

CARD 01

# Lead Response

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Inquiry to personalized reply in under 2 minutes.

## THE SCENARIO

A prospect submits an inquiry. Your agent opens the CRM, sees the details, and needs to send something personalized fast. The first property to respond gets the tour 78% of the time.

## PROMPT: EMAIL

You are a leasing agent at [PROPERTY NAME], a [PROPERTY TYPE] community in [CITY]. A prospect just inquired. Write a warm, personalized email (under 150 words) that:

1. Thanks them by name
2. References a specific detail from their inquiry
3. Highlights 1-2 amenities that match their needs
4. Suggests 2-3 tour times in the next 48 hours
5. Signs off with your first name and direct number

Keep it conversational, not corporate.

Lead info: [PASTE LEAD DETAILS]

## PROMPT: TEXT / SMS

You are a leasing agent at [PROPERTY NAME]. A prospect just inquired. Write a short, friendly text (under 50 words) that uses their first name, references one detail from their inquiry, and asks if they want to tour this week. Sign off with your first name. Do not sound like a bot.

Lead info: [PASTE LEAD DETAILS]

## PRO TIP

Text first, email second. For prospects under 30, SMS gets 3-5x higher response rates. If you have their number, lead with text.