

Booking Page Template

90-Day Seller Appointment Implementation Kit

Version 1.1 | Last Updated October 2, 2026

Purpose: Let qualified sellers choose a clear, convenient listing conversation.

Requires: Seller Qualification Form Qualification rules drafted; Software Functions and System Setup
Calendar function selected; Seller Campaign Compliance Checklist Required disclosures

When to use: Before nurture is activated

Estimated time: 45–75 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.

Booking page copy

Appointment title: [CITY] Selling Plan Conversation

Description: A [20]-minute conversation with [AGENT NAME] at [BROKERAGE] about your property, timing, and possible selling plan. We'll review the questions to address before listing and agree on the next useful step. There is no obligation to list.

Location: [VIDEO LINK / AGENT PHONE CALL / CONFIRMED IN-PERSON LOCATION]. Choose one format per event type. State who initiates a telephone call.

Preparation: Bring the property address, your approximate timeline, and the questions you most want answered. Please share a reliable email for the confirmation.

Calendar instruction: Choose a time below. The page displays [SELLER LOCAL TIMEZONE] and lets you check the timezone before booking.

Short pre-book questions

Carry forward known answers rather than asking again.

- First name and email, required.
- Property address and type, required for preparation.
- Owner or authorized seller, required.
- Selling timeline or explicit consultation request, required for qualification.
- Already working with a listing agent, required routing question.
- What would you most like to understand? Optional.
- Phone, required only when the selected format is a telephone call; marketing SMS consent remains separate.

Availability starting plan

Choose appointment windows you can actually cover in the seller's timezone. A 20-minute conversation with 10-minute buffers is a planning starting point. Publish enough near-term options to be useful without pretending unlimited availability. Set a realistic minimum notice and booking horizon based on preparation time.

Connect all conflict calendars; verify both agent and seller notifications. Include location, timezone, and reschedule links in the calendar invite. Do not double-book or send video credentials in a public template.

Confirmation page

Headline: Your conversation is booked

Message: You're scheduled with [AGENT NAME] for [DATE] at [TIME] [TIMEZONE]. We'll meet by [LOCATION / VIDEO LINK / PHONE PROCESS].

Preparation: Please bring your approximate timeline and questions about [PROPERTY ADDRESS].

Actions: Add to calendar [LINK]. Need a different time? [RESCHEDULE LINK]. Cancel [CANCEL LINK].

Contact [AGENT EMAIL / PHONE] if anything looks wrong.

Manual booking fallback

If the calendar fails, show: Please email [EMAIL] with two times that work for you and your timezone. I'll confirm a time before it is considered booked.

The agent creates the same CRM opportunity and calendar event after agreement; logs the first-booked date once; and triggers Appointment Confirmation and Reminder Pack. An inquiry about availability is not a booked appointment until both parties agree on a scheduled time.

Test before publishing

Book from a phone in another timezone, verify the received calendar time, and test conflict blocking. Reschedule once, cancel once, and inspect old reminder jobs. A seller who is unqualified or already represented is routed to human review instead of being counted toward qualified bookings.

You are done when

A qualified seller can book, see the correct timezone and location, and change the appointment without duplication.