RESOURCE 06

Agent + Investor Follow-Up Playbook

A practical communication framework for staying in front of agents, buyers, investors, and referral contacts after the first touch.

Follow-up works best when it gives the recipient a reason to re-engage. The strongest messages answer a question, share a useful resource, or connect the opportunity to a specific buyer or investor use case.

Follow-up cadence

Timing	Audience	Message goal
Same day	Preview attendees or interested agents	Thank them, send the digital packet, and make the showing or question path clear.
Within 48 hours	Warm agents or buyers	Answer specific questions and send the most relevant asset: FAQ, video, lot brief, or feature sheet.
Day 7	Investors or lot prospects	Reframe the use case, location logic, carrying-cost context, and next step.
Day 14	Broader nurture list	Share a meaningful update such as new media, price or incentive change, broker-preview recap, or buyer FAQ.

Useful messages by audience

- Agents need a repeatable explanation: who the opportunity fits, why the location matters, and how to show or ask questions.
- Buyers need clarity: cost, timing, included items, warranty, lifestyle fit, and next steps.
- Investors need context: use case, rent or resale logic, restrictions, utility path, carrying costs, and risk factors.
- Builders need feedback: which questions keep repeating, which assets are helping, and where the market story should be adjusted.

Content that supports follow-up

- Short-form walkthrough or feature spotlight.
- Location explainer or community post.
- FAQ covering taxes, insurance, timing, and included items.
- Lot or investor brief when the opportunity is land-based or redevelopment-focused.
- Broker preview recap with next steps.

How Trochilidae Studios can help

Trochilidae Studios can create media that gives follow-up messages more substance: reels, clips, neighborhood context, feature highlights, and property explainers. The content should match the builder vision while answering the questions buyers and agents actually ask.

Verification resources

Use official or primary sources when a claim affects price, risk, cost of ownership, financing, or buyer expectations.

- **NAHB builder challenge data:** https://www.nahb.org/blog/2026/02/builders-top-concerns-2026 - builder concerns around rates, buyer hesitation, lots, and media conditions
- **NAR buyer research:** https://www.nar.realtor/research-and-statistics/research-reports/highlights-from-the-profile-of-home-buyers-and-sellers - buyer affordability and market conditions
- **FEMA Map Service Center:** https://msc.fema.gov/portal/home - FEMA flood-map review
- **Texas Department of Insurance:** https://www.tdi.texas.gov/tips/homeowners-insurance-guide.html - home-insurance consumer guidance

Next step: For a builder listing consultation or to submit a home, lot, or project, scan the QR code or visit https://www.thetrochilidae.com/builder-partnerships.