

AGENT COMMUNICATION TOOLKIT

Seller Email Template Pack

Four copy-and-paste messages that keep sellers informed before and after listing media day.

HOMESNAPP

Real estate media for Lake Hopatcong, Sussex County, Morris County and the Poconos.

Use it, share it, or add your own notes. This resource is designed to make listing preparation easier for agents and sellers.

1. Booking confirmation

Subject: Your listing photography is scheduled

Hi [Seller Name],

Your listing photography is scheduled for [Date] at [Time]. The appointment will include [Photos / Drone / Video / 3D Tour / Floor Plan].

Please plan for the home to be fully prepared before the appointment begins. I am sending a checklist with the highest-impact steps. Most shoots take approximately [Time Estimate], depending on the property and selected services.

If you have questions about access, parking, pets or a feature we should highlight, please let me know before shoot day.

*Thank you,
[Agent Name]*

2. Five-day preparation note

Subject: Five quick priorities before photography

Hi [Seller Name],

We are five days away from listing photography. The most important priorities are:

- 1. Clear counters and visible clutter.*
- 2. Replace burned-out bulbs and match light colors.*
- 3. Remove personal items and valuables.*
- 4. Prepare beds, towels and outdoor areas.*
- 5. Arrange for pets and vehicles to be away during the appointment.*

The attached HomeSnapp checklist has a room-by-room guide. Please reach out if you need help deciding what to remove or leave in place.

*Thank you,
[Agent Name]*

3. Evening-before reminder

Subject: Quick reminder for tomorrow's photography

Hi [Seller Name],

A quick reminder that photography is tomorrow at [Time]. Before the photographer arrives, please turn on all lights, open blinds, clear final clutter, hide pet items and move vehicles away from the front of the home.

The photographer will focus on capturing the property and cannot provide cleaning, staging or furniture-moving services during the appointment. Thank you for having everything ready so we can use the full appointment for great coverage.

*See you tomorrow,
[Agent Name]*

4. Media-ready update

Subject: Your listing media is ready

Hi [Seller Name],

The listing media has been delivered and I am preparing the property for launch. The final marketing set includes [Deliverables].

My next steps are [MLS entry / property page / social launch / email campaign / open-house promotion]. I will send you the live listing link as soon as it is published.

Thank you for the work you put into preparing the home. It made a meaningful difference in the finished presentation.

*Best,
[Agent Name]*

Make it yours

Replace every bracketed field and adjust the tone to match your brand. Keep the timing and expectations clear even when you personalize the language.