REAL ESTATE AGENTS

6
EMAILS

THE GIFT OF A HOME

A holiday email sequence you customize with AI and load into your CRM.

6 EMAILS · AI PROMPTS · GRAPHIC PROMPTS · TONE CONTROLS

START HERE

HOW TO USE THIS KIT

Everything here is a starting point. Make each email sound like you, then load it into your CRM as a sequence.

- Replace every item in [brackets] with your details, or use the master prompt to fill them in with AI.
- Keep the {{first_name}} merge tag (or your CRM's equivalent) so every email is personal.
- The Christmas and New Year's Day emails have no call to action on purpose. Keep it that way. They are gifts, not sales messages.
- Schedule each email for a morning send in the recipient's time zone.
- Read every email out loud before you load it. If a sentence doesn't sound like something you'd say to a client across the kitchen table, rewrite it.
- Check your state's rules for brokerage name, license number, and unsubscribe language, and add them to the footer of every email.

STEP 1

MASTER CUSTOMIZATION PROMPT

Paste this into ChatGPT, Claude, or any AI tool, then paste the email you want to personalize where indicated.

MASTER PROMPT

You are helping me personalize a holiday email sequence for my real estate business.

About me:

- Name: [your name]
- Brokerage: [brokerage name]
- Markets and neighborhoods I serve: [city, neighborhoods]
- Years in business: [number]
- What I love most about helping clients: [one or two sentences]
- Family details I'm comfortable sharing (optional): [e.g., kids, traditions, pets]
- My voice in three words: [e.g., warm, straightforward, playful]

Rules for every email you write:

1. Sound like me: warm, kind, family-oriented, and professional, with a light touch of humor. Never snarky.
2. Keep each email under 150 words unless I say otherwise.
3. Do not invent statistics, sales numbers, prices, or market claims. If a detail is needed, leave a [bracket] for me to fill in.
4. Make the agent look great by being helpful and generous, not by bragging.
5. Do not repeat sentences, sign-offs, or closing lines across emails.
6. The emails sent on Christmas Day and New Year's Day must contain no call to action, no booking links, and no 'reply to this' requests.
7. Keep the {{first_name}} merge tag exactly as written.

Rewrite the email below using these rules. Return only the rewritten email, with a subject line and preview text.

[paste the email here]

STEP 2

MAKE IT SOUND LIKE YOU

Generic holiday emails sound generic. These prompts teach an AI tool how you write, so every email sounds like your own voice. Run them in order.

PROMPT A

BUILD YOUR VOICE PROFILE

Paste 3 to 5 emails, social posts, or texts you've written to clients. Choose ones you were proud of. The more examples, the better the match.

VOICE PROFILE PROMPT

Read the writing samples below and create a voice profile for me. I write to clients and prospects in real estate.

Describe, in plain language:

1. Warmth: how personal and affectionate I sound (scale 1 to 10, with one example)
2. Formality: how polished versus conversational I am (scale 1 to 10)
3. Humor: whether I use humor, what kind (dry, playful, self-deprecating), and how often
4. Sentence rhythm: short and punchy, long and flowing, or a mix
5. Greeting and sign-off habits (for example, 'Hi' versus 'Hello', 'Warmly' versus 'Best')
6. Words and phrases I use often
7. Words and phrases I never use (flag any that sound like corporate or AI filler)
8. Emotional tone: how I talk about home, family, and money

Then give me a short 'voice card' I can paste into future AI prompts, under 120 words.

Writing samples:
[paste sample 1]
[paste sample 2]
[paste sample 3]

PROMPT B

TUNE THE DIALS

Not every holiday email should sound the same. Set how warm, playful, and brief the sequence should be.

DIAL SETTINGS PROMPT

Using my voice card below, rewrite the holiday emails I paste afterward. Apply these settings:
- Warmth: [1 to 10]
- Formality: [1 to 10]
- Humor: [none / light / playful]

- Length: [short, under 100 words / medium, under 150 words]
- Family references: [none / light / warm and personal]

Keep the holiday-day emails free of any call to action, links, or booking requests. Do not invent statistics, prices, or market claims. Leave a [bracket] wherever I need to add a real detail.

My voice card: [paste voice card]

Emails to rewrite: [paste the emails]

PROMPT C

ADD YOUR SIGNATURE DETAILS

These details make the emails unmistakably yours: the phrases you use, the topics you love, and the things you never want to say.

SIGNATURE DETAILS PROMPT

Update my voice card with these details, then apply them to the holiday sequence:

- Phrases I always use (sign-offs, greetings, or sayings): [list]
- Phrases I never want to use: [list]
- Things I'm proud of, to mention when it fits: [e.g., years serving the area, a local community involvement]
- A true family tradition or personal story I'm comfortable sharing: [optional]
- Topics to avoid: [e.g., politics, specific neighborhoods, pricing]

Use my stories sparingly, one per email at most, and only where they fit naturally. Never make up a personal detail. If I haven't given you one, leave it out.

PROMPT D

CHECK THAT IT SOUNDS HUMAN

Run this on the final versions before you load them into your CRM.

FINAL POLISH PROMPT

Review the holiday emails below against my voice card. For each email:

1. Flag any sentence that sounds like generic AI or corporate writing (for example, 'I hope this finds you well,' 'in today's fast-paced world,' 'unlock,' 'journey,' or 'elevate').
2. Flag any sentence that repeats an idea, phrase, or closing line used in another email in this sequence.
3. Flag any sentence that sounds more like a sales pitch than a friendly note.

4. Suggest a plainer, more natural replacement for each flagged sentence, in my voice.
5. Confirm the December 25 and January 1 emails contain no call to action, link, or booking request.

Return a short checklist of changes, then the revised email text.

Voice card: [paste voice card]
Emails: [paste the emails]

QUICK TIPS

VOICE TIPS

- Read each email out loud. If you wouldn't say it to a client across the table, cut it.
- Keep one personal detail per email. More than that starts to feel like a newsletter.
- Match the reader's energy. A warm, slow email suits a family who is grieving or stretched thin; a playful one suits a family planning a big move.
- If the AI draft sounds too polished, ask it to 'write it the way I'd text a friend, but keep it professional.'
- Save your voice card. You'll use it for every future email, social post, and listing description.

THE PLAN

THE SEQUENCE AT A GLANCE

#	SEND DATE	THEME	CALL TO ACTION
1	Dec 1	Thank you for being part of my world	Soft: reply with a thought (optional)
2	Dec 10	Yes, homes move during the holidays	Soft: reply if you'd like to talk
3	Dec 18	The gift of an unhurried evening	None
4	Dec 25	Merry Christmas	None (holiday)
5	Dec 29	A fresh start in the new year	Book a 15-minute planning call
6	Jan 1	A home full of good things	None (holiday)

Tag your CRM contacts with "Holiday Sequence 2026" so you can see who is in it and pause anyone who replies or books.

THE SEQUENCE

THE EMAILS

01 THANK YOU FOR BEING PART OF MY WORLD

SEND ON DECEMBER 1 · REGULAR SEND DAY

SUBJECT LINE OPTIONS

Thank you, {{first_name}}

PREVIEW TEXT

Before the holidays get busy, I wanted to say thank you.

EMAIL BODY: COPY AND PASTE

Hi {{first_name}},

Before the calendar fills up with holiday plans, I wanted to pause and say thank you. Whether you've been on my list for a while or just joined, I'm glad you're here.

This time of year always reminds me what a home is really for. It's the place where the best and loudest moments happen: the cocoa that goes cold while everyone is talking, the board game that ends in a friendly argument, the family photo nobody is quite ready for.

Over the next few weeks I'll share a few holiday notes and some thoughts about the year ahead. No pressure. Just good company.

Warmly,
[Your name]
[Brokerage] | [Phone]

CALL TO ACTION: Soft and optional. Ends with a reply prompt, not a sales ask.

CUSTOMIZATION PROMPT FOR YOUR AI TOOL

Rewrite Email 1 so it sounds like me. Use my details from the master prompt. Add one short, true sentence about what my clients' homes mean to them, using a [bracket] if I haven't told you the detail. Keep the closing line 'No pressure. Just good company.' or replace it with something in my voice. Add a one-line P.S. inviting the reader to reply with what 'home for the holidays' means to them.

HOLIDAY GRAPHIC PROMPT (CANVA OR AN AI IMAGE TOOL)

Warm watercolor-style illustration of a cozy house at dusk with glowing windows, a wreath on the front door, and a few soft snowflakes. Leave open sky at the top for a headline. No people, no text. Muted, hand-painted feel in cream, black, and teal. Tip: a real photo of a local home at dusk in a Canva holiday template looks more native than AI art.

02 YES, HOMES MOVE DURING THE HOLIDAYS

SEND ON DECEMBER 10 · REGULAR SEND DAY

SUBJECT LINE OPTIONS

Home for the holidays (yes, really)

PREVIEW TEXT

Here's what I'm seeing around [City] this season.

EMAIL BODY: COPY AND PASTE

Hi {{first_name}},

Here's something that surprises a lot of people: homes still go on the market during the holidays. Some sellers want to be settled before the new year. Some buyers want to be moved in before the next school term. And some families would rather not wait until spring to find the right place.

The holidays can make a move feel like one more thing on the list. But a little planning now often means a calmer start in January. Winter also tends to bring fewer crowds to showings, which many people find easier on everyone.

If you've been wondering whether this is the right season for you, even as a someday idea, reply and tell me what you're thinking. I'm happy to talk it through, with no strings attached.

Warmly,

[Your name]

[Brokerage] | [Phone]

CALL TO ACTION: Soft. Invites a reply and a no-pressure conversation.

CUSTOMIZATION PROMPT FOR YOUR AI TOOL

Rewrite Email 2 to sound like me. Keep the claim that homes sell during the holidays because it is widely true, but do not add any local statistic. If I give you a local detail such as a neighborhood, school district, or seasonal trend, weave it in lightly. If I haven't given one, leave a [bracket] I can fill in later. Make sure the final line invites a reply without sounding like a sales ask.

HOLIDAY GRAPHIC PROMPT (CANVA OR AN AI IMAGE TOOL)

Photorealistic front porch of a modest home at blue hour, with warm white twinkle lights along the railing and a light dusting of snow on the lawn. Natural light, 4:5 aspect ratio, shallow depth of field. No signs, no people, no text. If an AI image looks glossy or too perfect, swap in a photo from your own market.

03 THE GIFT OF AN UNHURRIED EVENING

SEND ON DECEMBER 18 · REGULAR SEND DAY

SUBJECT LINE OPTIONS

A little slower, a little warmer

PREVIEW TEXT

Maybe the best gift this year is time.

EMAIL BODY: COPY AND PASTE

Hi {{first_name}},

The best gift I received last year wasn't wrapped. It was a slow evening with the people I love, when nobody checked a phone and dinner ran late. [Optional: one sentence about your own family tradition or holiday memory.]

If your schedule is anything like mine this month, I hope you find a few of those evenings. Let the to-do list wait a night. The dishes will still be there tomorrow, and so will the people you're rushing around for.

Here's to slowing down a little, and to the company that makes it worth it.

[Your name]
[Brokerage] | [Phone]

CALL TO ACTION: None. This email is a pause, not a pitch.

CUSTOMIZATION PROMPT FOR YOUR AI TOOL

Rewrite Email 3 to sound like me. Replace the bracketed sentence with a short, true story from my family or childhood if I share one with you. If I don't, delete the bracket entirely and keep the email shorter. Keep the tone warm, slow, and kind. Do not add a call to action. Do not mention real estate, buying, or selling.

HOLIDAY GRAPHIC PROMPT (CANVA OR AN AI IMAGE TOOL)

Kitchen table at golden hour with two mugs of cocoa, a knit throw draped over a chair, and a window behind showing soft snow falling outside. Lived-in and natural, not staged. Warm tones, shallow depth of field, 4:5 aspect ratio. No people, no text.

04 MERRY CHRISTMAS

SEND ON DECEMBER 25 · HOLIDAY: NO CALL TO ACTION, NO LINKS

SUBJECT LINE OPTIONS

Merry Christmas, {{first_name}}

PREVIEW TEXT

From our family to yours.

EMAIL BODY: COPY AND PASTE

Hi {{first_name}},

Merry Christmas, from my family to yours.

I hope today brings you rest, good food, and at least one moment that makes you laugh until it hurts. Thank you for letting me be part of your year.

Wishing you a warm, safe, and happy day.

[Your name]
[Brokerage]

CALL TO ACTION: NONE. No links, no booking, no 'reply to this' request.

CUSTOMIZATION PROMPT FOR YOUR AI TOOL

Rewrite Email 4 as a short Christmas Day greeting, under 80 words. Sound like me, warm and simple. Add one [bracket] for a family detail only if I give you one. Do not include any call to action, link, booking request, or mention of real estate, buying, or selling. The email must read as a gift with nothing asked in return.

HOLIDAY GRAPHIC PROMPT (CANVA OR AN AI IMAGE TOOL)

Minimal, calm greeting card: solid black background, a single small teal star or ornament, and a clean bold headline space reading 'Merry Christmas.' No people. Simple enough to print or post.

05 A FRESH START IN THE NEW YEAR

SEND ON DECEMBER 29 · REGULAR SEND DAY

SUBJECT LINE OPTIONS

A fresh start is closer than you think

PREVIEW TEXT

If a move is on your mind for the new year, let's map it out.

EMAIL BODY: COPY AND PASTE

Hi {{first_name}},

Many families think about a move as the year turns. Some want a fresh start with a new budget. Some are planning around a school schedule or a lease that's ending. Others just want a home that finally feels right.

Whatever your reason, the start of the year is a good time to get clear on what you want. You don't have to decide anything yet. A quick conversation can help you see what is possible, what it would take, and whether the timing works for your family.

If you'd like to map it out, you can book a 15-minute planning call here: [booking link]. Or just reply and tell me a little about what you're hoping for.

Here's to a home that fits the year ahead.

[Your name]
[Brokerage] | [Phone]

CALL TO ACTION: Yes. One clear, low-pressure ask: a 15-minute planning call or a reply. This is the only email with a booking link.

CUSTOMIZATION PROMPT FOR YOUR AI TOOL

Rewrite Email 5 to sound like me. Keep the call to action to one booking link and one reply option. Do not add urgency, deadlines, or claims about prices or inventory. Keep the tone helpful and unhurried. If I give you a local market detail, add it in one sentence. Otherwise leave it out.

HOLIDAY GRAPHIC PROMPT (CANVA OR AN AI IMAGE TOOL)

Morning light streaming through an empty, freshly cleaned living room with hardwood floors, a stack of boxes labeled with a marker, and a wall calendar showing January. Hopeful and clean, natural light, no people, no text. 16:9 for email headers, or 1:1 for social.

06 A HOME FULL OF GOOD THINGS

SEND ON JANUARY 1 · HOLIDAY: NO CALL TO ACTION, NO LINKS

SUBJECT LINE OPTIONS

Wishing you a home full of good things

PREVIEW TEXT

Happy New Year, from our family to yours.

EMAIL BODY: COPY AND PASTE

Hi {{first_name}},

Happy New Year.

Whatever you're hoping for this year, I hope it finds its way to you. I hope it feels like home when it gets there.

Thank you for being part of my world. It means a lot.

[Your name]
[Brokerage]

CALL TO ACTION: NONE. No links, no booking, no 'reply to this' request.

CUSTOMIZATION PROMPT FOR YOUR AI TOOL

Rewrite Email 6 as a New Year's Day greeting, under 80 words. Sound like me, warm and hopeful. Do not include any call to action, link, booking request, or mention of real estate, buying, or selling. Keep the closing line 'It means a lot.' or replace it with something in my voice. Do not repeat any sentence from Email 4.

HOLIDAY GRAPHIC PROMPT (CANVA OR AN AI IMAGE TOOL)

Soft sunrise over a quiet neighborhood street with a front door standing open and warm golden light spilling onto the steps. Shallow depth of field, calm and hopeful. Leave clear space at the bottom for a bold headline. No people, no text, 4:5 aspect ratio.

FINAL CHECK

BEFORE YOU SEND

- Replace every [bracket] and check for leftover placeholder text.
- Confirm the {{first_name}} merge tag works in a test send.
- Confirm the December 25 and January 1 emails contain no links, booking requests, or reply-for-a-call language.
- Make sure no number, price, or market claim appears unless you have verified it.

- Send a test to yourself on a phone and a computer. Check the images and the layout.
- Confirm your brokerage name, license information, and unsubscribe link meet your state's rules.
- Make sure you can answer any reply personally, because the replies are where the real relationship begins.

KEEP THE WARMTH.

The point is that people on your list feel thought of, not pitched to.