**Escrow Open Email - Ascension Series**

The purpose of an Escrow Open email is simple… to deliver access to the escrow/closing document to your seller or buyer. This opportunity should be used to gain more business for the future.

When used correctly the escrow open mail should also set appropriate expectations for the closing process AND reconfirm the right decision they made working with you.

**Message #1 – Send Immediately**

**Subj**: Welcome to **[SELLING/BUYING XXXX]**!

**Subj**: [FIRSTNAME] Welcome to **[SELLING/BUYING XXXX]**!  
**Subj**: [SUCCESS!] You’re part of the family now!

**Subj:** **[FIRST NAME]** We’ve received your closing package, here what’s next…

**Subj:** Hey **[FIRST NAME]** We Received Your Closing Package!

Hey **[FIRSTNAME]**,

I want to take a second and not only thank you, but also congratulate you on making a GREAT decision [BUYING XXXX, SELLING XXXX]!

So welcome aboard - I know you're going to love what we have planned.

Before I tell you what we have planned. Please see attached closing package of:

* **[INSERT NAME OF DOC]**
* **[INSERT NAME OF DOC]**
* **[INSERT NAME OF DOC]**
* **[INSERT NAME OF DOC]**

As part of The **[INSERT YOUR NAME OR TEAM NAME]** Selling or Buying Program, we’ve also included a few amazing bonuses that will be released after the closing.

BONUS #1: **[NAME] - [GIVE BENEFIT]**

BONUS #2: **[NAME] - [GIVE BENEFIT]**

BONUS #3: **[NAME] - [GIVE BENEFIT]**

BONUS #4: **[NAME] - [GIVE BENEFIT]**

PLEASE make sure you save this email and set up a filter to mark these mails as “important” and NEVER archive them or send them to the bulk or spam folders.

Trust me, you won’t want to miss ANYTHING and about **[SELLING/BUYING XXXX]** [doing this will make sure you don’t! ;)

I can’t wait to get you **[MOVED INTO XXXX/ THE HOME SOLD]…** it’s going to be a lot of fun and I know you’re going to love what we create together.

Here’s What Happens Next:

**[X# OF ]**SIGNATURE ON: **[NAME]**

**[X# OF ]**SIGNATURE ON: **[NAME]**

**[X# OF ]**SIGNATURE ON: **[NAME]**

**[X# OF ]**SIGNATURE ON: **[NAME]**

**[X# OF ]**SIGNATURE ON: **[NAME]**

**Final Favor from You ☺**

Please take 5 minutes and answer this short “confirmed client ONLY” survey and tell me what you thought of **[LISTING PROCESS / BUYING PROCESS]** and how I could make it better.

Take the quick survey here: **[LINK TO SURVEY]**

Thanks in advance for your help!

**[YOUR NAME]**

P.S. If you have any questions during the escrow period, please do not hesitate and call/text (xxx) xxx-xxxx.