SMS Boos Service Templates

Seller Outreach Messaging Guide

These templates are designed to help you start genuine, compliant conversations with property owners. Each message is formatted with CRM-friendly merge tags.

📩 SMS Templates

🔍 Interest-Based Inquiries

1. Hi {{contact.first_name}}, I am in search for places in {{contact.city}}. I hope to provide an offer for {{contact.address1}}?

2. Hi {{contact.first_name}}, We are looking to obtain areas in {{contact.city}}. Would you entertain an offer for {{contact.address1}}?

3. Hi {{contact.first_name}}, I'm Alicia. I buy properties in {{contact.city}}. Just curious to see if you're open to a direct proposal on your house. Let me know asap. Thanks!

4. Hi {{contact.first_name}}! I find and buy houses in {{contact.city}}. Can we go over a number for {{contact.address1}}?

🏡 Property-Specific Engagement

5. Hi {{contact.first_name}}, can we go over the off-market potential of {{contact.address1}}? Think you might be surprised 😃 I'm available this week. — Alicia

6. Hi {{contact.first_name}}, can we make time to talk about {{contact.address1}}? Got some info if curious. — Alicia

7. Hey {{contact.first_name}}, if you're spending too much time on {{contact.address1}}, I can hand you a number you'd be happy with. Fresh start?

8. Hi {{contact.first_name}}, this is Alicia. We acquire properties as-is. What is your end goal with {{contact.address1}}?

9. Hey {{contact.first_name}}, Alicia here. I'm reaching out to ask about {{contact.address1}}. Is this something you're open to discuss?

10. Hello {{contact.first_name}}, my husband and I are landlords looking to buy another project. Are you open to discussing a sale of {{contact.address1}}?

11. Hey {{contact.first_name}}, do you have a figure in mind for {{contact.address1}}? I believe I could provide an exit strategy for you with a SOLID deal. Talk this week??

📞 Conversation Starters

12. {{contact.first_name}}, I can get you a decent price for
     {{contact.city}}! Let me know if you're free to chat about
     a deal for it sometime today or this week.

13. Hey {{contact.first_name}}, have you thought of putting
     {{contact.city}} up for sale anytime soon? We'll take it
     for sure!

14. Hey! Can we chat about {{contact.city}}? I'd like to
     start a few more real estate projects and I think yours
     might be the one! Can we discuss {{contact.address1}}?

✅ Owner Confirmation

15. Hey, we want to be straightforward since we're keen on
     acquiring the properties. We just want to make sure this is
     {{contact.first_name}}, owner of {{contact.address1}}?

❗ Words & Phrases to Avoid

To maximize deliverability and compliance, **avoid** using the following terms in your outbound SMS messages:

mathematica

Copy code

Apologies, Apologize, Apology, Bother, Buyer, Cash, Consider, Considered, County, Covid-19, COVID, Covid19, Debt(s), Did I reach the right person, Do I have the right person, Do you happen to know, Do you know anyone, Disturb, Excuse me, Hope, Hoping, Insurance, Interested, Investment, Investor, Lending, Loan, Local Investor, Looking, Mortgage, Not sure, Offer, Out of the blue, Out of Blue, Person, Profanity, Property, Property records, Public, Public records, Purchase, Purchasing, Random, Right, Selling, Selling Property, Shot in the dark, Sorry, Spam, Virus

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Please keep in mind that this list is susceptible to change over time, and language conveying similar messages as what is listed above may also open your messages to being flagged as spam. We recommend always testing variations and keeping message content natural and conversational to stay compliant with carrier and TCPA standards.

Carriers are always looking for common words and phrases utilized within spam messaging. Inclusion of any one or combination of the following words and phrases can result in low delivery rates. We are actively monitoring this topic and from our compiled data, we have identified the words presented in the list below as being highly filtered.