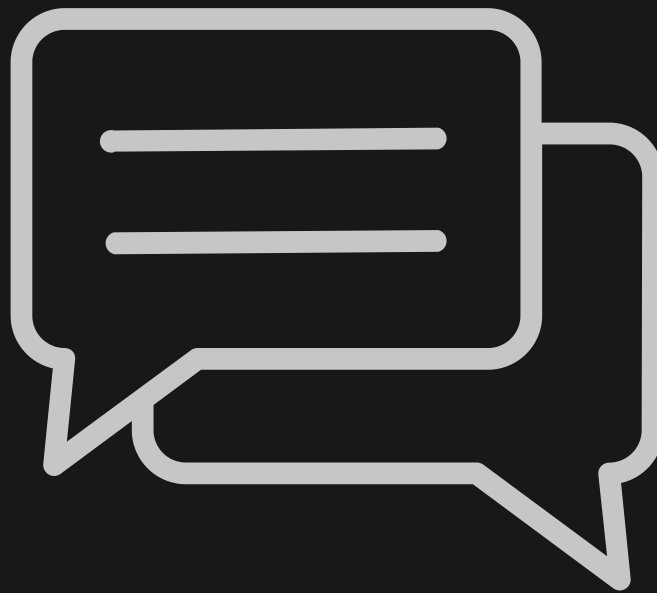


SUCCESS IN FSBO

TEXT & SOCIAL MEDIA

SCRIPTS



CLEAR PATH CONSULTING

**EXACT SCRIPTS TO USE WHEN
BUILDING BUZZ**

TEXT SCRIPTS

(CLEAR PATH CONSULTING — FOR EDUCATIONAL USE ONLY)

One of the biggest advantages individual homeowners have is their personal network. Friends, family, neighbors, coworkers, and social media connections can often become one of the earliest sources of buyer activity when leveraged correctly.

The examples below are designed to help generate awareness, create momentum, and encourage early conversations before and during the listing process.

COMING SOON TEXTS

Casual Personal Text

Hey! Just wanted to give you a heads up before we officially put it on the market. We're getting ready to sell our home in [AREA] over the next [TIMEFRAME].

If you happen to know anyone looking to move into the area, feel free to send them my way.

More Direct Text (Text Blast Option)

Coming soon in [AREA].

We're getting ready to officially list our home soon and wanted to spread the word early before it goes live publicly. If you know anyone looking in the area, let me know and I'd be happy to send some of the details over.

Warm/Community Focused

Hey everyone. We're getting ready to sell our home in [AREA] and wanted to let friends, family, neighbors, and local connections know first before it officially hits the market.

If you know someone looking to move into the area, feel free to reach out.

JUST LISTED TEXTS

Direct Personal Text

Our home in [AREA] officially went live today.

We're scheduling private showings this week. Reach out if you'd like more information or know someone looking in the area. [LINK TO LISTING]

More Direct Text (Text Blast Option)

Officially live.

Our home in [AREA] is now on the market. If you or someone you know is looking in the area, feel free to message me for details or to schedule a showing. [LINK TO LISTING]

Warm/Community Focus

Excited to officially share that our home in [AREA] is now for sale.

If you know anyone looking for a home in the area, feel free to send them my way. Happy to share photos, details, or showing information. [LINK TO LISTING]

NEIGHBORS ONLY OPEN HOUSE TEXT (“BRING FRIENDS”)

Casual Neighbor Invite Option (PRE LAUNCH)

Hey! Before we fully open things up publicly, we wanted to invite a few neighbors through the house this [DAY] at [TIME].

If you'd like to stop by or know someone who has been wanting to move into the area, feel free to bring them along.

More Exclusive Feeling (PRE LAUNCH)

Hey [NAME], we're hosting a small neighbors-only open house this [DAY/TIME] before opening it broadly.

Thought we'd extend the invite in case you wanted to come by or know someone interested in the neighborhood.

Community Focused (POST LISTING)

We wanted to invite a few of our friends to a going away party before we move out.

Feel free to stop by, and if you know anyone looking to move into the area, you're welcome to bring them along as well so they can check out the house.

SOCIAL MEDIA SCRIPTS

(CLEAR PATH CONSULTING — FOR EDUCATIONAL USE ONLY)

COMING SOON POSTS

Simple & Clean Option

COMING SOON.

Excited to officially bring our home in [AREA] to the market soon.

More details coming shortly. If you or someone you know has been looking in the area, feel free to message me.

Lifestyle Focused Option

After a lot of great memories here, we're officially preparing our home in [AREA] for sale.

Looking forward to sharing more soon. If you know anyone wanting to move into the area, send them my way.

Curiosity Driven Option

Something exciting coming soon in [AREA].

We're getting ready to officially list our home soon. More details and photos coming shortly.

GOING LIVE (FOR SALE)

Clean Launch Post

JUST LISTED.

Our home in [AREA] is officially on the market.

[NUMBER] bed · [NUMBER] bath · [NUMBER] SQFT · [KEY FEATURE]

Message me for details, photos, or private showing information.

[LINK TO LISTING]

More Lifestyle Driven Option

Officially for sale.

[NUMBER] bed · [NUMBER] bath · [NUMBER] SQFT

One of our favorite parts about this home has always been [FEATURE / VIEW / BACKYARD / LOCATION].

Excited for someone new to enjoy it next.

Located in [AREA]. Message me for details or showings.

[LINK TO LISTING]

Momentum / Attention Focused Option

Officially live in [AREA].

[NUMBER] bed · [NUMBER] bath · [NUMBER] SQFT

Showings are already being scheduled this week. Reach out if you'd like details or know someone looking nearby.

[LINK TO LISTING]

NEIGHBORS ONLY OPEN HOUSE POSTS ("BRING FRIENDS")

Casual Neighbor Invite Option (PRE LAUNCH)

Hey everyone! Before we fully open things up publicly, we wanted to invite a few neighbors through the house this [DAY] at [TIME].

If you'd like to stop by or know someone who has been wanting to move into the area, feel free to bring them along.

More Exclusive Feeling Option (POST LAUNCH)

Hey everyone! We're hosting a going away party this [DAY/TIME] to celebrate our move.

Thought we'd extend the invite in case you wanted to come by or know someone interested in the neighborhood who wants to take a look.

DISCLAIMER:

The templates and examples provided in this section are for educational and informational purposes only. Sellers are free to adapt, modify, use, or not use any scripts, posts, or communication examples provided by Clear Path Consulting.

Results will vary based on market conditions, property condition, pricing strategy, communication quality, buyer demand, location, timing, and many other factors outside of Clear Path Consulting's control. No guarantees, promises, or representations are being made regarding inquiries, showings, offers, sale price, time on market, or final transaction outcome.



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