

Cold Email Sequences

“I” WRITTEN FOR A SINGLE AGENT

Investor Rep

CM Cold Sequence Emails
INVESTOR REPRESENTATION

EMAIL #1 – Immediate
From: [your first name]
Subject: Partner introduction – how I can help

Dear [subscriber first name],

Is it time to update your investment portfolio? If you're like most local investors that I work with, you've been meaning to take action for a while...

Whether you're actively buying and selling or just holding, it's important to reevaluate and update your strategy. Considering how dynamic this year has been, there's no better time! Active portfolio management is the key to profitability.

My name is [your first name], and I'm a commercial real estate agent with [your company] in [your city]. Over the years, I have helped many investors maximize the rate of return on their investments and take advantage of market opportunities.

Do you have time for a virtual coffee date this week to make introductions? [Click here to book into my schedule. \(see calendar\)](#)

I look forward to discussing your portfolio, questions, and investment goals in more detail.

Talk soon.

- [your name]
[your email signature]

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Landlord Rep

CM Cold Sequence Emails
LANDLORD REPRESENTATION

EMAIL #1 – Immediate
From: [your first name]
Subject: Partner introduction – how I can help

Dear [subscriber first name],

Is it time to update your commercial real estate portfolio? If you're like most local landlords that I work with, you've been meaning to take action for a while...

Whether you're actively buying and selling or filling vacancies, it's important to reevaluate and update your strategy. Considering how dynamic this year has been, there's no better time! Active portfolio management is the key to profitability.

My name is [your first name], and I'm a commercial real estate agent with [your company] in [your city]. Over the past X years, I have helped more than X landlords maximize the rate of return on their real estate holdings and take advantage of market opportunities.

Do you have time for a virtual coffee date this week to make introductions? [Click here to book into my schedule. \(see calendar\)](#)

I look forward to discussing your properties, vacancies, questions, and investment goals in more detail.

Talk soon.

- [your first name]
[your email signature]

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Tenant Rep

CM Cold Sequence Emails
TENANT REPRESENTATION

EMAIL #1 – Immediate
From: [your first name]
Subject: Partner introduction – how I can help

Dear [subscriber first name],

Is it time to update your business's space or location? If you're like most local business owners that I work with, you've been meaning to take action for a while...

Whether you're actively looking for a new location or you're still in the concept phase, it's important to evaluate the current market. Considering how dynamic this year has been, there's no better time! Having the proper space and location to effectively work is critical to your business's bottom line.

My name is [your first name], and I'm a commercial real estate agent with [your company] in [your city]. Over the years, I have helped many business leaders transform their bottom-line with a property that meets their individual needs.

Do you have time for a virtual coffee date this week to make introductions? [Click here to book into my schedule. \(see calendar\)](#)

I look forward to discussing your location needs, questions, and long-term goals in more detail.

Talk soon.

- [your first name]
(your email signature)

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“WE” WRITTEN FOR A TEAM OR BROKERAGE

Investor Rep

CM Cold Sequence Emails
INVESTOR REPRESENTATION

EMAIL #1 – Immediate
From: [your first name]
Subject: Partner introduction – how I can help

Dear [subscriber first name],

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[your email signature]

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- [your first name]
[your email signature]

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