

From: [Ron](#)
To: [Jaymie Shook](#)
Subject: Welcome to Your Moving Journey: Let's Make It Smooth and Stress-Free!
Date: Friday, September 20, 2024 4:38:45 PM

CAUTION: This email originated from outside of the organization. Do not click links or open attachments unless you recognize the sender and know the content is safe.

Hi MSG colleagues. Below is *an example of the Mailchimp weekly email that went out to 529 real estate agents in my area on 9/13 resulting in a 49.8% open rate. I resent it to the "unopened" receipts on 9/18 and received 22.7% open rate on that send which I believe gave me an overall 72.5% open rate. Mailchimp is really good at keeping me organized to do this. Here's email number of of a 6 part series currently running through October, all written with AI using a topic pulled from a blog post I had read online and fed to AI. I have my prompts and system documented and would be happy to share with those interested or jump on a call to walk through it/set it up.*

Hello Jaymie,

We hope this message finds you well! As your trusted real estate partner, we know that moving can be both exciting and a bit daunting. At Chase Moving and Storage, we're here to make your transition to your new home as seamless and stress-free as possible.

Why Planning Ahead Matters

Moving doesn't have to be overwhelming. With proper planning and a clear understanding of the process, you can manage your moving expenses and avoid unexpected surprises. In our upcoming emails, we'll guide you through every step of the moving process, from cost estimation to practical tips for a successful move.

What You Can Expect

Over the next few weeks, we'll cover:

- **Detailed Breakdown of Moving Costs:** Understanding what affects your moving expenses.
- **Expert Tips for Budget-Friendly Moves:** Strategies to save money and reduce stress.
- **Essential Packing and Preparation Advice:** How to get your belongings ready for the big day.
- **Special Services and Coverage Options:** Ensuring the safety and security of your valuables.

- **Real-Life Examples and Success Stories:** Inspiration from others who have made their moves a breeze.
- **Exclusive Offers and Discounts:** Special incentives for our valued clients.

Stay Connected

We invite you to follow us on Facebook at [ChaseMovingAndStorage](#). Our page is a great resource for moving tips, customer stories, and special offers. Join our community and stay updated with the latest information and support.

We're Here for You

If you have any questions or need personalized assistance, please don't hesitate to reach out. Our team is dedicated to making your move as smooth as possible, and we're here to support you every step of the way.

Stay tuned for our next email, where we'll dive into the details of moving costs and how to plan your budget effectively.

Warm regards,

Ron LaFountain

President, Chase Moving and Storage

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P.S. Feel free to share this final email with your senior clients. A little encouragement and support can go a long way in making their move a positive experience!



