



5 Business Broker Email Templates

FREE TEMPLATES

Ready-to-use emails with subject lines. Replace the [fields] and make them sound like you.

1. New listing announcement

Sent automatically to buyers whose criteria match the listing.

Subject: New listing: [Industry] in [Area], [Cash flow] cash flow

Hi [First name],

A new listing just came in that matches what you told us you're looking for:

[Listing title], [Area]. Asking price [Price], gross sales [Revenue], cash flow [Cash flow].

[One-sentence highlight, such as "Established 15 years with a long-term lease."]

To see the details, sign the NDA here: [Registration link]. Questions? Reply to this email or call me at [Phone].

[Your name], [Firm]

2. NDA follow-up

Sent when a buyer signs the NDA.

Subject: Thanks for signing: next steps on [Listing title]

Hi [First name],

Thanks for signing the NDA for [Listing title]. You can now see the full details in the data room: [Data room link].

The best next step is a short call so I can answer your questions and learn more about what you're looking for. Pick a time that works for you:

[Booking link].

[Your name], [Firm], [Phone]

3. Listing view follow-up

Sent when a known contact views a listing page.

Subject: Questions about [Listing title]?

Hi [First name],

I noticed you took a look at [Listing title]. It's getting good interest, so I wanted to reach out.

Would a 15-minute call this week help? I can walk you through the business and what the owner is looking for. [Booking link]

[Your name], [Firm]

4. Seller nurture (drip)

Sent every month or two to owners who aren't ready to sell yet.

Subject: What's your business worth in [Year]?

Hi [First name],

Most owners start planning their exit long before they sell, and the ones who plan early usually get a better result.

Here's a short article on [topic, such as "what buyers look for in a [industry] business"]: [Link].

Whenever you'd like a confidential conversation about your options, I'm here. No pressure, no obligation.

[Your name], [Firm], [Phone]

5. Past-client check-in

Sent on the anniversary of a closing.

Subject: [Number] years with [Business name]: congratulations

Hi [First name],

It's been [number] years since you took over [Business name]. Congratulations! I hope it's going well.

If you ever think about adding a location, buying another business, or planning your next step, I'd be glad to help. And if you know someone thinking of selling, I'd appreciate the introduction.

[Your name], [Firm], [Phone]

Tips

- ☐ Send each listing only to buyers it matches
- ☐ Include your physical address and an unsubscribe link
- ☐ Personalize beyond the first name: industry, area, price range
- ☐ Test subject lines with A/B testing