

Previewing your email on a **mobile device** for quality ensures maximum reach and engagement.

A **subject line** that provides a sneak peak at the best content in the email encourages recipients to read more.

< Inbox (771)



**From email address** that professionally represents your organization.

From: Julie Warren (jwarren@sevenhillsproperties.com)  
Subject: **Stay Cool This Summer without Breaking the Bank!**



**Logo and brand colors** lets recipients quickly recognize the email is from a business or person they know and trust.



### Summer Home Maintenance Tips

#### Stay Cool This Summer without Breaking the Bank!

It's summer and it's hot. You need the air conditioning turned on, but dread the electric bills. The good news is that you don't have to choose one over the other! By using ceiling fans in conjunction with air conditioning, you circulate the cold air around your home efficiently and effectively.

[→ Learn More](#)

*More Home Maintenance Tips*

**Short copy** makes it easy for recipients to gain interest and increases the likelihood they will read the whole email.

#### Ready to sell or buy?



**Julie Warren**  
Senior Agent  
Seven Hills Properties

I have been a Realtor for 15+ years and focus on commercial and residential real estate in Central Massachusetts.

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One **call-to-action** for each message telling recipients exactly what you want them to do will help reach your marketing goals.

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