

# Post-First Call Text Template

Send within 1 minute of ending the first call

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Hey [INSERT CUSTOMER NAME]! This is [INSERT YOUR FIRST NAME] with [INSERT BROKERAGE]. Great chatting with you just now! Here is my number as promised:

[YOUR PHONE NUMBER]

I'll be in touch soon,

[YOUR FIRST NAME]

# 8-10 Second Video Text Script

Send within 2-3 minutes of the first text

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Hey [INSERT CUSTOMER NAME], it's [INSERT YOUR FIRST NAME]!

I wanted to send you a quick intro to put a face to the voice.

I'm working on those properties we discussed and will call you back in about 20 minutes with more information.

Have your phone nearby and talk soon!

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## Delivery Notes:

- Natural smile, not forced
- Conversational tone
- Professional but personable
- Film wherever you are - authenticity beats perfection

## Technical Tips:

- Find natural light (face a window, not with window behind you)
- Stand up while recording - it naturally projects more energy through your voice
- Hold phone at eye level (not looking down)
- Keep energy authentic - imagine you're talking to a friend, not performing
- One take is fine - perfect is the enemy of good
- The best video is the one you actually send

# Property Tour Calendar Invite Template

Send immediately after booking the showing (5-minute mark)

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## Calendar Invite Settings:

**Subject Line:** Property Tour: [INSERT PROPERTY ADDRESS] with [YOUR NAME]

**Location:** [INSERT PROPERTY ADDRESS, CITY, STATE ZIP]

**Duration:** 45-60 minutes

### Description/Body:

Hi [CLIENT NAME]!

I'm looking forward to showing you [PROPERTY ADDRESS] on [DATE] at [TIME].

### What to Bring:

- Driver's License
- Pre-approval letter (if you have one)
- Any questions about the property
- Comfortable shoes for walking the property

**My Contact Info:** [YOUR NAME] [YOUR PHONE] [YOUR EMAIL]

I'll be in the [DESCRIPTION OF YOUR CAR] and will meet you at the property.

I'm also researching additional properties for us to see based on what you shared with me. I'll call you shortly with more options!

See you soon!

[YOUR NAME]

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## Calendar Settings:

- Set reminder: 1 hour before
- Set reminder: Morning of (if afternoon appointment)
- Mark as "Busy" for both parties
- Include your phone number in location field as backup

# W.O.W. Email Template

Send at the 25-30 minute mark, immediately before making the W.O.W. callback

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\*\*Subject: Sarah - Your Property Tour Details Inside

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Hi Sarah,

As promised, I've pulled together everything we discussed for our tour tomorrow. I've also found some exciting options based on what you mentioned about needing space for your home office and a yard for Max. I'll be calling you in just a moment to walk through all of this together.

## Your Appointment Details:

- Date: Saturday, June 14th
- Time: 10:00 AM
- Primary Property: 2847 Oakwood Drive
- Meeting Location: I'll meet you in the driveway (silver BMW)

## Properties You Requested:

[2847 Oakwood Drive | \\$525,000 | 4bd/3ba | 2,400 sq ft](#)

- Status: Confirmed for viewing
- This home features the completely renovated kitchen you saw online, plus a dedicated office space off the main floor. The fenced backyard is actually larger than it appears in photos - perfect for Max to run around.

[3156 Riverside Way | \\$515,000 | 4bd/2.5ba | 2,350 sq ft](#)

- Status: Waiting to hear back from Seller
- The sellers have maintained this property beautifully and the fourth bedroom has built-in shelving that would work perfectly as your home office. It's also just a 3-minute walk to that dog park at Riverside Commons.

## **Additional Properties You May Find Interesting:**

[2951 Maple Court | \\$520,000 | 4bd/3ba | 2,450 sq ft](#)

- Status: New Listing (3 days on market)
- This one just hit the market and has a first-floor office with French doors that could work well for working from home. The backyard backs to green space, giving you extra privacy and a natural view.

[2683 Pinewood Drive | \\$510,000 | 4bd/2.5ba | 2,300 sq ft](#) - **OFF MARKET**

- Status: Pocket Listing (available for early showing)
- The sellers haven't listed yet but need to relocate quickly for work, which could mean negotiating room on price. The basement is already framed for finishing, which would give you that extra recreation space you mentioned.

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**A little about Riverside Heights:** Since you mentioned wanting a walkable neighborhood with space for Max, you'll appreciate that Riverside Heights has tree-lined streets and the Riverside Commons dog park is a neighborhood favorite. The area offers a nice mix of established homes and newer renovations, with most properties featuring the larger lots you were hoping for.

## **Current Market Conditions:**

- Average Days on Market: 12 days
- Recent Sale: 2794 Oakwood (4bd/3ba, 2,380 sq ft) sold for \$528,000 in 8 days
- List-to-Sale Ratio: Homes selling at 98% of asking price
- What This Means: Multiple offers are common - strong pre-approval and competitive terms are key

## **Additional Resources I've Prepared for You:**

- Client Testimonials - See what families like yours say about working with me
- Riverside Heights Lifestyle Guide - Everything from coffee shops to commute times
- Home Buying Timeline - Know what to expect at each step
- Financing FAQ - Common questions and insider tips

## **What to Bring to Our Tour:**

- Driver's License
- Home Loan Pre-approval letter (if you have one)
- Any specific questions about the properties
- Measuring tape (for checking if your sectional will fit!)

I'm available anytime between now and our appointment if questions come up. Feel free to call or text me directly at (555) 123-4567.

Looking forward to helping you find the perfect home!

Ryan Town  
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P.S. I'll have bottled water in the car for our tour - it's going to be a warm day!