

## Are They Seeing Another Agent?

B2C Email campaign targeting real estate agents, encouraging them to use the VisualShows Client Retention Page.

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### Subject: Are They Seeing Another Agent?

It's a gut-wrenching feeling, isn't it? Nobody wants to discover that their favorite clients from five years ago just listed their home... *with the competition!*



VisualShows' Client Retention Page helps agents capture leads and stay connected with past clients. A VisualShows account is available at no cost—just contact me for an Old Republic Home Protection promo code!

### How does the Client Retention Page work?

1. Create an easy-to-assemble VisualShows Client Retention Page to advertise your services.
2. Through e-mail or social media, let friends and past clients know they can obtain a free report that estimates their home's value through your page.
3. They visit your page, enter their address, and get a free home valuation. You're immediately notified so you can follow up, offer them a more detailed analysis, and let them know you still exist, so they don't use someone else on their next transaction!

A screenshot of a VisualShows Client Retention Page for Beverly Polyniak, Sr. Account Executive at Old Republic Home Protection. The page features a header with the Old Republic logo and tagline "People Helping People". Below the header is a photo of Beverly Polyniak and her contact information: (800) 282-7131 Ext: 1462, bpolyniak@oldr.com. There are buttons for "VIEW My Personal Webpage" and "Share Your Home Warranty Success Story!". A "Toolbox Quick Links" section includes "Order a Home Warranty", "Marketing Tools", and "Get an Application Quote". A "FREE" badge highlights "online home valuation, equity &amp; net worth, and lender's price guide". The main content area contains the headline "It's a gut-wrenching feeling, isn't it? Nobody wants to discover that their favorite clients from five years ago just listed their home... with the competition!" and a sub-headline "VisualShows' Client Retention Page helps agents capture leads and stay connected with past clients." Below this is a list of three steps explaining how the page works, followed by a closing statement: "Give past clients a reason to come back to you, and remind them that you're their resource for all things real estate!"

Fully Formatted Template

The report features listing prices in their neighborhood, recent sales statistics, average price per square foot, and more! [Click here](#) to view a sample report, then visit [VisualShows](#) to sign up for a complimentary account.

Give past clients a reason to come back to you, and remind them that *you're* their resource for all things real estate!