FREE FROM SPHERERADAR

The Sphere Message Pack

What to send your past clients and friends for the next 12 weeks, plus what to say when they answer. About 15 minutes a week.

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1 · HOW TO USE THIS PACK

Short, kind, and from you.

A few simple rules

- Send one message a week. Pick 10 to 20 people each week, not your whole list.
- Text only people you know well, one at a time, by hand. Email everyone else.
- Change the words so they sound like you. Use their first name.
- Never put a home value in writing unless they ask. Offer a free price review instead.
- Make it easy to say no. Nobody should feel pushed.
- Fill in the parts in {brackets} before you send.

2 · 12 WEEKLY MESSAGES

WEEK 1 · SAY HI — Text or email

"Hi {name}, it's {you}. You crossed my mind this week, so I wanted to say hi. How have you been?"

Starts the habit. No ask at all.

WEEK 2 · SOMETHING LOCAL — Text or email

"Have you tried the new {place} on {street}? I went last weekend and thought you'd like it."

Shows you know the area and that you think of them.

WEEK 3 · A HELPFUL CONTACT — Email

"If you ever need a good {plumber / painter / handyman}, I have someone I trust. Just reply and I'll send their number."

Being useful is the best reminder of what you do.

WEEK 4 · A HOME TIP — Email

"A quick reminder for this month: change your furnace filter and test your smoke alarms. Small things, but they matter. Hope all is well at {street}!"

Seasonal, practical, and about their home.

WEEK 5 · ASK A QUESTION — Text or email

"Quick question: if you could change one thing about your home, what would it be? I'm collecting answers and I'm curious."

Questions get replies. Their answer may tell you if they're outgrowing the house.

WEEK 6 · FREE PRICE REVIEW — Email

"This month I'm doing free home price reviews for past clients and friends. It's good to know where you stand, even if you're not moving. Want me to do yours? Just reply yes."

The most useful offer you can make. See section 4.

WEEK 7 · A SALE NEARBY — Text or email

"A home on {street} just sold. Want me to send you what it went for and how it compares to yours?"

People love knowing what the neighbors' homes sold for.

WEEK 8 · AN INVITE — Email

"I'm hosting a small {coffee morning / pie pickup / park meetup} on {date} for clients and friends. I'd love to see you there. Bring anyone you like."

Face time builds more trust than any message.

WEEK 9 · SAY THANKS — Text or email

"I was looking back at the homes I've helped with, and yours is still one of my favorites. Thanks again for trusting me with it."

Warm, and it reminds them you did a good job.

WEEK 10 · MARKET IN PLAIN WORDS — Email

"Quick update on {area}: homes are selling in about {X} days right now. If you ever want to know what that means for your place, just ask."

Use your own MLS numbers. Keep it to one line.

WEEK 11 · REFERRAL ASK — Text or email

"If anyone you know is thinking of buying or selling next year, I'd love to help them the way I helped you. A name and number is all I need."

Ask after you've given value for 10 weeks, not before.

WEEK 12 · YEAR-END NOTE — Email or card

"Thanks for being part of my year, {name}. Wishing you and yours a great holiday season. Let's catch up in the new year."

Then start again at week 1 with fresh wording.

3 · HOME ANNIVERSARY NOTES

The easiest reason to say hi.

Send these on the day they got the keys. Closing dates are in your CRM or old files, and the free Sphere Check-Up pulls them out for you.

SHORT AND WARM — Text

"Hi {name}! {X} years ago today you got the keys. Hope the house is still treating you well."

WITH AN OFFER — Text or email

"Happy home anniversary, {name}! If you ever want to know what your place is worth now, I'm happy to run the numbers. No pressure."

WITH A THANK-YOU — Email or card

"{X} years on {street}! Thanks again for trusting me with it. If a friend is ever thinking of moving, I'd love to help."

4 · THE FREE PRICE REVIEW OFFER

Help first. Sell later.

A price review (CMA) is your expertise, in your name. Offer it freely, and never send a number they didn't ask for.

THE OFFER — Email

"Many of my clients like to know what their home is worth each year, even when they're not moving. I'm happy to put together a free price review for you, with recent sales nearby. Want one?"

WHEN THEY SAY YES — Email

"Great! I'll send it by {day}. Quick question so I get it right: have you made any updates since you moved in, like a new kitchen or roof?"

5 · REFERRAL ASKS

After a thank-you

"It means a lot. Most of my business comes from people like you. If a friend ever needs help, I'd love an intro."

After you helped them

"Glad that worked out! Do you know anyone else who might need a hand with a move this year?"

6 · WHAT TO SAY WHEN THEY REPLY

Easy answers to common replies.

"Not now, but maybe later."

"Totally fine! I'll check in now and then, and you can always reach me here. Is there anything you'd want to know in the meantime?"

"What's my house worth?"

"Great question. Let me pull the recent sales near you and send you a real number by tomorrow. Are you thinking about moving, or just curious?"

"My cousin is an agent."

"That's great, family first! I'm still happy to be a resource. If you ever need a second opinion, I'm here."

"Please stop messaging me."

"Of course, sorry about that. I've taken you off my list. Wishing you all the best."

Then remove them right away.

7 · SELLER SIGNALS

5 life changes that often come before a move.

You'll see these on social media or hear about them in conversation. Say congrats first and don't pitch. If they want help, they'll remember who was kind.

1. The family is growing

More people often means they need more room.

2. The kids moved out

A big house can start to feel like too much.

3. A new job

Especially one across town or in another city.

4. Retirement

Many people want something smaller, or somewhere warmer.

5. Getting married

Two homes often turn into one, or into a new one together.

ONE MORE THING

The hard part is knowing who to message first.

This pack tells you what to say. SphereRadar tells you who to say it to. Send us your contact list and we match it to public home records, rank the people most likely to move, and write a short message to each one in your voice, with a 12-week plan like this one.

Ready within 24 hours

Your ranked list is ready within 24 hours of payment, or you get every dollar back.

At least 20 good people

Per 500 contacts: owners of 5+ years, or whose home value rose 30% or more. If we don't find them, you get every dollar back.

$500 for 500 contacts

Plus $200 per extra 500. You pay once, and we email you the exact price before you pay.

Your list stays yours

We never contact your people, and we delete your list 30 days after delivery.

See who in your contacts may move.

Start at **sphereradar.com**. Questions? Email Jakub at **jakub@realbrand.cz**.