

SUCCESS IN FSBO

TEXT & SOCIAL MEDIA

SCRIPTS



CLEAR PATH CONSULTING

**EXACT SCRIPTS TO USE WHEN
BUILDING BUZZ**

TEXT SCRIPTS

(CLEAR PATH CONSULTING — FOR EDUCATIONAL USE ONLY)

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By using this guide, you acknowledge that you remain in full control of your sale and are solely accountable for complying with all local, state, and federal laws, including fair housing rules and marketing regulations.

1. COMING SOON TEXTS

1. "Hey (Name)! I'm preparing my home to hit the market in a few days and wanted to give a courtesy heads-up to people I know. If you know someone looking in the (Neighborhood) area, I'm happy to share early details before it's public."
2. "Quick heads up (Name)! My home is hitting the market soon. It's not public yet. If you or someone you know wants early access before the crowd sees it, I'm happy to send over the details."
3. "Hey (Name)! My place is going to be for sale in the next week or so. If you know anyone looking nearby, I'm happy to share a first look."

2. JUST LISTED TEXTS

1. "Hey (Name)! My home is officially listed today. If you or someone you know is looking nearby, I'd be happy to show you around. Take a look at the listing and let me know what you think. (Link to listing)."
2. "Home just listed today! If you want to pop by sometime this week I'd be happy to give you a tour. Take a look at the listing and let me know what you think. (Link to listing)."
3. "Hey (Name)! My home is officially on the market. If you want to come take a look, let me know. I'd be happy to show you around. (Link to listing)."

3. GOING-AWAY-PARTY OPEN HOUSE TEXTS

1. "Hey (Name)! I'm doing a quick going away party with some neighbors before we move. Feel free to stop by or tell a friend who may be interested in the neighborhood."
2. "Hey! I'm hosting a neighbors-only open house this weekend. Stopping by is totally informal. Swing by if you get a chance, we'd love for you to come. If anyone you know is looking to purchase in the neighborhood feel free to bring them as well."
3. "Before we move, I'm hosting a going away party for some of the neighbors. Pop by if you'd like, and if you know anyone who's looking in the neighborhood bring them along too."

SOCIAL MEDIA SCRIPTS

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1. COMING SOON POSTS

1. Just giving a quick heads-up to friends, neighbors, and anyone who's been looking in this area, my home will be hitting the market in the next few days!

If you know someone hoping to move into a (X) bed (X) bath in (Neighborhood), feel free to reach out. Happy to share early details before it goes live.

Sometimes the best buyers come from someone who already knows the neighborhood. Shoot me a text for more details at (XXX) XXX-XXXX!

2. I'm getting ready to sell my home here in (Neighborhood) and it will be officially on the market shortly. It's not public yet, but I wanted to share the news early with people who might know someone looking.

If you're interested in a sneak peek or want to share the info with someone searching in this area, send me a text at (XXX) XXX-XXXX!

More details coming soon...

2. JUST LISTED POSTS

1. My home is officially on the market today. If you or someone you know is looking to move into a (X) bed (X) bath in (Neighborhood), check it out!

Here's the link with photos + details:

(Listing Link)

If you'd like to schedule a walkthrough, just message me. I'm happy to show it!

2. I just listed my home today. If you've been waiting for something in (Neighborhood), now's your chance.

Take a look at the listing here:

(Listing Link)

If you want to come see it in person, message me and I'm happy to show you around. Feel free to share this with anyone you know who's looking!

3. GOING-AWAY-PARTY/OPEN HOUSE POSTS

1. Hey everyone! We're hosting a casual going away party at our home in (Neighborhood) this (weekend/day).

If you live nearby, feel free to stop by! If you know someone who's been wanting to move into the area, bring them along, we'd love to meet them.

Date: (Date)

Time: (Time)

Address: (Address)

Totally informal. Swing by!

2. Hey friends! Before the home gets sold, we're inviting our neighbors for a going away party. It's a great chance to take a look, say hello, and bring anyone you know who's trying to move into (Neighborhood).

Details:

(Address)

(Date)

(Time)

Stop by if you can. We'd love to see you!



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