

Appointment Confirmation and Reminder Pack

90-Day Seller Appointment Implementation Kit

Version 1.1 | Last Updated October 2, 2026

Purpose: Confirm the scheduled conversation, prevent reminder errors, and recover no-shows respectfully.

Requires: Booking Page Template Working calendar; CRM Automation and Connection SOP Booking-state design read; integration tested before activation; Seller Campaign Compliance Checklist Contact permissions

When to use: After booking and before launch

Estimated time: 60–90 minutes

[Open the Resource Hub](#)

Customize before using

Replace the fields used in your selected template. Use [AGENT NAME], [BROKERAGE], [CITY], [COUNTY] or [NEIGHBORHOOD], [SELLER OFFER], verified [LOCAL MARKET DATA], [BOOKING LINK], [PHONE] and [EMAIL] consistently. Complete any additional bracketed delivery, privacy, property or review fields that apply. Delete instructions and unused alternatives before sending.

Sequence rules

Immediate confirmation → about 24 hours before → about two hours before → attended outcome recorded by the agent. These intervals are editable planning choices, not a promised show-rate improvement. Use the seller's displayed timezone. If a reminder time is already past at booking, skip it. Do not send both scheduled reminders immediately. Check current appointment status immediately before sending. Cancel or reschedule stops the old reminder jobs. SMS remains optional and subject to Seller Campaign Compliance Checklist; email alone can run this sequence.

Immediate confirmation email

Subject: Confirmed — [DATE] at [TIME] [TIMEZONE]

Hi [FIRST NAME],

You're booked for a [DURATION]-minute selling-plan conversation with me on [DATE] at [TIME] [TIMEZONE].

We'll meet by [VIDEO LINK / ADDRESS / WHO CALLS WHICH NUMBER]. We'll discuss your property, timing, and the next questions to answer. There is no obligation to list.

Add to calendar: [BOOKING LINK]

Change the time: [RESCHEDULE LINK]

Cancel: [CANCEL LINK]

If anything looks wrong, reply to this email.

[AGENT NAME], [BROKERAGE]

[AGENT CONTACT]

Optional immediate text

Hi [FIRST NAME], [AGENT NAME] at [BROKERAGE]. Your selling-plan conversation is booked for [DATE] at [TIME] [TIMEZONE], by [FORMAT]. Details are in your email. Change time: [RESCHEDULE LINK]. Reply STOP to opt out of texts.

24-hour reminder

Subject: Our conversation tomorrow at [TIME] [TIMEZONE]

Hi [FIRST NAME],

A quick reminder that we're scheduled for [DATE] at [TIME] [TIMEZONE]. Here's how to join: [LOCATION / LINK / PHONE PROCESS].

Please bring your approximate selling timeline and the questions you'd like answered. If your plans changed, you can choose another time here: [RESCHEDULE LINK].

[AGENT NAME]

Same-day reminder About two hours before

Subject: Our conversation today at [TIME] [TIMEZONE]

Hi [FIRST NAME],

We're scheduled for [TIME] [TIMEZONE] today. Join by [LOCATION / LINK / PHONE PROCESS]. If you need another time, use [RESCHEDULE LINK] or reply here.

[AGENT NAME]

Optional short pre-appointment confirmation

Use instead of an additional reminder when a direct confirmation is useful, not as a fourth automated message.

Hi [FIRST NAME], it's [AGENT NAME] with [BROKERAGE]. Does [TIME] [TIMEZONE] still work for our conversation about [PROPERTY]? If not, we can reschedule: [LINK]. Reply STOP to opt out of texts.

Without SMS permission, use a brief email reply or the channel the seller requested.

Reschedule message

Subject: Updated time for our conversation

Hi [FIRST NAME],

The updated time is [NEW DATE] at [NEW TIME] [TIMEZONE]. [NEW LOCATION / LINK / PHONE PROCESS]. The previous time has been cancelled.

Add the updated appointment to your calendar: [LINK]. If anything needs changing, reply here.

[AGENT NAME]

The calendar and CRM must preserve the same opportunity ID. Mark the old appointment attempt Rescheduled and create the new attempt ID; do not count a second unique booked seller.

Cancellation acknowledgement

Subject: Your appointment cancellation

Hi [FIRST NAME],

I've cancelled our conversation for [DATE] at [TIME]. If you'd like to choose a time later, here's the calendar: [BOOKING LINK]. Your resource is still available here: [RESOURCE LINK].

[AGENT NAME]

Stop reminder jobs immediately. Do not automatically resume marketing if the seller declined future contact.

No-show recovery After the planned waiting period

Subject: Would another time work?

Hi [FIRST NAME],

We didn't connect at our scheduled time today. Would you like to choose another time? [RESCHEDULE LINK]

If your plans have changed, just let me know.

[AGENT NAME]

Mark the attempt No-show only after the agent checks the correct link/time and any message from the seller.
An agent cancellation is not a seller no-show.

Second no-show follow-up Next business day

Subject: Checking before I close the appointment task

Hi [FIRST NAME],

Would you still like to discuss your selling plan, or should I close the appointment task for now? If you'd like to talk, you can choose a time here: [BOOKING LINK].

[AGENT NAME]

If no reply, close the recovery task. Continue only previously permitted useful nurture at its normal cadence; do not create endless appointment-chasing messages.

Held outcome and next step

After attendance, record the Held attempt, first-held opportunity date, substantive conversation note, and agreed next action. Email: Thanks for speaking with me, [FIRST NAME]. We agreed the next step is [ACTUAL ACTION] by [DATE]. I'll [AGENT TASK], and you'll [SELLER TASK]. Reply if I missed anything. Do not count a calendar confirmation, voicemail, or mere resource delivery as Held.

You are done when

Booking, last-minute booking, reschedule, cancellation, and no-show test cases produce the correct messages and states.