

# Real Estate Marketing Bundle — FREE SAMPLE PACK

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**From:** Vasquez Ventures


**Sample Includes:** 5 social captions, 1 email template, checklist teaser, 3 AI prompts

**Want the full bundle?** [Get all 30 captions, 5 emails, full checklist & 22+ AI prompts — \$27]  
(<https://vasquezventures.surge.sh/real-estate-bundle.html>)


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## 5 SOCIAL MEDIA CAPTIONS (Sample)

### 1. New Listing - Just Listed

 JUST LISTED! This stunning [X] bed/[X] bath in [Neighborhood] won't last long! Modern kitchen, spacious backyard, and move-in ready. DM for private showing! #JustListed # [Neighborhood]RealEstate #[City]Homes

### 2. Open House Invitation

 OPEN HOUSE this Sunday 1-4pm! Come see this gorgeous [X] sqft home in [Neighborhood]. Fresh paint, new flooring, and a backyard made for summer BBQs. See you there! #OpenHouse #HomeForSale #[City]Realtor

### 3. Just Sold Announcement

🏡 JUST SOLD in [Neighborhood]! This beautiful home found its perfect family in just [X] days on market! Thinking of selling? Now's the time! Free home valuation in my bio!  
#JustSold #RealEstateSuccess #[City]Realtor

### 4. Market Update

📊 [CITY] MARKET UPDATE - [Month]:

- Median Sale Price: \$[X]K ([+/-X]%)
- Days on Market: [X] days
- Inventory: [X] months supply
- Sale-to-List Ratio: [X]%

Buyers: It's competitive but doable!

Sellers: Great time to list!

Questions? Drop them below! 📌 #MarketUpdate #RealEstateStats #[City]Market

### 5. First-Time Buyer Tip

🎓 FIRST-TIME BUYER TIP #1: Get PRE-APPROVED before house hunting! Sellers won't take you seriously without it. Plus, you'll know your exact budget! Need a lender recommendation? I've got you! Comment "LENDER" below! #FirstTimeHomeBuyer #HomeBuyingTips #RealEstateAdvice

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## 1 EMAIL TEMPLATE (Sample)

### Open House Follow-Up (Send within 24 hours)

**Subject:** Great meeting you at [Address]! + Next steps

**Body:**

Hi [First Name],

It was such a pleasure meeting you at the open house yesterday at [Address]! I hope you got a good feel for the neighborhood and the home.

A few quick things you mentioned you were looking for:

- [X] bedrooms
- [X] bathrooms
- [Neighborhood/Area]
- Budget: \$[X]K - \$[X]K

Here's what I'd recommend as your next step:

**Option 1:** Schedule a private showing of [Address] if you want a second look (sometimes you see things you missed the first time!)

**Option 2:** Let me set you up with a custom MLS search that sends you new listings the MINUTE they hit the market — in this market, being first matters!

**Option 3:** Hop on a 15-minute call this week to talk strategy. The market is moving fast, and I want to make sure you're positioned to win.

Which works best for you? Just reply and let me know!

Also, I've attached my [Neighborhood] Market Guide with recent sales, school info, and local favorites.

Looking forward to helping you find the perfect home!

Best,

[Your Name]

[Phone]

[Email]

[Website]

P.S. — If now isn't the right time to buy, no pressure at all! I'm happy to stay in touch and send you monthly market updates. Just say the word!

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## ONBOARDING CHECKLIST TEASER

### Welcome Message Template (First 3 Items)




**Subject:** Welcome! Here's what happens next 🏠

### Body:

Hi [Client Name],

Welcome aboard! I'm so excited to help you [find your dream home / sell your current home]. You've made a great choice, and I'm committed to making this process as smooth and stress-free as possible.

### Here's what happens next:

1.  Review and sign the attached documents (I'll walk you through each one)
2.  Schedule our strategy session (30-45 minutes)
3.  Get pre-approved (buyers) / Home prep consultation (sellers)

### My commitment to you:

Response within 2 hours during business hours (9am-7pm)

Weekly updates, even if there's "no news"

Honest advice — even when it's not what you want to hear

**Your next step:** Reply with 2-3 times that work for you this week for our strategy call!

Let's do this! 🚀

[Your Name]

[Phone] | [Email]

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### 3 AI PROMPTS (Sample)

#### Prompt 1: Full Listing Description

You are a professional real estate copywriter. Write a compelling MLS listing description

- Address: [ADDRESS]
- Beds/Baths: [X] bed, [X] bath
- Square Footage: [X] sqft
- Year Built: [YEAR]
- Lot Size: [X] acres/sqft
- Key Features: [FEATURE 1], [FEATURE 2], [FEATURE 3]

- Recent Upgrades: [UPGRADE 1], [UPGRADE 2]
- Neighborhood: [NEIGHBORHOOD]
- Schools: [SCHOOL NAMES/RATINGS]
- Price: \$[X]

Write a 200-250 word description that:

- Opens with an attention-grabbing hook
- Highlights the top 3-5 selling features
- Uses emotional, benefit-driven language (not just features)
- Mentions neighborhood lifestyle and amenities
- Ends with a call-to-action
- Avoids clichés like "move-in ready," "charming," "cozy"
- Is MLS-compliant (no fair housing violations, no subjective claims)

Tone: [Professional/Warm/Luxury/Family-Friendly]

## Prompt 2: Social Media Listing Teaser

Write 5 different Instagram caption options (under 150 characters each) for a new listing

Home highlights: [X] bed/[X] bath, [KEY FEATURE 1], [KEY FEATURE 2], [NEIGHBORHOOD]

Each option should have a different angle:

1. Urgency/FOMO focused
2. Lifestyle/aspirational
3. Feature-focused (specific upgrade)
4. Question/engagement hook
5. Emoji-heavy, casual vibe

Include 3-5 relevant hashtags for each.

## Prompt 3: Responding to Commission Objection

A potential seller just said: "I think your commission is too high. Another agent said t

Write a professional, non-defensive email response that:

- Acknowledges their concern without apologizing
- Explains the VALUE they get at my commission level (marketing, negotiation, experience

- Shows the math: "On a \$500K home, 1% = \$5K. But my marketing gets you \$15K more on ave
- Invites them to a call to discuss my marketing plan in detail
- Leaves the door open without being pushy

Tone: Confident, helpful, not defensive

Length: 150-200 words





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## WANT THE FULL BUNDLE?

### This sample includes:

- ✓ 5 social captions (of 30)
- ✓ 1 email template (of 5)
- ✓ Checklist teaser (first 3 items)
- ✓ 3 AI prompts (of 22+)

### Get the complete Real Estate Marketing Bundle for \$27:

-  All 30 social media captions (6 categories)
-  All 5 email templates (full sequences)
-  Complete client onboarding checklist (all sections)
-  All 22+ AI prompts (listing descriptions, client comms, objection handling, market analysis)

[→ [Get Instant Access — \\$27](https://buy.stripe.com/28E14m8fQaRe36X1wr0ZW0a)](https://buy.stripe.com/28E14m8fQaRe36X1wr0ZW0a)

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