requires certain agreements to be in writing before any agent in the Commonwealth can represent a client in buying a home.



Buyer Post-Ratification

Congratulations _____ we've ratified a contract on your home!

Buyers Name(s):

Buyer's Agent:

Settlement Company:

Ratification Date:

Closing Date:

Ratification is the process of verifying a contract in which all parties have agreed to all terms. The ratification of the contact triggers a number of things to occur:

- The Seller's agent will change the status of the listing in MLS to something other than "Active"
- I will be uploading copies of all related documents to DocuSign Transaction Room. You will receive an email with instructions on how to review those documents. I suggest downloading your own copies of all documents for our personal records.
- Your escrow check will be deposited within 5 days of delivery. If you haven't provided it to me yet, please hand-deliver or overnight it to me as soon as possible.
- We have _____ days after ratification to deliver to the Seller a copy of the home inspection report and a notice to void the contract or list of repairs we wish to have them make.
- You need to contact your loan officer and make loan application within 7 days after ratification
- You need to contract your insurance company and setup homeowner's insurance
- I will send a copy of your contract to the loan officer and settlement attorney.
- You will receive an email from "Updater" that will walk you through the process of transferring your utilities, mail and more.
-



- If the home is in a Home Owners Association, than at some point the Seller will email or mail you a copy of the Disclosure Documents.
- Please let me know when you receive them. You have three days from when they are delivered to decide if you wish to terminate the contract or move forward.
- You will receive a packet from the settlement company asking for information they need to help make closing go smoothly. Please complete and send back to them and also copy me.
- If they apply, the Seller will order Termite inspections, well/septic inspections, water tests, etc... We'll be made aware if any of those tests come back negatively.
- About a week before closing we will schedule a time to visit the house and ensure that any repairs that were scheduled to be made, we done so.
- We'll schedule a second walk-thru of the house the evening before or morning of closing, once the seller has moved out, to make sure that everything appears in normal working order.

Other things will come up, but these is a general overview of what to expect over the next few days. I'll be here the entire way to keep you up to date, ensure the process is moving along well and ensure that your questions are answered.

As always, if you need me, please let me know!



One-Day Code (Sentrilock)

The Seller has approved the issuance of a one day code. The code is only good for the day specified and will expire one hour after the lockbox door is opened.

Address of Property:

Code Issued to:

Code number:

Date of use:

- On the lockbox's keypad, press and hold "ENT". This will "wake up" the lockbox.
- To access the lockbox using the one-day code, please follow the directions below:
- When the lockbox lights up the keypad, enter your 1 day code. For example 1234567, and press "ENT".
- The lockbox will open the key compartment.
- Leave the box open until you've returned the key
- Close the box once the key is returned and hold the door shut until you hear the box secure

If you run into any issues, please call or text me at 540.455.3350