Welcome

Write better emails and get the lease

ellis | PARTNERS IN MANAGEMENT SOLUTIONS

epmsonline.com | dwalker@epmsonline.com | 847-707-2472

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Questions?

TOPICS

Why aren’t my emails being read?

Subject lines and preview text

How to write a good email

How do I connect with prospects?

ONLY **21% OF CONSUMERS** REPORTED THAT THEY'VE RECEIVED A **MEMORABLE PROMOTIONAL EMAIL** IN THE PAST TWO MONTHS.

Thought #1

Why aren’t my emails being read?

8.25

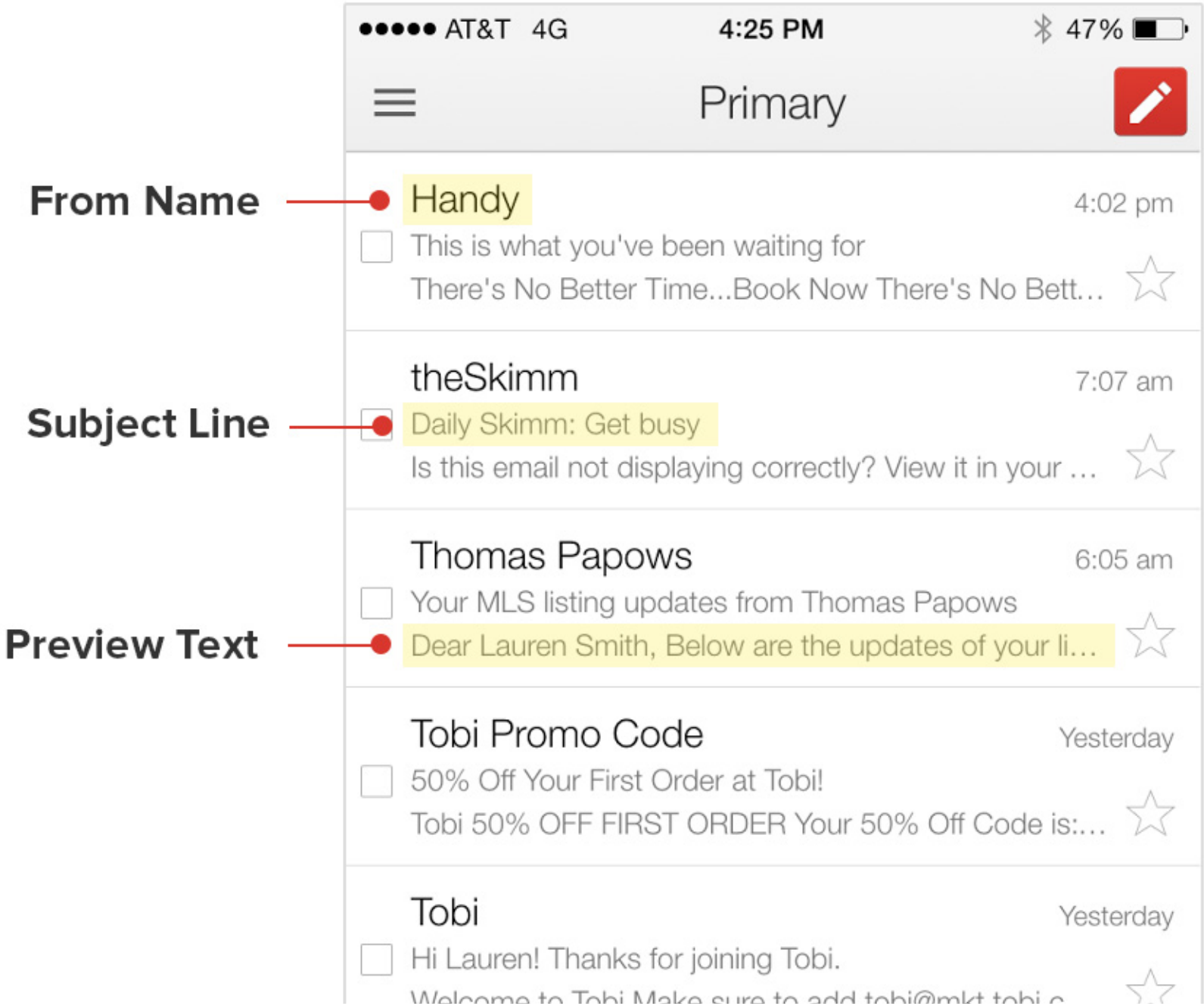
WHY?

- People rely less on email
- Software routes email out
- Filter out common sales words
- Junk email addresses

Just checking in...

Thought #2

Subject lines and preview text


AT&T 4G
4:25 PM
47%
Primary
From Name
Handy
4:02 pm
This is what you've been waiting for
There's No Better Time...Book Now There's No Bett...
theSkimm
7:07 am
Subject Line
Daily Skimm: Get busy
Is this email not displaying correctly? View it in your ...
Thomas Papows
6:05 am
Your MLS listing updates from Thomas Papows
Preview Text
Dear Lauren Smith, Below are the updates of your li...
Tobi Promo Code
Yesterday
50% Off Your First Order at Tobi!
Tobi 50% OFF FIRST ORDER Your 50% Off Code is:...
Tobi
Yesterday
Hi Lauren! Thanks for joining Tobi.

What works?

- Creative
- Clear
- Personalized
- Concise
- Human
- Accurate
- Storytelling

Thought #3

How to write a good email

Make a bigger impact by
SAYING LESS

esc
delete
tab
caps lock
shift

TIP #1

Revisit the previous conversation

TIP #2

Why should the prospect read your email?

TIP #3

What's new?

TIP #4

What's your ask?

TIP #5

Be prepared for objections
and questions

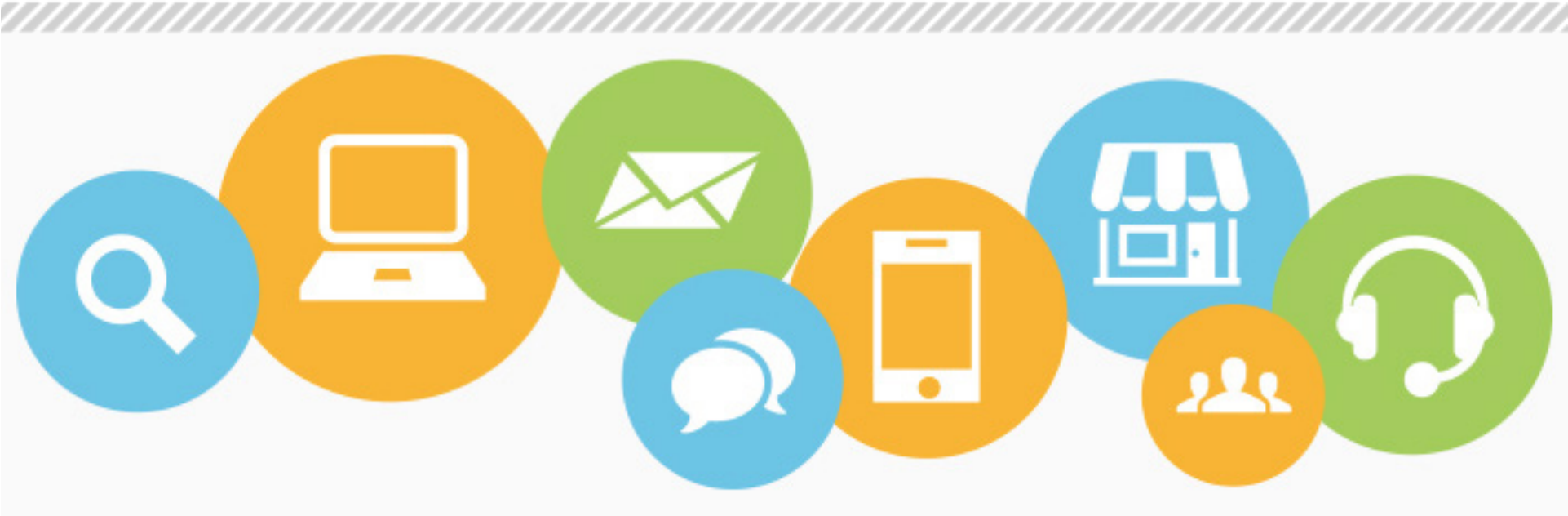
Thought #4

How do I connect with prospects?

Build real

RELATIONSHIPS

CHANNELS



STOP SELLING.

TAKEAWAYS

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How do I connect with prospects?

SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
- Resident Surveys
- Apartment Mystery Shopping
- Reputation Management Strategy
- Training & Coaching

Thank you! Want to learn more?

Danielle Walker
dwalker@epmsonline.com

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Upcoming Webinar

Ditch the pitch and
create real value

Thursday, Nov 3
1:00 PM – 1:30 PM CDT

Register at epmsonline.com

Questions?