

## Email 1: Introduction & Problem Statement

**Subject Line:** [First Name], Are Rising Healthcare Costs Hurting Your Brokerage's Agent Retention?

Hi [First Name],

As a real estate broker/owner, you're likely facing two major challenges right now:

1. Top-producing agents are harder than ever to find and keep (with fierce competition from other brokerages)
2. Traditional health insurance is becoming unaffordable for independent contractors in real estate

I work with brokerages across [region/country] who tell me the same story - they want to offer benefits to attract and retain good agents, but the cost of traditional insurance is prohibitive, especially with commission-based income.

What if you could offer your agents valuable health benefits without the crushing cost of insurance?

Alllutional has created a non-insurance benefits package specifically designed for real estate professionals. Our brokerage clients are seeing:

- 42% improvement in agent retention in their first two years
- \$3,700+ savings per agent compared to traditional insurance
- More productive agents with fewer health-related interruptions to showings and closings

I'd like to share a quick 3-minute video showing how brokerages like yours are using this solution to keep their best agents while maintaining profitability.

Would you be open to taking a look?

Best regards,

[Your Name]  
Real Estate Benefits Specialist  
[Your Phone]  
[Your Email]

P.S. If you're interested but don't have time for a video right now, you can check out the benefits package directly at [alllutional.com](http://alllutional.com)

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## Email 2: Value Proposition & Social Proof (Send 3 days after Email 1)

**Subject Line:** How [Local Brokerage] Solved Their Agent Retention Problem

Hi [First Name],

I wanted to follow up on my previous email about healthcare benefits for your real estate agents.

Did you know that brokerages with some form of health benefits retain productive agents 42% longer? In an industry where losing a top agent means losing their listings and sphere of influence, that's significant.

[Brokerage Name], a real estate firm in [nearby location] with [X] agents, was struggling with the same issues you might be facing:

"We were losing good agents to larger brokerages with benefits packages. Traditional insurance would have been impossible to manage with independent contractors. Allutlional's solution costs us less than \$40 per agent per month, and our team loves the telehealth access that doesn't require missing showings or client meetings." - [Broker Name], Broker/Owner

Here's what Allutlional's non-insurance benefits package includes for your agents:

- 24/7 telehealth access for agents and their families (perfect for their unpredictable schedules)
- Prescription discounts at over 65,000 pharmacies
- Mental health support services (crucial in a high-stress commission environment)
- Medical bill negotiation services
- No minimum participation requirements
- Simple setup with no paperwork hassle

Would Tuesday or Wednesday at 10 AM work for a quick 15-minute call to see if this might be a fit for [Brokerage Name]?

Best regards,

[Your Name]  
Real Estate Benefits Specialist  
[Your Phone]  
[Your Email]

P.S. You can see the full benefits package and pricing at [allutlional.com](http://allutlional.com)

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## Email 3: Specific Benefits & ROI (Send 4 days after Email 2)

**Subject Line:** The Real Cost of Losing a Productive Agent (And How to Stop It)

Hi [First Name],

When a productive agent leaves your brokerage, it costs approximately \$20,000 in lost commission splits, not counting their listings and sphere of influence.

For a brokerage with 15 agents and an industry average turnover rate of 30%, that's \$90,000 walking out the door each year.

But what's driving them away? Our research with real estate brokers shows:

- 67% of agents would choose a brokerage with benefits over one with a slightly higher split
- 78% worry about healthcare costs for themselves and their families (especially with inconsistent commission income)
- 82% value the ability to speak with a doctor without missing showings or client meetings

Alllutional's benefits package directly addresses these concerns at a fraction of the cost of traditional insurance:

### COST COMPARISON:

Traditional Insurance: \$450-700 per agent/month (if even available to independent contractors)

Alllutional Benefits: Starting at just \$39.95 per agent/month

### ROI CALCULATION:

If you retain just 3 productive agents per year who would have otherwise left, you're saving \$60,000.

That covers the Alllutional benefits cost for your entire 15-agent team for over 6 years!

Take 5 minutes to see how it works: [Custom link to alllutional.com]

I'm happy to answer any questions you might have about implementing this for your brokerage.

Best regards,

[Your Name]

Real Estate Benefits Specialist

[Your Phone]

[Your Email]

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## Email 4: Overcome Objections (Send 5 days after Email 3)

**Subject Line:** [First Name], 3 Minutes Is All It Takes

Hi [First Name],

I understand you're busy running your brokerage. Most of the brokers I work with initially had concerns about adding any new benefits:

"We don't have time for complicated benefits administration with independent contractors."  
→ Alllutional takes just 3 minutes to set up online, with no paperwork or ongoing administration. Your agents can enroll during your next sales meeting.

"My agents won't use these benefits."  
→ 91% of real estate professionals with access to Alllutional's telehealth services use them at least twice per year, saving an average of 4 hours of productivity per use by not missing showings or client meetings.

"We've looked at benefits before and they're too complicated with independent contractors."  
→ Unlike insurance, Alllutional starts at just \$39.95 per agent per month with no minimum participation requirements and works perfectly with 1099 contractors.

Here's what [Broker Name] from [Similar Local Brokerage] told me after signing up:

"I was skeptical at first, but my agents started using the telehealth service immediately. One of my top producers was considering leaving for a larger brokerage with benefits, but decided to stay after we added Alllutional."

I've set up a special link for you to explore the platform: [Custom link to alllutional.com]

It takes just 3 minutes to see how it works, with no obligation.

Best regards,

[Your Name]  
Real Estate Benefits Specialist  
[Your Phone]  
[Your Email]

P.S. I'm available for a quick call if you have any questions about how this would work specifically for [Brokerage Name].

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## Email 5: Final Call to Action (Send 7 days after Email 4)

**Subject Line:** Final Thoughts on Agent Benefits for [Brokerage Name]

Hi [First Name],

Over the past few weeks, I've shared how other brokerages are using Alllutional's affordable benefits package to:

- Attract and retain productive agents in a competitive market
- Provide valuable healthcare access without insurance costs
- Reduce missed showings and improve client satisfaction
- Save thousands compared to traditional benefits

I understand you're busy running your brokerage, so this will be my final follow-up.

If agent retention and offering affordable benefits is a priority for your brokerage this year, I'd encourage you to take just 5 minutes to see how Alllutional works.

Visit [alllutional.com](https://alllutional.com) or use this direct link to see pricing for your team size: [Custom link to [alllutional.com](https://alllutional.com)]

If you'd prefer a personal walkthrough, I'm happy to schedule a brief call at your convenience, perhaps before or after your weekly sales meeting.

Thank you for your consideration, [First Name]. I wish you continued success with [Brokerage Name].

Best regards,

[Your Name]  
Real Estate Benefits Specialist  
[Your Phone]  
[Your Email]

P.S. Feel free to reach out anytime if your situation changes or if you have questions about how Alllutional could work for your specific brokerage needs.