

Epic Homes Real Estate Ally - Client Email Templates

Increase customer satisfaction and referrals by leveraging these consumer-focused email templates to support your clients with helpful Epic Homes resources. As an Epic Homes Real Estate Ally, we encourage you to use these messages as inspiration and as a means to engage past and current clients, reinforcing the valuable expertise you provide.*

Below are recommendations for timely messages that would be beneficial to home buyers, sellers or owners. We invite you to simply copy the email template, paste it into your email or newsletter, and send away!

**A 2016 homeowners survey revealed that 40% of all homeowners say they would like to receive home maintenance tips and information from a real estate professional, even if they aren't in the market to buy or sell. Read more about the study in this National Association of Realtors article, "[Follow-Up Info Homeowners Want From You](#)."*

Buyers - Before shopping for a home

Hi (client name),

As you're looking for homes to buy in Fort Collins, you likely will see *Epic Certificates* (i.e., Home Energy Scores) included in home listings.

Like the miles per gallon of your vehicle, the Epic Certificate allows homeowners and buyers to estimate home energy use and compare home performance. Here are some valuable links to help you understand more about the Epic Certificate:

- [Home Energy Score](#) video (1:19)
- [Epic Certificate Overview fact sheet](#)
- [Epic Homes Certificate](#) website

To learn more about Fort Collins Utilities' programs and resources for energy efficiency, visit the [Epic Homes](#) website and let me know if you have any questions. As an Epic Homes Real Estate Ally, I'd be happy to direct you to more resources and information about home energy upgrades.

Buyers – After buying a home and moving in

Hi (client name),

I hope you're settling into your new home! I'm checking in to see if there's anything I can help you with (home services, contractor referrals, upgrade options, etc.).

If you're interested in making any energy upgrades to your new home, Fort Collins Utilities' Epic Homes is a streamlined, affordable approach for single-family home and rental property energy efficiency upgrades. Learn more at fcgov.com/EpicHomes.

Congratulations on your new home! Please don't hesitate to let me know how I can support your exciting new chapter.

Sellers – No energy upgrades made (or upgrades made outside of *Efficiency Works™ Homes*)

Hi (client name),

Have you heard about the [Epic Certificate](#)? It can showcase your home's energy performance compared to similar homes on the market.

As I understand it, you have not performed energy efficiency upgrades through the Epic Homes program. In order to receive an Epic Certificate and include it in your home listing, you'll need to complete an assessment. You can sign up for a \$60 assessment to receive an Epic Certificate at fcgov.com/EpicHomes.

Sellers – After upgrades and before listing for sale (don't need to pay for an assessment)

Hi (client name),

Since you've already completed home energy efficiency improvements through with Epic Homes program, make sure to claim your [Epic Certificate](#) (i.e., Home Energy Score) so we can showcase the added value of your investments. Once you claim your certificate and make it public, I can include this information in the home sale listing and marketing materials.

If you are interested, here is brief video that explains the benefits of the Home Energy Score:

- [Home Energy Score](#) video (1:19)

Let me know if you have any questions. There are more resources and information on home energy upgrades that I'd be happy to send along, if that would be helpful.

Owners – Spring newsletter

Here comes the sun – homeowner tips after a long, cold winter

After a Colorado winter filled with snowstorms and long stretches of cold temperatures, it's time to take another look at how your home is performing. Sometimes it takes cold weather to reveal issues that would otherwise go unnoticed.

Check it! Do you have healthy water heating and HVAC systems?

The key to greater comfort, savings and healthier indoor air is checking your HVAC systems

An HVAC professional can review your heating and cooling systems by checking thermostats, refrigerant levels, physical connections and combustion safety. They also can change filters to improve indoor air quality.

Remember to always hire a qualified HVAC professional by using the [Find a Service Provider](#) search tool.

Flush it! Don't ignore your hot water heater.

Sediment builds up in traditional tank hot water heaters over time. An annual flushing prevents this from causing problems down the road.

If you have issues with hot water in general, now is a good time to consider an upgrade to a more efficient hot water heater. Remember, the cost can be partially offset by [water heater rebates](#), as well as [easy financing options](#) to overcome upfront cost barriers.

Seal it! Insulation is easy.

One of the easiest and most cost-effective upgrades to improve the comfort of your home is air sealing and increasing insulation. It reduces outside noise and drafts, saves you energy and lowers heating and cooling costs.

To best determine which home upgrades would make the most sense, sign up for a [\\$60 whole-home assessment](#) through Epic Homes. A qualified advisor will help you identify areas of inefficiency that affect your home comfort or performance and help ensure your future winters are as cozy and hassle-free as can be.