



Email signatures – tips to get it perfect



Property
Finder

HUB

Email signatures - tips to get it perfect

As a real estate agent, your email signature is a reflection of you and your business. Make it professional, keep it readable and maximise its impact.

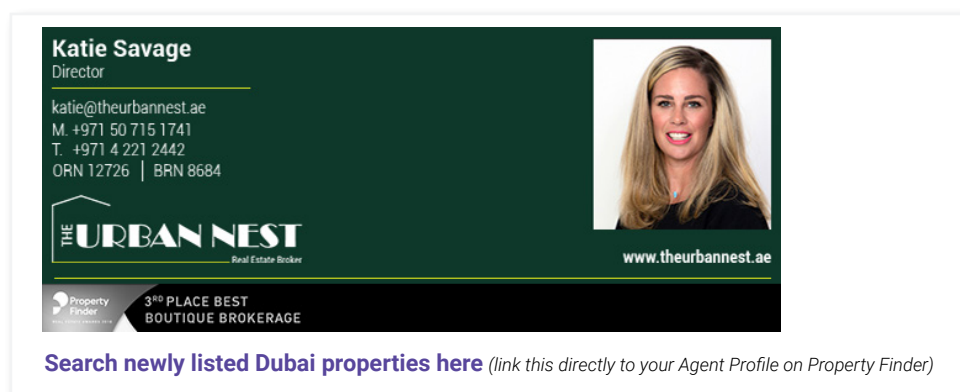
What To Include?

An effective real estate email signature is a concise and consistent way to communicate who you are and where to find you. Keep it short and sweet, using some of these elements:

- ☐ Full name
- ☐ Job title and RERA number
- ☐ Company name and ORN number
- ☐ Office and mobile phone numbers
- ☐ Email address
- ☐ Company Logo (small)
- ☐ A link to your website
- ☐ Optional: Include a call to action and change it on a regular basis to keep it fresh



HERE IS AN EXAMPLE OF A SIMPLE, YET EFFECTIVE EMAIL SIGNATURE:



That's it. Short and simple, without a bunch of distracting links, images and icons.

PRO TIP: A lot of email is read on a mobile device. Use dashes to make sure your phone number displays as a hyperlink in your email signature. People can then quickly find and tap it, making it easy for them to call you.

What To Include?

AVOID THESE ELEMENTS WHEN CREATING YOUR REAL ESTATE EMAIL SIGNATURE:

SOCIAL MEDIA ICONS

- ❑ Few people actually click on them. Plus, the more linked images you include in an email, the more likely it is to be identified as spam, meaning your recipient may never see your message.

IMAGES IN GENERAL

- ❑ Many email programmes block images by default, so when your message gets through, the images don't render correctly and users see only empty boxes that take up a lot of space. It's best to simply exclude photos from your email signature.

JAVASCRIPT

- ❑ Although JavaScript enables dynamic features such as displaying the time of day, pop-up pages in customised windows and form submit buttons, most email programmes block JavaScript as an anti-virus measure. Omit any JavaScript from your HTML code.

ANIMATED GIFS

- ❑ Avoid these entirely. No one needs the distraction of moving images in an email signature or message.

AUTOPLAY VIDEOS

- ❑ A link to a personal, introduction-type video isn't a bad idea. But embedding a video in your email signature is not the way to go, especially if the video is set to autoplay when recipients open your message. Many people check their email at work, and having your video blaring right when the boss walks by is not the best way to start off a relationship.



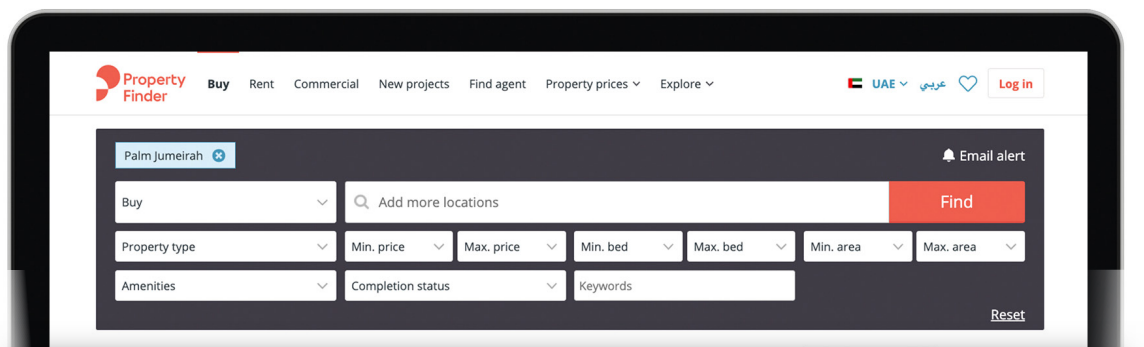
PRO TIP: If you want your email recipients to see your real estate profile and portfolio of properties, simply add a link to your **Property Finder Agent Profile** at the end of your signature.

Not all images are bad

- ❑ If you really, really need to have an image in your real estate email signature, a small logo probably won't trip the spam filters. Go ahead and include it. Just remember, it's the body of your email that you want people to pay attention to. Stick to a minimalist design for your email signature and keep the focus on your messaging.



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