

## SIGN UP RESPONDER TEXTS:

1. Website Property Search
  - a. Hi %FIRST\_NAME%, this is Kris Ford. Thanks for registering on my website. How soon are you looking to buy? Feel free to save searches and fav homes you may like to see. I'm here to help you, let me know if you have any questions.
2. Website Property Landing Page
  - a. %FIRST\_NAME% thank you for checking out my listing! Do you have any specific questions about the property I can assist you with such as schools, property or neighborhood details? ~Kris Ford
3. Website Market Report Page
  - a. %FIRST\_NAME% Thank you for signing up for the market report, are you looking to sell a home in the near future?

Follow-Up Text TEMPLATES you can push out manually:

First outreach after auto text from sign up:

1. Hi %FIRST\_NAME% This is Kris Ford, Thanks for checking out my website. Did you see any homes of interest that you may want to see?
2. Hi %FIRST\_NAME% buying a home can mean a lot of docs to collect! To make the process easier, you can download the buyer checklist on my website to help you plan: <http://www.krisfordrealtor.com/blog/home-buying-process-and-checklist/>  
Let me know if you have any questions! (DO NOT USE THIS UNLESS YOU HAVE A BLOG THAT HAS A CHECK LIST THEY CAN DOWNLOAD. I created mine and asked RG Support to add the PDF)
3. Hi %FIRST\_NAME% It's Kris Ford, I know reviews from past clients can be an important part of the realtor vetting process. I want you to know how my clients feel about my service, so check it out here when you get a chance: <http://www.zillow.com/profile/KrisFordRealtor/?rx=true>
4. Hi it's Kris Ford, I wanted to share a link to my FB page if you are interested in following me. There are great resources on buying, selling, home staging and even decorating tips I think you may enjoy. <https://www.facebook.com/KrisFordRealtor/>