

WELCOME

(NEW LEAD SIGNING UP TO THE NEWSLETTER FROM THE WEBSITE OR FACEBOOK FORM)

Subject Line: Welcome to Jordana Sells PGH – peek inside for your market report and top tips!

Hello {name},

Thank you for signing up for the Jordana Sells PGH newsletter! Whether you are here for information about buying a home, selling your home, or just for tips and tricks you can use around your property you've come to the right team.

To say thanks for signing up, I just wanted to include a quick update on the [state of the housing market](#) in Pittsburgh, to keep you up to date on current trends.

For potential buyers, make sure you don't miss what is [new this week](#) near you. Getting ready to sell? Make sure you take a look at these [12 things to do before selling](#) – and don't worry, we can already cross off number one!

Ready to get rolling right away? Reply to this email with your hopes and dreams and my team will get started on making them a reality.

I look forward to working with you and getting the tips you need to make your property the best in the 'burgh!

Cheers!

Jordana Cutitta
11269 Perry Highway, Suite 300, Wexford, PA 15090
(412) 657-3555



Not ready to move toward your dream? Click [here](#) to unsubscribe

LOYAL CUSTOMER 1

(REGULAR WEBINAR ATTENDEE, PREVIOUS BUYER, JUST ATTENDED WEBINAR)

Subject Line: Thanks for coming to Winterizing your Home!

Hello {name},

Thanks for coming to the webinar! Keep an eye on your email for our next session, "Home for the Holidays: how to make the most of a socially-isolated holiday season."

As you get ready to winterize, [check out my blog](#) for all the webinar tips and a few extras! I know you'll do a great job keeping your home in tip-top shape.

Just as a quick reminder – I love helping the friends and families of my clients to find their perfect homes too – and winter is the perfect time to find great deals in a slow realty market! Can you think of one friend or family member who is ready to move forward with their own homeownership dreams? [Send them my way and](#) if they mention that you referred them I'll send you my favorite hot chocolate mix as a thank you!

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A banner image featuring a panoramic view of a city skyline (Pittsburgh) with a river and bridges. In the top left corner, there is a phone icon and the number 412-657-3555. In the top center, there is a globe icon and the URL https://jordanasellspgh.com/. In the top right corner, there is a red logo with a house icon and the text "Ready to Move? I'm Jordana HERE TO HELP!". In the bottom right corner, there is a small portrait photo of a woman with glasses, identified as Jordana Cutitta.

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LOYAL CUSTOMER 1

(BUYER WITH ACCEPTED OFFER, TAKING STEPS TOWARD CLOSING, AND PREPPING TO SELL PREVIOUS HOME)

Subject Line: Is that the sound of celebration? Your offer was accepted!
What's next?

Hello {name},

Congrats on your accepted offer! I know that this can be a chaotic and nervous time. Don't worry – I'm still here with you every step of the way to ensure you get to your closing date and the celebration of your new home!

Here are your next steps:

- Schedule [home inspection](#), [pest inspection](#) and sewer test
- Contact and arrange for home insurance
- Contact your lender for appraisal and mortgage terms
- Let me help you with any changes to your offer prior to closing
- Pick out party hats!
- [Get ready to pack up and make this home your own](#)

It is also time to start working on these [12 things to do before selling](#) – you've already crossed off item one (Find a great real estate agent)! Let me know if there is anything my office can do to help with anything during this time – our team is here to help you every step of the way.

Looking forward to helping you navigate to closing!

Jordana Cutitta
11269 Perry Highway, Suite 300, Wexford, PA 15090
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LAPSED CUSTOMER

(FORMER BUYER WHO IS HAPPY IN THEIR HOME)

Subject Line: It's the most wonderful time of the year – don't forget to winterize you home with this webinar!

Hello {name},

I hope the new home is treating you well! I just wanted to touch base and invite you to my upcoming webinar "[Winterizing your home – tips and tricks to survive in the 'Burgh this winter](#)". With the seasons quickly changing, it is so important to make sure you're taking the best steps to protect your home!

You can [register on my website](#) for this or future webinars!

Just as a quick reminder – I love helping the friends and families of my clients to find their perfect homes too. Referrals mean the world to me. Can you think of anyone who is looking for their next home? Invite them along to the webinar so they can get these valuable tips as well!

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