



MAXIMIZE SPEED & OPEN RATES

CRE's high-performance email cheat sheet

01

THE "OPEN-FIRST" SUBJECT LINES

Stop using "New Listing: 123 Main St." Use high-curiosity, data-first hooks.

- ▶ **The Specific Hook** | "5.2% Cap Rate | Fully Leased Retail in [Submarket]"
- ▶ **The Urgency Hook** | "Final Call: Offers due Thursday for [Property Name]"
- ▶ **The Narrative Hook** | "Why [Tech Giant] just moved in next door to this site..."
- ▶ **The Direct Hook** | "[First Name], thought you'd want a first look at this [Asset Type]"

02

CONTENT & LAYOUT

Don't make them hunt for the data. Use the F-Pattern.

- ▶ **The Hero Image** | Must be the "Money Shot." If it's land, use an aerial with boundaries. If it's retail, show the anchor tenant logo.
- ▶ **The Data Block** | Place the square footage, price, and cap rate in a bolded 2x2 grid. In Showcase, this is auto-populated, never type it.
- ▶ **The "One-Click" Rule** | Your "Download OM" or "View Property Site" button should be visible without scrolling.

03

CRE SIGN-OFFS (THE AUTHORITY BUILDER)

Move past "Best regards." Use sign-offs that imply you are busy and active in the market.

- ▶ **The Connector** | "Let me know if you'd like to see the rent roll on this one."
- ▶ **The Market Leader** | "Reach out if you're looking for more in this submarket."
- ▶ **The Direct** | "I'll be on-site Tuesday if you want to walk the space."
- ▶ **The Tease** | "Working on two more like this off-market; let's chat."

04

THE "MANUAL LOOP" RED FLAGS

If you are doing these, you are losing time:

- ▶ **Red Flag** | You are still manually hyperlinking "Download OM" buttons.
- ▶ **Red Flag** | You are using "Click here" instead of a descriptive CTA like "View 3D Tour."
- ▶ **Red Flag** | You aren't testing how your flyer looks on a mobile device.