Email Subject Line: Discover Your Next Home with Unlock MLS!

Hey there, [Client's Name]!

I hope you're having a fantastic day, and I've got something incredible to share with you that'll change the game in your house-hunting journey!

Introducing my brand-new real estate app- Unlock MLS! This app allows you to search properties and stay closely connected with me, your trusted REALTOR®, every step of the way!

Here's how this app will improve your home search experience:

* **Messaging** – Staying in touch is essential! Use the messaging feature to send me a text, email, or in-app message to discuss and collaborate on properties of interest so I can schedule a showing.
* **Lightning-fast updates:** The market moves at lightning speed, and we don't want you to miss a beat! This app ensures you're the first to know about new listings and price changes, giving you a competitive edge.
* **Searching Made Easy** – Customize searches to your personal preference, whether that’s using filters to narrow down your search or drawing a shape on a map. You can even tap InstaView to see nearby listings.
* **Keep Up with Listings** – Get the listing data only the MLS can provide with robust listing and photo details for every property. See a property you like? You can favorite, mark it as a possibility or even discard it if you don’t want to see it again.
* **And so much more –** View interior features, 3D maps, and update the payments calculator of your favorite properties, and more.

Now that you know about Unlock MLS, your next step is to download it and connect with me. To get started, tap my personal installation link: <insert your Unlock MLS App custom link, e.g.: app.unlockmls.com/XXXXXXXX> After the app has downloaded, open it and we will be connected! To let me know you are ready to begin working together using the app, please send me an in-app message by tapping ‘Messages’ on your home screen.

I’m honored to be your trusted REALTOR® and grateful that you chose me to assist you on this journey. Together, with the Unlock MLS, we will make your dream home a reality!

<insert Broker email signature and contact information>