

Prelicensing Leads List Eblast:

Use the template below to follow up with a list of recruiting leads who have reached out to you with interest in getting licensed and joining your company. 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.

Thank you for your interest in joining the **{Brokerage name}** team and starting your real estate career.

The first step in any successful real estate career is finding a brokerage that is invested in your future. You've found that in {Brokerage name}. The next step is choosing a real estate school that will prepare you for the state exam *and* lay a solid foundation of knowledge on which to build your real estate career.

{Brokerage name} has partnered up with **Kaplan Real Estate Education**, a national leader in real estate education, to provide you with **exclusive pricing** on the courses you need to start your career. Kaplan's courses are written by real estate professionals who know what it takes to be successful in this business, and they are prepared to pass that knowledge on to you. To get started, click the link below to browse available courses in the *{Brokerage name}* education portal:

{insert portal link}

We are committed to helping you launch a successful career with *{Brokerage name}*. It all starts with Kaplan's prelicensing education. If you have any questions about enrollment, feel free to contact me directly.

Thank you, and good luck!

Sincerely,

(Training Director Name)

{Brokerage name}