

Seller Follow-Up and Nurture Pack

90-Day Seller Appointment Implementation Kit

Version 1.1 | Last Updated October 2, 2026

Purpose: Deliver the resource and continue useful conversations until a qualified seller is ready to book.

Requires: Seller Resource Templates Hosted resource; Seller Qualification Form Qualification paths; Booking Page Template Working booking link; Seller Campaign Compliance Checklist Contact permissions; CRM Automation and Connection SOP Routing design read; test connections before activation

When to use: After capture and before launch

Estimated time: 90–150 minutes to configure and test

[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.

Configure the branches before importing messages

Delivery is immediate after a valid request. For a seller who requests ongoing updates, a starting planning cadence is Days 0, 2, 5, 7, 14, and 30, followed by one useful monthly update through Day 90. Day 1 is a conditional delivery repair; Day 3 substitutes for Day 5 when its topic is more useful; Day 21 substitutes for Day 30 if timely market data justify it. Do not send every available template to every homeowner.

An explicit reply creates a human task and pauses automated promotional messages. An explicit request to talk triggers Seller Qualification Form qualification and Booking Page Template booking. Booked contacts leave marketing nurture and enter Appointment Confirmation and Reminder Pack. Channel opt-outs, declines, complaints, invalid addresses, or represented sellers needing brokerage review stop the relevant sequence. Never automatically reenroll a suppressed contact.

Unknown timeline: one permitted clarification, then light education if the contact chose updates. More than six months: monthly useful content only, with a next-review date. Ready qualified sellers: personal response and the calendar; do not make them wait through a 30-day sequence.

Shared email identity and footer

Every template uses an accurate From and Reply-to address. Append your approved footer to every commercial message:

[AGENT NAME], [BROKERAGE]
[VALID PHYSICAL POSTAL ADDRESS]
[PHONE] | [EMAIL]

Seller tips and real estate services from [AGENT NAME] / [BROKERAGE]. Stop marketing email: [WORKING UNSUBSCRIBE LINK] or reply unsubscribe.

Requested delivery and appointment notices should stay focused on their service purpose. If promotional material is added, apply the commercial-email requirements. Verify this distinction through Seller Campaign Compliance Checklist.

Immediate response

Subject: Your [RESOURCE NAME]

Hi [FIRST NAME],

Here's the [RESOURCE NAME] you requested: [RESOURCE LINK].

Start with the section on [ACTUAL SECTION]. It helps you write down the decisions still to make before listing.

If you'd like help applying it to your property, reply with your city and approximate selling timeline. I'll point you toward the appropriate next step.

[AGENT NAME]

Property-specific report variant: I received your request for [PROPERTY ADDRESS]. I'll send the pricing review within [HONEST TURNAROUND]. It does not require a consultation. In the meantime, here's a practical preparation checklist: [RESOURCE LINK].

Day 1 Delivery repair only

Use only when the resource was not delivered or a requested report is due. Do not call an email open failure a delivery failure.

Subject: The [RESOURCE NAME] you requested

Hi [FIRST NAME],

Here's another way to open your resource: [RESOURCE LINK]. If the link doesn't work, reply and I'll send the file directly.

[AGENT NAME]

For a delayed personalized report, state the real revised delivery time and give a direct contact route; do not claim it is complete when it is not.

Day 2 Timing question

Subject: One question about your selling plan

Hi [FIRST NAME],

When you're working through the checklist, it helps to write down a preferred moving window before choosing preparation projects.

Are you considering a sale in the next few months, later, or mainly gathering information? A rough answer is enough.

[AGENT NAME]

If their reply qualifies and asks for help: Happy to talk through it. After confirming the property and service fit, you can choose a time here: [BOOKING LINK].

Day 3 Preparation topic Optional substitute

Subject: Before committing to preparation work

Hi [FIRST NAME],

Make two lists: work you already know is needed, and projects you're considering mainly for presentation.

Ask the relevant professional about costs and priorities before starting the bigger items.

If you'd like to discuss which questions apply to your home, reply with the property area and your timeline.

[AGENT NAME]

Day 5 Pricing insight

Subject: What to ask about comparable sales

Hi [FIRST NAME],

When reviewing a suggested price, ask why each comparable was selected. Look at the sale date, size, condition, and location, and separate current asking prices from completed sales.

You can reopen your resource here: [RESOURCE LINK]. If you're ready for a property-specific discussion, reply and we'll confirm the details before choosing a time.
[AGENT NAME]

Day 7 Optional selling-plan conversation

Subject: Want to work through your selling plan?

Hi [FIRST NAME],

If selling is becoming a near-term decision, we can use a short conversation to review your timeline, the property's position, and the next information to gather.

There is no obligation to list. If you'd like to talk, reply with the property address and your approximate timeline. Once we confirm service fit, I'll send the calendar.

[AGENT NAME]

For already qualified sellers who requested a conversation, replace the last paragraph with: You can choose a time here: [BOOKING LINK].

Day 14 Seller proceeds question

Subject: A useful question beyond the selling price

Hi [FIRST NAME],

When you're comparing a selling plan, ask for an estimate of proceeds showing mortgage payoff, negotiated compensation, concessions, and closing expenses. Ask which figures are estimates and what could change them.

If you want help organizing those questions for your property, reply with what you're trying to decide.

[AGENT NAME]

Day 21 Market update Optional substitute

Subject: [CITY] seller update for [PERIOD]

Hi [FIRST NAME],

For [PROPERTY TYPE] in [CITY], [FACT THE PERMITTED SOURCE SUPPORTS]. The report covers [PERIOD], includes [SAMPLE SIZE] sales, and comes from [SOURCE]. [LINK TO ACTUAL REPORT].

An area average does not establish an individual home's price. The useful question is which recent sales are relevant to your property and condition.

If you'd like to discuss that, reply and we can confirm the details.

[AGENT NAME]

Skip this message if you do not have current authorized data. Do not fill it with invented figures.

Day 30 Permission and timing check

Subject: Is this still useful?

Hi [FIRST NAME],

Has your selling timeline changed since you requested the [RESOURCE NAME]? If you're still researching, I can keep updates occasional. If you'd rather stop them, use the unsubscribe link or reply unsubscribe.

If you're ready to discuss your property, reply with your timeline and I'll help with the next step.

[AGENT NAME]

Day 45 or next requested update

Subject: Questions to bring to a listing conversation

Hi [FIRST NAME],

Bring these questions when you compare a selling plan: Which comparables support the price? What preparation is worth discussing? How will feedback be reviewed? What costs could affect proceeds?

You can write your answers in the checklist: [RESOURCE LINK]. If a conversation would help, reply with your property area and timing.
[AGENT NAME]

Day 60 Longer-term nurture

Subject: Your selling checklist for [MONTH]

Hi [FIRST NAME],

If you're still planning ahead, update your preferred move window and note any changes in the property's condition or your preparation plan. Those details are more useful than a stale checklist.

Here's the resource again: [RESOURCE LINK]. Let me know if your timeline has moved forward.

[AGENT NAME]

Day 75 Reactivation Only if updates remain permitted

Subject: Still considering a sale?

Hi [FIRST NAME],

You requested the [RESOURCE NAME] earlier. Are you still considering a sale, or has the plan changed?

If you'd like to revisit it, reply with your approximate timeline. If you prefer no further marketing updates, unsubscribe or reply unsubscribe and I'll stop them.

[AGENT NAME]

Do not send this to a previous opt-out, a seller who declined further contact, or a contact whose permission no longer supports it.

Day 90 Review and continue only when useful

Subject: A quick check on your plans

Hi [FIRST NAME],

Has anything changed in your selling plan? If it's still a longer-term idea, let me know how often an update would be useful. If you're ready for a conversation, reply and we'll confirm the property and a convenient time.

[AGENT NAME]

Use the answer to choose a future contact date. Silence does not justify increasing frequency.

Optional SMS Examples requiring reviewed consent and sender setup

Only send through a permitted, registered sender after Seller Campaign Compliance Checklist passes. Do not add an SMS to every email. Use the contact's verified local quiet hours and chosen channel. Examples are drafting aids, not a determination of legal sufficiency.

Delivery: Hi [FIRST NAME], this is [AGENT NAME] with [BROKERAGE]. Here's the [RESOURCE NAME] you requested: [LINK]. Reply STOP to opt out of texts.

Requested conversation: Hi [FIRST NAME], [AGENT NAME] at [BROKERAGE] here. You asked to discuss your property. Once we confirm [MISSING DETAIL], you can choose a time at [BOOKING LINK]. Reply STOP to opt out.

Timing check: Hi [FIRST NAME], it's [AGENT NAME] with [BROKERAGE]. Has your selling timeline changed, or are you still gathering information? Reply STOP to opt out.

After STOP: suppress texts immediately, record the request and scope, and do not send a marketing follow-up. Use only a provider-supported legally permitted opt-out confirmation if appropriate; it must contain no promotion.

Daily human handling

Read replies, answer the question asked, and update the timeline. If the owner cannot respond during the declared service window, assign the backup owner. Record next task, due date, and last contact. A manual reply plus secure CRM record is an acceptable fallback during an automation outage.

You are done when

Messages are customized and tested; replies pause promotional automation, bookings exit nurture, and opt-outs suppress the correct channel.