

# REAL ESTATE SMS TEMPLATES

READY TO USE  
SEQUENCES



# SALES MESSAGES

## Building Sales Relationships

HI, [FIRST NAME). THIS IS [MY FIRST NAME] FROM [CUSTOM FIELD 1]. I JUST WANTED TO CHECK IN TO SEE IF YOU HAVE ANY QUESTIONS ABOUT [CUSTOM FIELD 1]. I'M AVAILABLE FOR A QUICK CALL OR TEXT CONVERSATION IF YOU'D LIKE. YOU CAN TEXT OR CALL ME AT THIS NUMBER: [MY PHONE NUMBER]. HAVE A GREAT DAY!

## Quick Sales Follow-up

HI, [FIRST NAME). THIS IS [MY FIRST NAME] FROM [CUSTOM FIELD 1]. I JUST WANTED TO FOLLOW UP ON [CUSTOM FIELD 1]. FEEL FREE TO TEXT OR CALL [MY PHONE NUMBER] AT YOUR CONVENIENCE.



# SALES MESSAGES

## Sales Cadence Touchpoint

HI, [FIRST NAME). THIS IS [MY FIRST NAME] FROM [CUSTOM FIELD 1]. I JUST WANTED TO SEE IF YOU HAVE ANY QUESTIONS OR CONCERNS ABOUT [CUSTOM FIELD 2]. FEEL FREE TO REPLY TO THIS TEXT OR LET ME KNOW A GOOD TIME TO CALL. I WANT TO MAKE YOUR EXPERIENCE THE BEST IT CAN BE.

## Follow Up After Showing

HI, [FIRST NAME). THIS IS [MY FIRST NAME] FROM [CUSTOM FIELD 1]. THANKS FOR ALLOWING ME TO SHOW YOU OUR [BLANK PROPERTY]. IF YOU HAVE ANY QUESTIONS, PLEASE LET ME KNOW AND I'LL BE HAPPY TO ANSWER THEM FOR YOU. TEXT OR CALL [MY PHONE NUMBER] AT YOUR CONVENIENCE.



# APPOINTMENT MESSAGES

## Scheduling Appointments

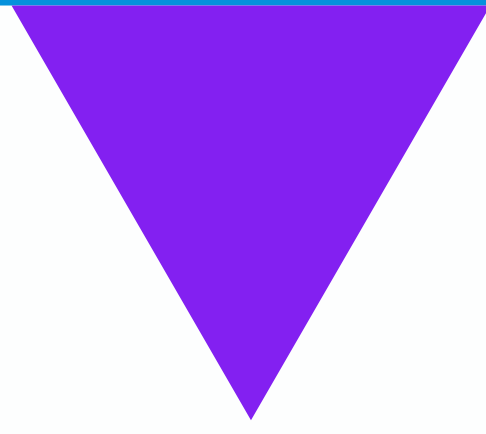
HI, [FIRST NAME). THIS IS [MY FIRST NAME] FROM [CUSTOM FIELD 1]. PLEASE LET ME KNOW WHAT TIME WORKS BEST FOR US TO DISCUSS [CUSTOM FIELD 1]. I'M AVAILABLE WEEKDAYS BETWEEN \_\_ AM AND \_\_ PM. I LOOK FORWARD TO HEARING FROM YOU.

## Sending Reminders And Confirmations

HI, [FIRST NAME). THIS IS [MY FIRST NAME] FROM [CUSTOM FIELD 1]. I JUST WANTED TO REMIND YOU ABOUT OUR APPOINTMENT ON [CUSTOM FIELD 1] TO DISCUSS [CUSTOM FIELD 2]. I LOOK FORWARD TO SPEAKING WITH YOU.



# BEST PRACTICES: TEXTING FOR SALES OUTREACH



**IT'S IMPORTANT TO KEEP THESE TEXTING TIPS IN MIND WHEN SENDING MESSAGES TO SALES PROSPECTS.**

- **GET CONSENT: THE TELEPHONE CONSUMER PROTECTION ACT REQUIRES COMPANIES TO GET CONSENT BEFORE TEXTING CONSUMERS. FOR GUIDANCE ON TWO-WAY TEXTING, DOWNLOAD OUR FREE E-BOOK ON TCPA COMPLIANCE.**
- **PROVIDE VALUE: IF YOUR TEXT MESSAGES DON'T SPEAK TO THE CONCERNS OR PAIN POINTS OF YOUR CUSTOMERS, YOU'RE NOT PROVIDING VALUE AND YOUR MESSAGES WILL MOST LIKELY BE IGNORED.**



# BEST PRACTICES: TEXTING FOR SALES OUTREACH

- **USE CALL-TO-ACTIONS (CTAS): PROVIDE A CLEAR DIRECTIVE ON WHAT THE SALES PROSPECT SHOULD DO NEXT. WOULD YOU LIKE THEM TO REPLY TO THE TEXT, LINK TO MORE INFORMATION OR CALL YOU?**
- **RESPOND PERSONALLY: SMS TEXTING IS A TWO-WAY COMMUNICATION TOOL. USE IT TO CONNECT WITH YOUR SALES AUDIENCE. LISTEN TO WHAT THEY HAVE TO SAY IN RESPONSE TO YOUR MESSAGE.**
- **BE RESPECTFUL OF THE TIME: SEND TEXTS DURING TRADITIONAL BUSINESS HOURS. CONSIDER THE TIME ZONE OF THE SALES PROSPECT AND WHETHER YOU'LL BE AVAILABLE TO RESPOND IF THEY REPLY.**

