



Seller Communication Templates

Eight ready-to-personalize messages that help agents guide sellers from booking through photography day.

Copy. Personalize. Send.

These messages are designed to sound warm, capable, and reassuring. They help sellers understand what to expect while positioning the agent and photographer as one coordinated team.

HOW TO USE THIS GUIDE

- Replace every bracketed detail before sending.
- Adjust the greeting and closing to match the agent's natural voice.
- Send the shorter messages by text and the longer confirmation by email.
- Attach the preparation guide or mobile photo-day card when noted.

SUGGESTED SEQUENCE



1

Photography appointment confirmation

SEND: AFTER THE APPOINTMENT IS BOOKED | FORMAT: EMAIL

SUBJECT Professional photography scheduled for your home

Hi [Seller First Name],

Professional photography for your home is scheduled for [Day, Date] at [Time].

Rosie with Right Angles Real Estate Photography will be photographing the property. She approaches every home with respect and discretion and will work alongside us to present it as effectively as possible.

You do not need to achieve perfection before the appointment. The attached preparation guide will help you concentrate on the details that make the greatest visual difference. If needed, Rosie and I can also make a few light staging adjustments before photography begins.

Please let me know if there are any pets, access instructions, privacy concerns, or specific features of the home that you would especially like us to highlight.

Thank you! We are looking forward to helping your home make a wonderful first impression.

[Agent Name]

2

Preparation guide message

SEND: WHEN SENDING THE PREPARATION GUIDE | FORMAT: TEXT OR EMAIL

Hi [Seller First Name]! I am sending you a helpful preparation guide from Right Angles Real Estate Photography for our upcoming appointment on [Date] at [Time].

Please do not feel that everything must be perfect. The guide is simply intended to help you focus on the items that will make the greatest difference in the photographs. We will work together on any final small adjustments when we arrive.

3

Friendly day-before reminder

SEND: THE DAY BEFORE PHOTOGRAPHY | FORMAT: TEXT

Hi [Seller First Name]! Just a friendly reminder that professional photography is scheduled for tomorrow at [Time].

If possible, please focus on clearing the most visible surfaces, making the beds, securing pet supplies, and moving vehicles away from the front of the home. Please do not worry if every detail is not completed. We will take a quick look through the home together and prioritize what matters most.

If you have any questions or concerns before the appointment, feel free to contact me.

4

Morning-of appointment message

SEND: THE MORNING OF PHOTOGRAPHY | FORMAT: TEXT

Good morning! We are looking forward to photographing your home today at [Time].

If possible, please have pets safely secured and personal items such as medications, important documents, valuables, and family photographs put away. We may ask everyone to step into another room occasionally as photography moves through the home.

There is no expectation that your home will look untouched or unlivd in. Our goal is simply to work together to help it present its best.

5

Boxes and items that cannot be moved

SEND: WHEN THE SELLER RAISES A CONCERN | FORMAT: TEXT OR EMAIL

If there are boxes, containers, or other belongings that cannot practically be moved before photography, please do not panic. We can look at them together and decide whether to photograph around them, reposition them if possible, or consider digital removal afterward.

Digital removal is only appropriate when the finished photograph can still represent the home accurately. Items cannot be digitally removed if they are hiding damage or something a buyer should be able to see. They also cannot cover fixed features such as outlets, switches, vents, or radiators because the photographer would have no accurate way to recreate what is hidden behind them.

6

When the home is not completely ready

SEND: BEFORE OR AT THE APPOINTMENT | FORMAT: TEXT

Please do not be discouraged if everything is not finished when we arrive. We will begin with a quick walkthrough and identify the few adjustments that will make the strongest visual difference.

Depending on the situation, we may make some small staging changes, move to another room while something is addressed, photograph around an item, or discuss whether it can be accurately removed during editing. We are there to help, not to judge.

7

Weather-related adjustment

SEND: WHEN WEATHER MAY AFFECT THE APPOINTMENT | FORMAT: TEXT

Hi [Seller First Name]. We are keeping an eye on the weather for your photography appointment on [Date].

Because the exterior photographs are an important part of presenting the home, we may need to adjust our plan if conditions would prevent the property from looking its best. If that happens, we may reschedule the appointment or complete the interior photography first and return for the exterior.

I will keep you informed and coordinate everything with the photographer.

8

Photography-complete message

SEND: AFTER THE APPOINTMENT | FORMAT: TEXT OR EMAIL

Photography is complete. Thank you for helping us prepare and for allowing us to spend time in your home today.

Rosie will now personally edit the images so the lighting, color, and presentation look their best while still representing the property honestly. I will be in touch with the next steps as we prepare to introduce your home to the market.