

**DAY 1**

**#1. SMS THINGS THEY LIKED OR DIDN'T LIKE**

Hi {contact.first.name}, thank you for checking out our new listing on Facebook - (property address). It would be a big help in discussions with our sellers if you could give me one or two things that stood out to you. Hope all is well with you and your family. Best, (Agent name – Team name)

**#2 EMAIL LISTING AND THINGS THEY LIKED OR DIDN'T LIKE**

Subject: Property Address

Hi {contact.first.name},

My name is (agent name). I work with (team name). I saw that you had checked out our new listing on Facebook, (property address), and wanted to follow up to say thank you for your interest.

If you have a couple minutes, I would love to know if there were one or two things that stuck out to you, whether positive or negative, that I could pass along to the sellers in our discussions. Our team is working hard to get this home sold and any feedback you can provide would be a big help. You can reply here with any feedback.

Here is a link to the 3D virtual tour if you would like an interactive view of the home:  
(3D tour link)

I appreciate your help and hope all is well with you and your family.  
Please let me know if I can be of any assistance.  
Stay safe!  
Best,  
Agent name  
Team name

**#3 1 DAY DELAY (YOU ADD IN A DELAY "STEP" SO IT GOES TO NEXT DAY)**

**DAY 2**

**#4 SEND SMS/MMS**

Hi {contact.first.name}, I do appreciate you checking out our listing on Facebook. Do you mind if I ask if you are actively searching for a new home or if this is something you found while just looking around? I hope you and your family are doing well. Best, (agent name)

**#5 1 DAY DELAY**

**DAY 3**

**#6 SEND SIMPLE EMAIL**

Subject: What are you looking to find?

Hi {contact.first.name},

I would like to pass along a few other properties for you to take a look at. I noticed you had checked out our listing at (property address); was there anything about the property that attracted you to it when you saw it online? I may be able to pass along some other properties that have similar features.

Best,  
Agent name  
Team name

**#7 3 DAY DELAY**

**Day 6**

**#8 SEND SMS/MMS**

Hi, this is (agent name). Whether you are interested in purchasing now or looking for a move down the line, please let me know. I am happy to help guide you and get you on track, so you are ready to buy when the time comes. Best,

**#9 2 DAY DELAY**

**DAY 8**

**#10 SEND SIMPLE EMAIL**

Subject: Home Buying Process

Hi {contact.first.name},

My team and I like to try and come from the education side of things when it comes to the real estate process. We have put together a few documents that we like to pass along to help our clients understand the process of buying a home. Have you discussed the process of purchasing before? I usually like to meet with buyers prior to looking at properties so I can walk them through the process, go over an example offer, and answer any questions there may be. With everything going on right now, I would be happy to go over the process by phone if you have 20-30 minutes to discuss this week. Is there a day that would work well for you?

Best,  
Agent name  
Team name

**#11 2 DAY DELAY**

**DAY 10**

**#12 SEND SMS/MMS**

I am sure you have noticed 3D tours have been becoming more common on properties for sale. If you are used to going to open houses to look at properties, they may be a helpful alternative. They give you a chance to have an interactive walkthrough in the property and then if you are still interested we can set up a time to see in person. Please let me know if there are any properties this could be helpful for. Best,

**#13 2 DAY DELAY**

**DAY 12**

**#14 SEND SIMPLE EMAIL**

Subject: Impact of COVID-19 to Real Estate Process

Hi,

The real estate market has had some procedures/ regulations change over the last few weeks that may have an impact on your upcoming sale. Our team has always been committed to understanding the current climate and we will continue to learn and network with leaders in the industry so that we can keep up to date with what is changing within the real estate industry.

If you are curious what has changed in the process, please let me know and I would happy to discuss so that you might be able to use that information or pass it along to friends or family you know have an upcoming move planned.

Best,

Agent name

Team name

**#15 1 DAY DELAY**

**DAY 13**

**#16 SEND SMS/MMS**

Hey, it's (agent name). Have you seen properties that were of interest? If I can answer any questions for you or help get a time to see it virtually, or in person, please let me know. Best,

**#17 2 DAY DELAY**

**DAY 15**

**#18 SEND SMS/MMS**

If you are not planning to buy right now, but still want to keep tabs on a certain area or town, just let me know. I can set up a search so you can see every sale in your neighborhood or to see any new listings that come on market in a specific place.

**#19 2 DAY DELAY**

**DAY 17**

**#20 – MLS ALERT - SEND SIMPLE EMAIL**

Subject: Property Search

Hi {contact.first.name},

If you can give me a sense of what you are looking for in a property, I can look in my MLS system to see if there is anything worth taking a look at. If you like to keep up to date on a certain town or area I can set up a daily or weekly alert so that you see any new listings, price changes, open houses, etc. This could be helpful to see what is selling in your neighborhood to keep up on home values, or to keep an eye on a specific place you are interested to move to at some point. Please let me know if that might be of value for you!

Best,  
Agent name  
Team name

**#21 2 DAY DELAY**

**DAY 19**

**#22 SEND EMAIL**

Subject: We Are Here For You

I know that real estate, buying or selling, is probably not the first thing on your mind right now. I do just want you to know that whatever you need, we are here for you! So please feel free to reach out with any questions or issues you may be having. We'd love to provide you value, so if there is something that you would like to see or receive, please, just respond back and let us know! Hope all is well with you and your family.

Best,  
Agent name  
Team name

**END**