



Sample 3-Step Cold Email Sequence

Commercial HVAC preventive maintenance → property managers. Shows how we define the buyer, research a first line, write each step and time the sends.

Client Example Mechanical Services (fictional)

Market Richmond & Hampton Roads, VA

Offer Written PM scope + flat per-visit quote

Cadence Day 0 · Day 3 · Day 7

01 Target persona / ICP

Who we write to

- **Titles:** Property Manager, Senior Property Manager, Director of Facilities, Chief Engineer, VP of Operations
- **Companies:** commercial property management firms and owner-operators with 5–60 buildings (office, medical office, retail, light industrial)
- **Geography:** within the client's service radius (Richmond metro and Hampton Roads)
- **Building profile:** rooftop units or small chillers, ideally 10+ years old

Triggers we look for (research)

- Newly acquired or newly managed property (press release, news, "now leasing" page)
- Job post for a building engineer or maintenance tech
- Renovation or re-tenanting announced on the company site
- Seasonal: the fall cooling-to-heating changeover

Excluded: residential-only HOA managers, national REITs with national service contracts, the client's current customers and open deals.

02 Personalization tokens & the researched first line

```
{{first_name}} fallback "there" · {{company}} ·
{{property_name}} · {{city}} · {{building_type}} ·
{{first_line}} · {{sender_name}} ·
{{client_company}} · {{client_postal_address}}
```

Every `{{first_line}}` comes from a public source and is checked by a person before it's loaded. If we can't find a real, specific observation, the prospect waits; we don't send a generic opener in step 1.

Example first line (fictional prospect)

"Saw that Example Property Co. A recently took over management of Example Office Park in Glen Allen. Congrats on adding it to the portfolio."

Source logged in the list: the prospect's news page (URL + date). Why it works: specific, current, and it leads straight into the handover-file problem in the next sentence.

03 Send settings & compliance

Timing

- Day 0 / 3 / 7, business days only
- Tue–Thu mornings, recipient's time zone
- Stop the sequence on any reply, bounce or opt-out

Infrastructure

- Sent from secondary domains with Google Workspace inboxes, never the client's main domain
- SPF, DKIM, DMARC set; inboxes warmed in Smartlead
- Starts at 10 cold emails per inbox per day, ramped slowly (never above 50)

CAN-SPAM footer, every email

- Company name + physical postal address
- Clear notice that the email is an advertisement, plus a plain opt-out line
- List-Unsubscribe header where the tool supports it; opt-outs suppressed the same day

04 The sequence

1 Step 1: the useful-asset opener Day 0 · Tue–Thu, 7:30–10:00 AM recipient local time

Subject A PM scope for `{{property_name}}`
Subject B `{{company}}` + fall changeover

DAY 0

Hi `{{first_name}}`,
`{{first_line}}`

When a building changes hands, the HVAC maintenance history is often the thinnest part of the handover file.

Example Mechanical runs preventive maintenance on commercial rooftop units and chillers across Richmond and Hampton Roads, with a written condition report after every visit.

We put together a one-page PM scope template for `{{building_type}}` buildings: what to check, how often, and what a good condition report includes. It's useful whether or not you ever hire us.

Want me to send it over?

`{{sender_name}}`, Example Mechanical Services

`{{client_company}}` · `{{client_postal_address}}`

This is a commercial message. Reply "no thanks" and I won't email you again.

Why it's built this way

- Opens on *their* news, not on us.
- One sentence of credibility, then a free, low-effort asset. A yes/no reply is the only ask.
- No links, images or attachments in step 1, and open tracking off. Plain text reads like a person wrote it.
- About 100 words plus the first line, so it reads easily on a phone.
- Subjects A/B: short and specific, no clickbait.

2 Step 2: the practical follow-up Day 3 · new subject

Subject Heating changeover at `{{property_name}}`

DAY 3

Hi `{{first_name}}`,

One practical angle. The switch from cooling to heating is when deferred items tend to show up: igniters, heat exchangers, economizers stuck open.

If you send me the equipment list for `{{property_name}}` (make, model and install year; a photo of the spreadsheet is fine), we'll send back a short written summary flagging units worth a look before winter. No site visit needed.

Worth doing?

`{{sender_name}}`, Example Mechanical Services

`{{client_company}}` · `{{client_postal_address}}`

This is a commercial message. Reply "no thanks" and I won't email you again.

Why it's built this way

- Adds new value instead of "just bumping this."
- Timed to a real seasonal pain the reader already knows.
- The ask is still written and async: send a list, get a written summary back.
- Gets its own honest subject: no fake "re:" prefix.

3 Step 3: the polite close Day 7 · new subject

Subject A should I close the loop?
Subject B last note, {{first_name}}

DAY 7

Hi {{first_name}},

I'll keep this short and stop here.

If a written PM quote for {{property_name}} would help with next year's budget, reply with the number of rooftop units and I'll send a flat per-visit price within 2 business days.

If you already have a mechanical contractor you're happy with, no problem. Thanks for reading.

{{sender_name}}, Example Mechanical Services

{{client_company}} · {{client_postal_address}}

This is a commercial message. Reply "no thanks" and I won't email you again.

Why it's built this way

- Signals the end of the sequence, which respects the reader's inbox.
- Moves to a concrete, budget-season ask: one number in, one price out.
- Gives an easy, graceful "no," which protects the sender's reputation.

05 Reply handling (every business day, in writing)

Reply type	What happens	Why
Interested	Flagged to the client the same business day with the full thread and a suggested written response.	Speed matters most on a warm reply.
Question	We draft a short, factual answer for the client to approve, or answer from an approved FAQ.	Keeps answers accurate and on-brand.
Not now	Tagged with the month they gave; a single check-in is scheduled then.	Respects timing without losing the lead.
Opt-out / wrong person	Removed from every campaign and added to the global suppression list. If they name the right contact, we research that person before any email.	Compliance and sender reputation.

What we'd measure after launch: delivered, bounces, replies, positive replies and opt-outs per step and per subject line, reported weekly in writing. This sample shows format and reasoning only. It hasn't been sent, so there are no results to report.

Sitrep Leads builds sequences like this for US B2B service firms. Michael reviews every list and every line before it goes out.