



RealScout Email
Templates That Work:

7 Ready-to-Use Automations for Follow Up Boss Power Users

Stop Leaving Deals on the Table

Get the **seven most critical email templates** and **essential SmartLists** you need to convert more leads. Pro tips and automation strategies from RealScout & Lee Adkins, Amplified Solutions



High-performance real estate teams need effective systems to nurture leads and convert opportunities.

This comprehensive guide provides ready-to-use email templates specifically designed for RealScout integration with Follow Up Boss, helping you maximize engagement, automate follow-up, and close more deals.

How to Use These Templates

There are two implementation methods:

METHOD 1:

Manual Template Setup

1. Navigate to Admin → Email Templates in your FUB account
2. Create a dedicated "RealScout" folder to organize these templates
3. Copy and paste the template content
4. Agents can manually send these when appropriate

METHOD 2:

Automation Installation

1. Click the automation link provided with each template
2. Review and customize automation settings for your specific needs
3. Test the automation by manually applying a tag to a test contact
4. Inform your team about the new automatic responses

Important Note: Follow Up Boss automations don't trigger on brand new leads or in bulk. For more details on FUB automation, visit: <https://help.followupboss.com/hc/en-us/articles/360048951553-Automations-Overview>



1. RealScout HVA Viewed

Triggered when contact views their Home Value Alert in RealScout

Subject: Thank you for checking your Home Valuation with us!

Hey %contact_first_name%, it's %sender_name%!

Using my Home Value Tool is a great starting point, but I'd love to create a more accurate, custom report for you. To make sure it reflects everything, could you share any recent upgrades or changes you've made to your home?

If it's easier to chat, you can always text or call using my number below. I'm looking forward to putting this together for you!

%sender_name% %sender_phone%



Install Automation

"I've added a little over six hundred contacts to the database. I've set them up on Home Value and Market Activity Alerts. In the past month, I've had two listings come from that."



Gigi Lopez
Miami Realtor



EMAIL TEMPLATES

2. RealScout HVA Valuation Message

Triggered when a contact messages their agent from their Home Value Alert page

Subject: We received your message!

Hey %contact_first_name%, I've received your message, and I'll get back to you shortly!



Install Automation

3. RealScout Market Activity Viewed

Triggered when a contact views market activity reports

Subject: Interested in the current real estate market?

Hi %contact_first_name%,

The real estate market is constantly changing, and staying informed is key to making the best decisions—whether you're planning to sell or looking to buy.

These tools provide a great starting point but don't always capture everything that applies to your unique situation.

Would it be helpful if I put together a custom report based on your current market data and your specific needs?

%sender_name%



Install Automation



Ready to Unlock Your Database's Full Potential?

Schedule Your Strategy Session

Reserve your complimentary 30-minute strategy session with a RealScout database activation specialist. During this call, you'll:

During this call, you'll:

- Review your Database Health
- Identify your highest-leverage opportunities
- Create a customized implementation timeline
- Address any technical concerns or integration questions
- Establish clear success metrics for your team

Learn how top teams are implementing these strategies to drive consistent growth and predictable revenue.

[BOOK MY REALSCOUT STRATEGY SESSION](#)



4. RealScout Property Saved

Choose one of the following options based on your preference

Option A: Single Property View Trigger

Subject: More info on %viewed_address%

Good %greeting_time% %contact_first_name%, would you like any more information on %viewed_address%?

I can also schedule a showing if you're excited to see it!

%viewed_address_preview%



Install Automation

(This automation has conditions you can modify to control frequency)

Option B: "Last 5 Viewed" Trigger

Subject: More info on %viewed_address%

Good %greeting_time% %contact_first_name%,

Can I send you more information about any properties? I have some availability this week and can schedule a tour if you want to see some in person as well.

While I have you, here are some properties you might be interested in. Check them out, and I can put a tour together for you!

%last_5_preview%



Install Automation

(This automation has conditions you can modify to control frequency)



5. RealScout Property Viewed 3+

Triggered when a contact views the same property three or more times

Option A: Single Property View Focus

Hey, %contact_first_name%! This property is right up your alley - can I send you more information or schedule a showing for you to see it in person?

%viewed_address_preview%



Install Automation

(Check and modify conditions to prevent excessive triggering)

Option B: Multiple Properties Focus

Hey %contact_first_name%!

I have some availability this week. Would you be interested in me scheduling a tour of homes for us so that you can see some in person? If you're not ready for that, I can always send you more information on some that have caught your eye - just let me know!

In the meantime, here are some homes that made me think of you:

%last_5_preview%



EMAIL TEMPLATES

6. RealScout Showing Request Message

Triggered when client clicks showing request button

Hey, %contact_first_name%! I'm excited to book this showing for you! I'm in an appointment right now, but I'll get with you shortly about scheduling this. Thanks! %sender_name%



Install Automation

"Not only does it engage the contacts, RealScout engages us. It's a great system for the entire team to succeed."



Holly
Team Leader

7. RealScout Open House Info Viewed

Triggered when a client views or requests open house information

Subject: Your Open House Request

Hey, %contact_first_name%! I've received your message, and I'll get back to you shortly about this upcoming open house!

- %sender_first_name%



Install Automation



Need Help Implementing These Automations?

Get Expert Support from Amplified Solutions, Certified Follow Up Boss Consultant

Don't let technical setup challenges prevent you from capturing more leads and closing more deals. Amplified Solutions is a certified Follow Up Boss consultant that specializes in helping real estate teams implement powerful automation systems that drive measurable results.

Ready to implement these automations with expert guidance?

SCHEDULE A STRATEGY CALL WITH AMPLIFIED SOLUTIONS





Recommended RealScout Smart Lists

Smart Lists must be manually built in FUB. Follow these instructions to set up powerful engagement tracking systems:

1. Important Activity Smart List

Surface opportunities based on behavioral signals from RealScout, Fello, and Ylopo

Setup Steps:

- Install this automation:

 [**Install Automation**](#)

- Check settings specific to your account before activating

Create a Smart List following this tutorial:

 [**Watch Tutorial**](#)



SMART LISTS

2. New Leads Smart List

Helps manage new leads and follow-up cadence until contact is established



[Setup Tutorial](#)

3. Nurture Smart List

Helps agents contact nurture leads (most recently active first) on a regular schedule



[Setup Tutorial](#)

4. RealScout ROI Smart List (BONUS)

Tracks engagement of Pending and Closed leads throughout their journey



[Setup Tutorial](#)

“What made RealScout a no-brainer was how well it integrates with Follow Up Boss. When they implemented the seller side features, it became perfect for my business.”



Mike Smutz
LPT Realty



SMART LISTS

Managing Smart Lists

You can save and share these Smart Lists as a Collection in FUB:

 [Tutorial](#)

For advanced Smart List management, check out the Smart List Zero app:

 [Download App](#)

Pro Tip:

- FUB displays prior viewing activity in merge codes (see documentation for examples)
- Regularly check email template stats in Admin → Email Templates to identify opportunities for improvement
- Monitor automation frequency in Admin → Automations (look for the blue "Times Run" number) and adjust criteria as needed

Ready to get started?

Discover why high-performance teams trust RealScout to drive systematic, scalable growth with less manual effort.

[BOOK MY REALSCOUT STRATEGY SESSION](#)