



Top Performing Text Message Templates

for Real Estate

*Pre-written text message
templates that average a
57% engagement rate*





Table of Contents

1.*Introduction*
2.*General*
3. *Buyer*
4.*Seller*



Why should you use these templates?

Messaging is an important aspect of any real estate business sales and marketing efforts.

Thankfully, our team and product at Structurely, have been able to work along side hundreds of top producing real estate agents from across the country. This has allowed Structurely's Artificial Intelligence (A.I.) Inside Sales Agent (ISA) to analyze the top performing text message templates across the hundreds of thousands of conversations with leads it has had.

The text message templates we are sharing with you in this document have achieved an average 57% engagement rate across buyer, seller, renter, investor and general online leads from various sources like Zillow, Realtor . com, agent's websites powered by BoomTownROI, Commissions INC, and Pay-Per-Click leads from the likes of Facebook and Google.

57% average lead engagement rate

We have compiled these templates for your use, with our without Structurely. Feel free to take these templates and use them in your CRM. However, if you'd like to take full advantage of a response lead by continuing the conversation until they're qualified, Structurely has you covered!

"I was having leads come through and dropping the ball and not creating a real dialogue with them, because if you get no response you forget to follow up with them, now Structurely does that for me."

- Juhmad Hollis, Broker/Owner @ Sil-loH Realty, New Orleans



Buyer Templates

Time	Message
Immediate	Hi {first name}, this is {your name} with {brokerage name}. I saw you were looking at properties on our website and I'm here to help you through that process! What else can you tell me about the property you're looking for? What locations are you interested in finding a new property in?
12 minutes	Let me know if I can help!
Day 2	Hi {first name}! Hope you're having an awesome day. This is {your name} with {brokerage name}. I'd like to send you some more homes like the ones you looked at initially. Can you let me know what your specific price range is?
Day 3	Hey, {first name}. Wanted to check in with you again regarding your home search inquiry on {lead source}. We want to make sure you're taken care of. When would be a good time to see a few homes for sale?
Day 4	Hey {first name}! {your name} with {brokerage name}. I set up a quick search on the MLS for homes similar to the ones you looked at initially. Would you be interested in setting up a time to see a few of those homes during the week or this weekend?
Day 5	Hi {first name}! Are you still interested in finding a home online? I can help you find some properties that might be listed off market or answer any questions you have. Let me know how I can help!
Day 7	Hi again {first name}. {name} from {brokerage name}. Our team has access to a few properties about to hit the market. I was wondering if any of them would interest you. Are you still considering a move in the next 3-6 months or sooner?
Day 10	Hey {name}, {your name} here with {brokerage name} again. Sorry to be a bother, but a few homes came on the market since we last spoke that I think you might like! Could you remind me of the price range you're looking in?
Day 15	{first name}, we want to make sure we're not dropping the ball with you. I sent you a message a few days back about some new listings that just hit the market, would you like me to send those to you? What would be the best email to reach you at?
Day 22	{first name}, our team is excited about a few new listings that hit the market! We're wondering if any are in the locations you're looking in. Could you remind of where that is again? Thanks so much.
Day 29	Hey {first name}. We heard from you about a month ago and haven't heard back since...Could you do me a favor and let me know if you're still in the market for a new home? I appreciate it :)
Day 57	Hey {first name}! We've seen a big bump in inventory since we first heard from you. Would you be interested in a taking a look at a few of the homes? What was the price range you're considering so we can send them over to {email}?
Day 85	Hey there {first name}, it's been almost 3 months since we heard from you and we wanted to make sure your real estate needs are covered! It sounds like you may not be in the market right now, but would moving in the next 3 - 6 months be your ideal target?



Seller Templates

Time	Message
0 min	Hey {first name}! Thanks for contacting us about selling your home at {address} on {lead source}. It's always best to see your home in person in order to determine an accurate property value. What would be a good day and time for us to quickly come see your home for a more accurate value assessment?
12 min	Let me know if I can help!
Day 2	Hi {first name}! This is {your name} with {brokerage name}. I did a little more research on your home at {address} and found a few comparable properties that have recently sold. I'd be happy to have our team walk through a listing report with you in person. Would this weekend work?
Day 3	Hey {first_name}! {first name} with {brokerage name} checking in to see if you'd like me to send you a more accurate property valuation and comparative market analysis for your home. What would be the best email to send that report to?
Day 4	Hi {first name}, I hope you're having a nice day! Have you made any recent improvements to your home? Those can usually mean a lot more money in your pocket come closing day compared to some of your neighbors. Would you be available for a quick call later today to discuss how those improvements might increase your home value?
Day 5	How's it going {first name}? You messaged us here at {brokerage name} a few days back and asked to learn a little more about the value of your home if you were to sell it. Have you looked up the value of your home on any websites? Do you think those numbers are high/low? I'd love to hear your thoughts. Would you like to hop on a quick call tonight to discuss?
Day 7	Hey {first name}. I wanted to check in to see if you're still considering putting your home on the market. Are you still thinking about listing it in the next 3-6 months or sooner?
Day 10	Hey {first name}, hope you're having a nice day! We're excited to see the market shifting towards more favorable sales prices. You inquired about listing your home at {current address} over a week ago. What would be the best email we could send this new market research to?
Day 15	Hey {first name}, we've seen a few homes similar to yours sell recently and wanted to see if you're still considering selling? Would you be interested in setting up a seller consultation either via phone or in person sometime? Let me know!
Day 22	Hi {first name}! {your name} with {brokerage name} name again. We were just taking a look through our contacts and noticed your {current address} home is similar to a few other properties that sold recently. We'd be happy to send over some comparables on your home! What's the best email to reach you at?
Day 29	Hey {first name}! {your name} again with {brokerage name}. We were just taking a look through our contacts and we've not heard from you in about a month. We wanted to make sure we're not dropping the ball with you! Is selling your home in the next 3-6 months still your target?
Day 57	Hey {first name}, hope you're having a nice day :) This is {your name} again with {brokerage name} checking in to let you know we've seen a lot of activity in the market since we last heard from you about 2 months ago. Can we send you over some of the most recent market trends for sold homes? What would be the best email to reach you at?
Day 85	Hi {first name}, hope all is well! This is {your name} with {brokerage name} and I wanted to let you know we've been noticing a shift in the market since we last spoke about 3 months ago. We think it'll keep heading in a favorable direction for sellers and wanted to know if you're still considering selling in the next 3 - 6 months?



General Lead Templates

Time	Message
0 min	Hey {first name}! This is {your name} with {brokerage name}! Thanks for contacting us on {lead source}. Can we help you with buying a new home, selling your current home or possibly doing both?
12 min	Let me know if I can help!
Day 2	Hi {first name}! This is {Bot_name} with {brokerage_name}. We received your inquiry yesterday on {lead_source} and wanted to check in to see how we could best be of service! Could we put together a listing report for your home address, set up a search for a new home or both? Let us know how to help!
Day 3	Hey, {first name}. Thanks again for your message a few days ago. How would this week or weekend work for a brief 15 minute call to learn a little more about what you're looking for in a home?
Day 4	Hey {first name}, just checking in again. As you know, the market is moving fast right now and I don't want you to miss out on your dream home, or on maximizing the sales price of your home. Is moving in the next 3 months a reasonable timeframe for you?
Day 5	Hey {first name}, sorry to bother again. We just want to make sure we're not dropping the ball. Can you let us know if you're still interested in buying or selling a home?
Day 7	{first name}, wanted to check in one last time to see how we can help. There are a few wonderful off-market homes I'd love to send your way. We've also seen a few listings sell that I'd be happy to put together in a comparative market analysis for your home. Can I send you over this info to {lead_email}?
Day 10	Hi {name}? We haven't heard from you since you registered on {lead source} in about a week and wanted to make sure we had the right number! Is there a particular location you're considering buying in? Or are you considering listing your home here?
Day 15	Hey {name}, hope you're having a nice day :) Could you remind of your email? We've been monitoring some trends in the market that I think make it a favorable time to consider moving and we'd like to send you over that info.
Day 22	Hi {name}! {bot name} again with {brokerage name}. I mentioned some changing trends in the market in my last message and wanted to make sure you're able to take advantage of those! Is a move in the next 3 - 6 months something you're still considering?
Day 29	Hey {name}! This is {bot name} again with {brokerage name}. Sorry to be a bother but we were just checking through our contacts to see if anyone might match the new listings we have access to. Are you still in the market for a new home? If so, what was the location you'd like to stick to?
Day 57	Hey {name}! {bot name} again with {agency name}. I last messaged you about a month ago with a few new listings we had access to but didn't hear back. I wanted to reach out again to make sure we're not dropping the ball. Can we help you with buying a new home, selling your current home or possibly both? Let us know how to help!
Day 85	Hi again {name}! I wanted to reach out one last time to make sure you're getting the info you needed from us here at {agency name}. You registered with us on {lead source} about 3 months ago. Is moving in the next 3 - 6 months still something you're considering?