

**Prelicensing 1:1 Follow Up Eblast:**

*Use the template below for a follow up email to an single individual who contacted you about getting started in the real estate business, and working for your brokerage. Simply copy the text below, paste it in a new email, and replace {insert your portal link} with the link to your portal store. Where you see {Brokerage name}, insert the name of your company.*

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{Name},

It was great talking with you recently about your interest in joining the **{Brokerage name}** team and starting your real estate career. Real estate is a challenging and rewarding career. There are two things you can do to increase your odds of success in this business:

1. Partner with the right broker
2. Get a great education

{Brokerage name} has partnered with **Kaplan Real Estate Education** to provide our recruits with an exceptional prelicensing education. Kaplan is a national leader in real estate education and teaches tens of thousands of new agents each year. The best part is, as a {Brokerage name} recruit, you qualify to receive an **exclusive discount** on your education. To browse and enroll in available courses, click the link below and access our online education portal:

{insert portal link}

We are committed to providing you with the education and support you need to start your new career on the right foot. When you're ready to take the first step, do it with confidence as a student in a Kaplan prelicensing course. Please contact me directly with any questions.

Thank you, and good luck!

Sincerely,

{Training Director Name}

{Brokerage name}