

TEAM PRESENTATION

# The Final 30-Day Reactivation Email Sequence

All 8 emails, finished and ready to schedule. What sends, when it sends, and what changed in how it's signed.

STATUS

**Copy Final.**  
**Screenshots Final.**  
**Ready To Schedule.**

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*Prepared by Marisa de Guzman, Email Marketing Manager · August 16, 2026 (MDT)*

Audience: REI School™ Campaign, Marketing & Operations Team

# When These Emails Send

Two sends open the sequence to the full list. After that, it splits by engagement: the Engaged track moves toward the trial, the Non-Engaged track gets one more light touch. Trial and closing sends follow once each phase checks out healthy.

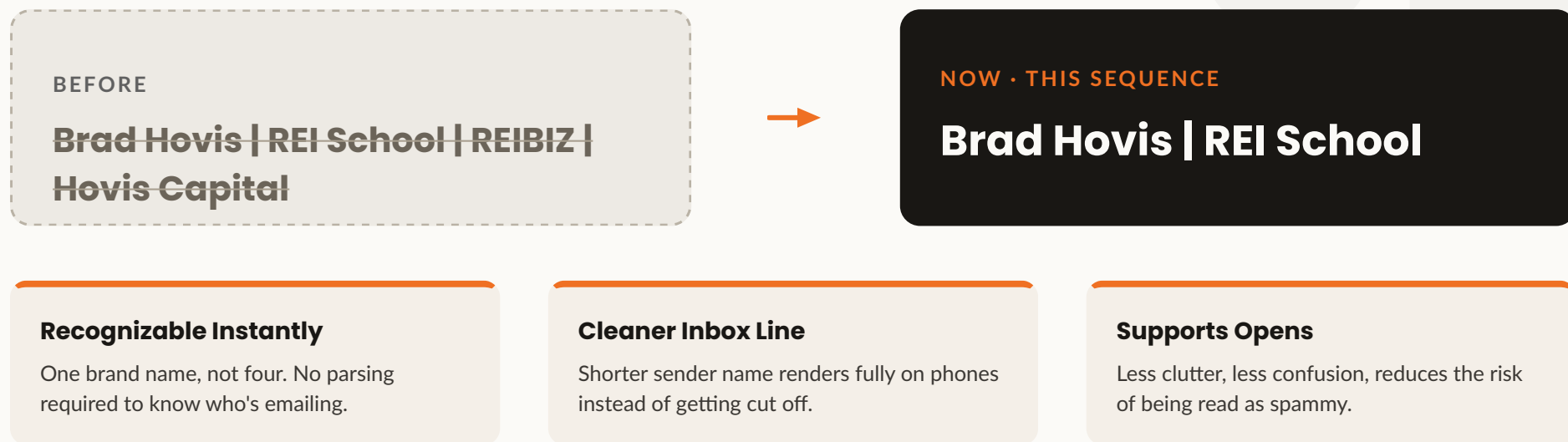
| #  | EMAIL                   | SEND WINDOW | SEGMENT                                          |
|----|-------------------------|-------------|--------------------------------------------------|
| 01 | Reconnect               | Days 1–2    | Full <1 Year List • 504 contacts                 |
| 02 | Gift Delivery           | Days 3–5    | Full <1 Year List • 504 contacts                 |
| 03 | Engaged Trial Intro     | Days 6–9    | Engaged Track • opened/clicked Email 1 or 2      |
| 04 | Non-Engaged Light Touch | Days 6–9    | Non-Engaged Track • no open/click yet            |
| 05 | Brad’s Story            | Days 10–14  | Engaged Track                                    |
| 06 | Trial Onboarding Nudge  | Days 19–23  | Trial Starters • if Days 15–18 review is healthy |
| 07 | Final Trial Follow-up   | Days 24–27  | Trial Starters                                   |
| 08 | Final Soft Touch        | Days 24–27  | Remaining non-converters                         |

**Independently reviewed before finalizing.** All 8 emails were sent to ChatGPT for review of subject-line appeal, preview-text alignment, CTA clarity, copy flow, and brand consistency. The proposed changes are already applied in the previews on the pages that follow, each one shows that email's ChatGPT score.

**Health gates still apply at every phase.** Bounce rate under 2%, spam complaints under 0.1%, open rate 15–20%+ for this cold/dormant relaunch. Any metric outside range pauses the next send.

## Shorter, Clearer From Names

Every email now leads with just the brand sending it, not all four brands stacked together. Customers see who's in their inbox at a glance.



**Same pattern for every brand going forward:** REIBIZ™ campaigns will show “Brad Hovis | REIBIZ,” and so on, so recipients always know which brand is in their inbox before they even open it.

# Everything That Gated This Sequence Is Now Clear

A quick refresher on the flow before the emails themselves. Every build dependency that once held this sequence back is resolved.

✓ **COMPLETE**

Brand kit finalized & approved

✓ **COMPLETE**

Sending domain verified (SPF, DKIM, DMARC)

✓ **COMPLETE**

Gift finalized: The Hovis™ Real Estate Playbook

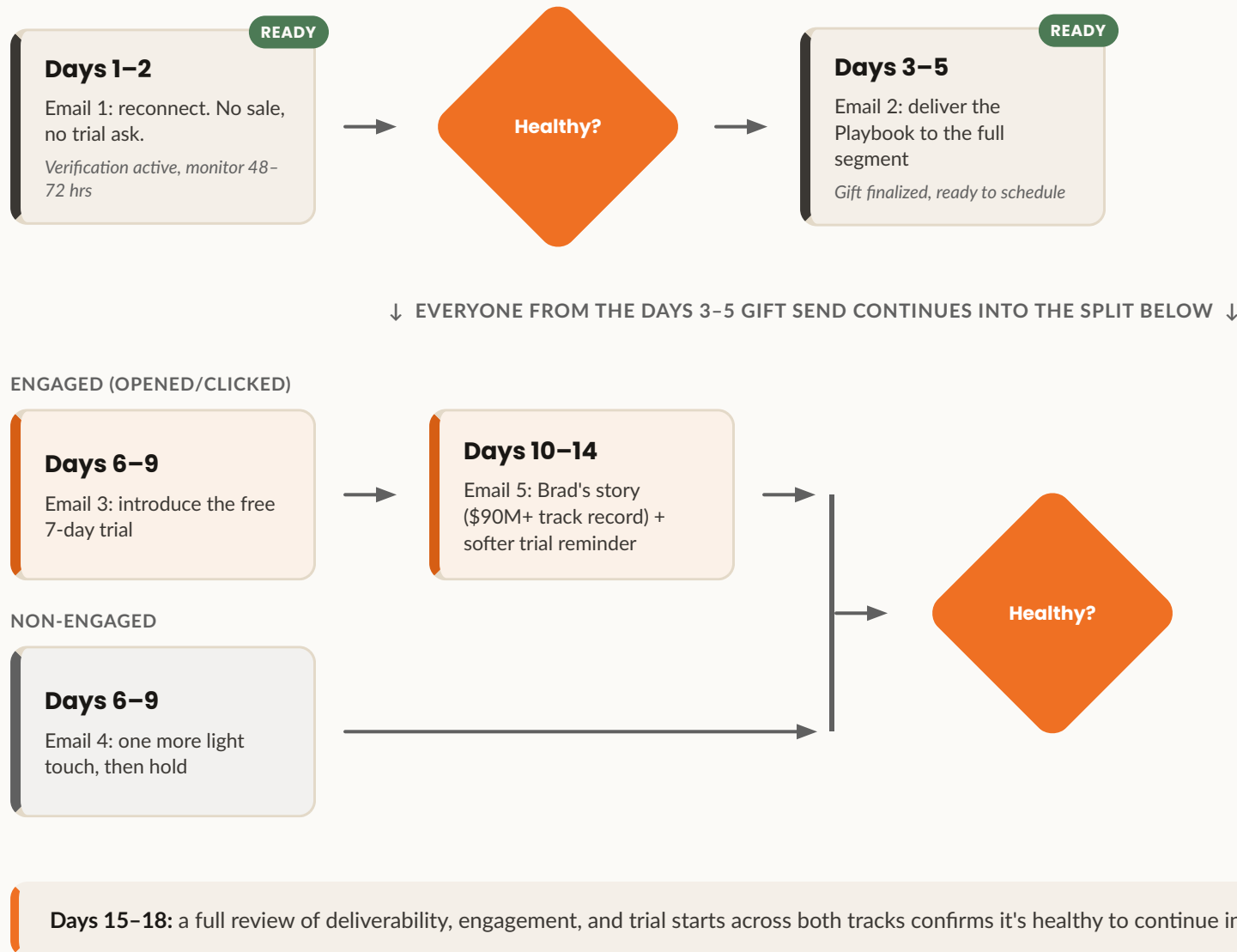
✓ **COMPLETE**

Email 7 pricing finalized: \$497 lifetime

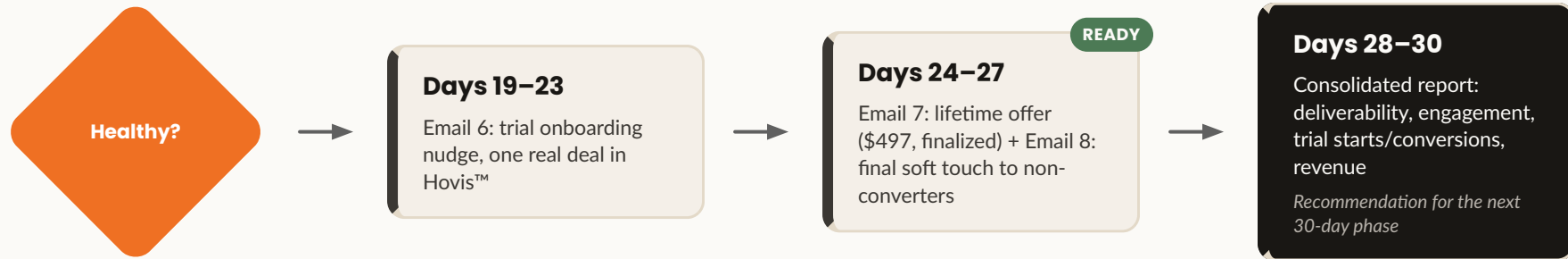
✓ All 8 emails are built, reviewed, and screenshot-verified. Nothing left is blocking this sequence from going live on the schedule on the next page.

**Ongoing, not one-time:** deliverability health (bounce, spam complaints, open rate) is still monitored at every phase, that's a standing check, not a build gate.

# Days 1–18: Launch, Gift & Split



## Days 19–30: Convert & Report



**All 8 emails are ready now.** Email 7 was the last one held on pricing, that's resolved at \$497, so the whole sequence can be scheduled end to end.

# Reconnect

Reconnect first. No pitch, no ask.

SEND WINDOW

Days 1-2

SEGMENT

Full <1 Year List • 504 contacts

FROM

Brad Hovis | REI School

SUBJECT

**It's been a while. That's on me.**

PREVIEW

*A personal note from Brad before I send you anything else.*

BUTTON

None by design

Trust-rebuild send, intentionally has no button.



BRAD HOVIS™ | REI SCHOOL™ | REIBIZ™ | HOVIS CAPITAL™

Hi Marisa,

It's Brad Hovis. If the name feels familiar but it's been a while, that's on me. Real estate keeps most of us heads down, and REI School™ has been quiet in your inbox for longer than it should have been.

I'm not writing today to sell you anything. I'm writing because I'm picking this back up, and I wanted you to hear it directly from me first.

Before I send you anything else, I'm putting together something useful, pulled straight from what we teach inside REI School™. No pitch, no catch, just something worth five minutes of your time.

Watch for it in the next few days.

**Onward!**

**Hovis™**

LEARN • OPERATE • OWN

BRAD HOVIS™ | REI SCHOOL™ | REIBIZ™ | HOVIS CAPITAL™

Real Estate, Made Confident

f @ X in ▶

REI School™

11001 W 120th Ave, Suite #400, Broomfield, CO 80021

Questions? Reply to this email or contact us at team@bradhovis.com.

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Want to change how you receive these emails?

You can unsubscribe from this list.

# Gift Delivery

Deliver the free Playbook, no strings attached.

SEND WINDOW

Days 3–5

SEGMENT

Full <1 Year List • 504 contacts

FROM

Brad Hovis | REI School

SUBJECT

**25 principles behind 500+ real estate deals**

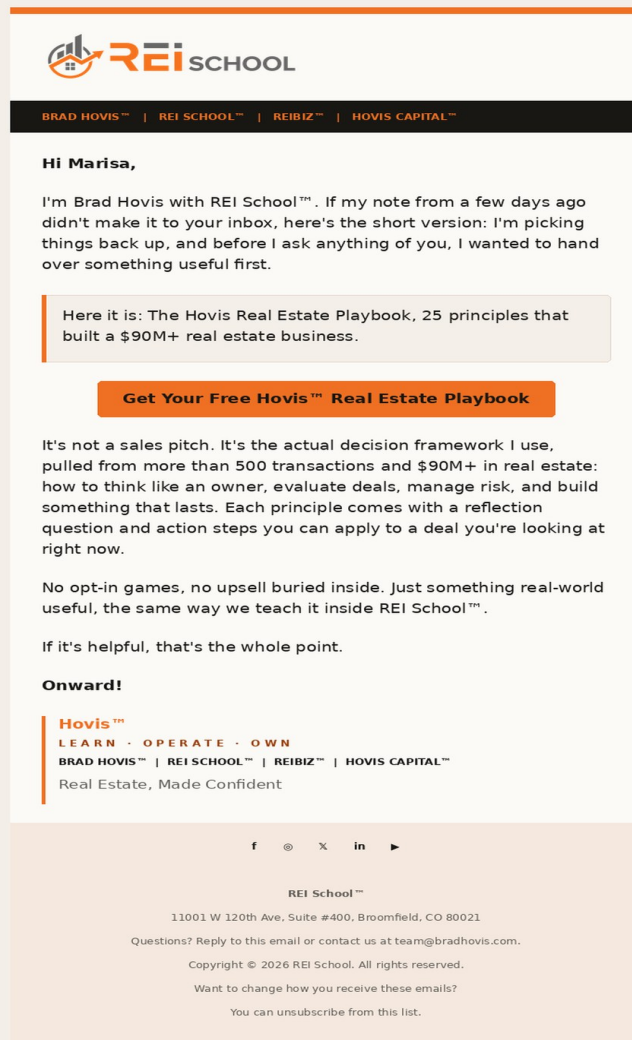
PREVIEW

*25 principles that built a \$90M+ real estate business, no strings attached.*

BUTTON

“Get Your Free Hovis™ Real Estate Playbook”

Primary orange CTA.



# Engaged Trial Intro

Introduce the free 7-day Hovis™ trial.

## SEND WINDOW

Days 6–9

## SEGMENT

Engaged Track · opened/clicked Email 1 or 2

## FROM

Brad Hovis | REI School

## SUBJECT

**What is your next deal actually telling you?**

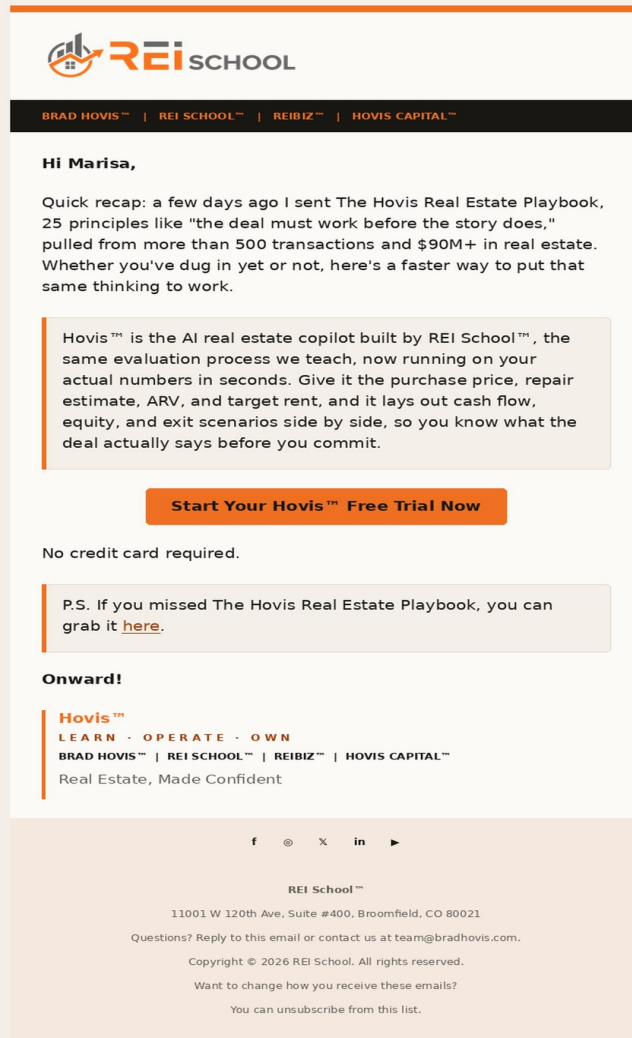
## PREVIEW

*Pressure-test it free with Hovis™, no card required.*

## BUTTON

**“Start Your Hovis™ Free Trial Now”**

Primary orange CTA.



# Non-Engaged Light Touch

*One more low-pressure nudge, then hold.*

SEND WINDOW

Days 6–9

SEGMENT

Non-Engaged Track · no open/click yet

FROM

Brad Hovis | REI School

SUBJECT

**A different angle on your next move**

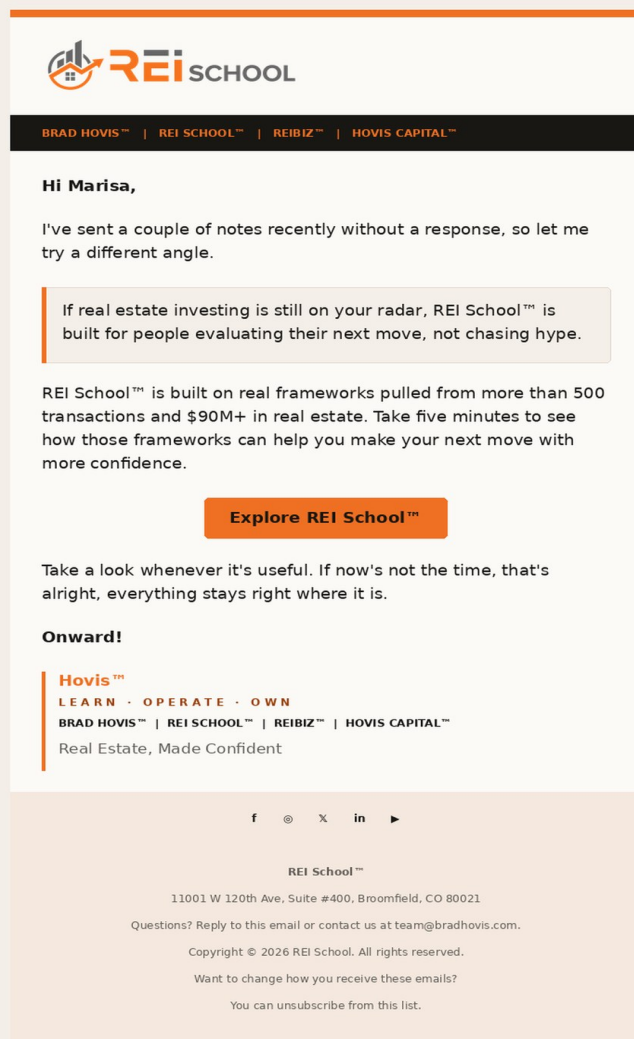
PREVIEW

*Built on 500+ transactions and \$90M+ in real estate, not hype.*

BUTTON

“Explore REI School™”

Muted, secondary style. Kept low-pressure by design.



# Brad's Story

Brad's track record, softer trial reminder.

SEND WINDOW

Days 10–14

SEGMENT

Engaged Track

FROM

Brad Hovis | REI School

SUBJECT

**What \$90M+ in real estate transactions taught me**

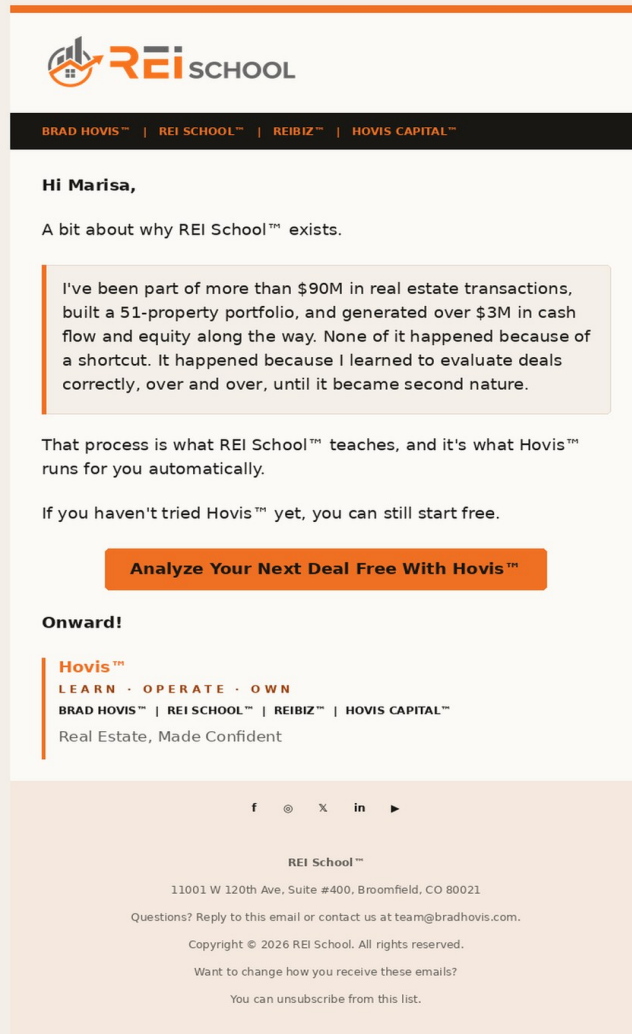
PREVIEW

*The short version, and why I built Hovis™*

BUTTON

**“Analyze Your Next Deal Free With Hovis™”**

Primary orange CTA.



# Trial Onboarding Nudge

Get trial users testing a real deal.

SEND WINDOW

Days 19–23

SEGMENT

Trial Starters · if Days 15–18 review is healthy

FROM

Brad Hovis | REI School

SUBJECT

**Try this on one deal before your trial ends**

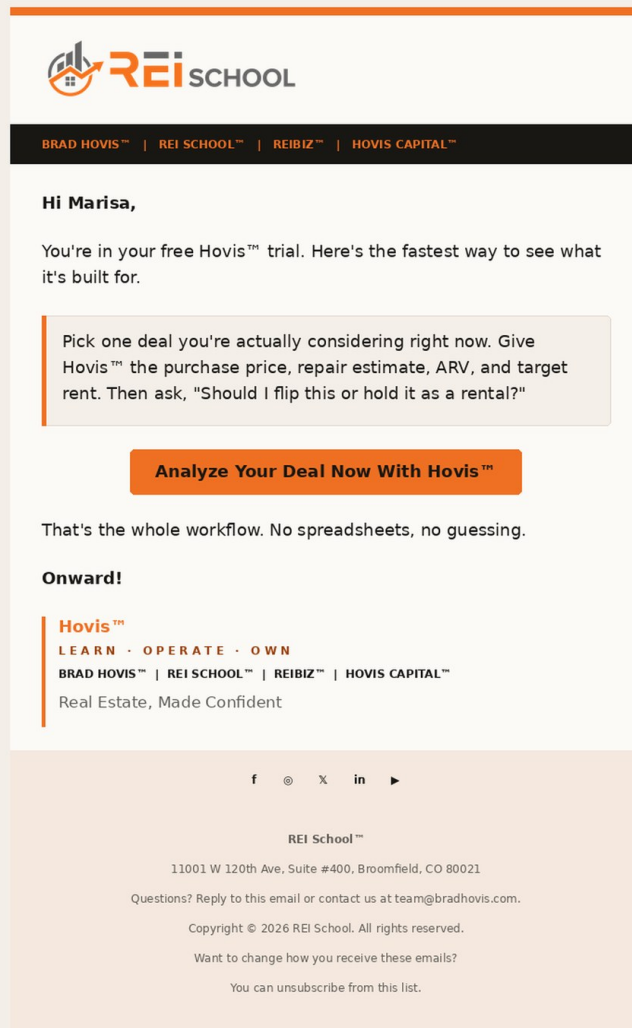
PREVIEW

*Use your real numbers to compare the flip and rental scenarios.*

BUTTON

“Analyze Your Deal Now With Hovis™”

Primary orange CTA.



# Final Trial Follow-up

Offer lifetime access before the trial ends.

SEND WINDOW

Days 24–27

SEGMENT

Trial Starters

FROM

Brad Hovis | REI School

SUBJECT

**Before your Hovis™ trial ends**

PREVIEW

*Keep Hovis™ and REI School™ for life with one \$497 payment.*

BUTTON

**“Keep Analyzing Deals With Hovis™”**

Primary CTA. Pricing finalized at \$497, ready to activate.



# Final Soft Touch

*Close the loop, no pressure.*

SEND WINDOW

Days 24–27

SEGMENT

Remaining non-converters

FROM

Brad Hovis | REI School

SUBJECT

**Last one from me for now**

PREVIEW

*Door's open whenever you're ready.*

BUTTON

None by design

Closing send, intentionally has no button.

