

# ELEVATING OUR TEXT MESSAGE ENGAGEMENT

As we continue to enhance our communication to buyers and clients, we'd like to emphasize the significance of our text message interactions. At Real Estate Connection, effective communication is the backbone of our connections.

It is of highest importance for you to **Reply to ALL of our text messages and emails within 60 seconds of receipt.....This will keep you active in the network.**

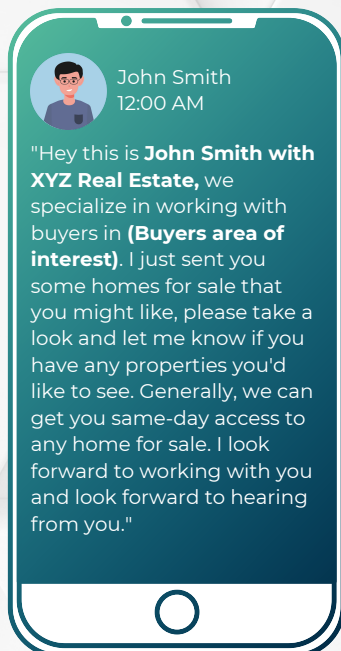
To get the most out of your client interactions especially via text message,

## Remember P.E.A.K. Performance:

1. **Precision:** Ensure your messages are clear, concise, and valuable. Thoughtful and relevant replies contribute to a more enriching conversation.
2. **Engagement:** Your consistency in follow up can make or break a client relationship, and be the difference in your success. A quick touch base message will keep your clients engaged and more likely to complete their transaction with you.
3. **Acknowledgement:** Show appreciation for your client's time and attention. A simple acknowledgment can go a long way in building positive connections.
4. **Keep [it Professional]:** While creativity is welcomed, your clients want to feel supported by an experienced and professional home buying expert.

## Example Message for Real Estate Agent:

Example Message  
for Real Estate  
Agents:



Example Message  
for Loan Officer:



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## Why It Matters:

- Getting great at follow up will build your reputation immensely. Nothing is more professional than responsiveness.
- Improved understanding for clients creates trust and credibility.
- Stronger team bonds between Agents and Loan Officers lead to long term reciprocal success.
- Fostering a positive and inclusive communication culture increases repeat business, referrals, and assignments.

## Your Feedback Matters:

We want to hear from you! Share your thoughts on how we can make our text exchanges even better.

Let's elevate our communication game and create a more vibrant and connected community!

**Best Regards,**

*Real Estate Connection*