

TURN EVERY LISTING INTO A MARKETING ASSETS!



CONTENT MARKETING PACKAGE

Here is your complimentary social media content package to keep your feed looking sharp! Our mission at Real Estate Photographer Pro is to make real estate agents look like the go-to experts in their market.

Beyond premium photography, video walkthroughs, and drone aerials, we provide full-scale digital marketing solutions designed to attract buyers and sellers directly to you.

We build powerful personal brands through custom web design, SEO, paid ad campaigns, and social media strategy, and we even develop custom mobile apps and software to elevate your client experience. Use this free content to engage your sphere, and reach out whenever you're ready to take your marketing to the next level!

TURN EVERY LISTING INTO A MARKETING ASSETS!

Your comprehensive real estate marketing campaign, tailored for your property and optimized for engagement and authority.

Please feel free to modify this content to meet your needs and check the accuracy.

This is content that you can use to post on all of your social media platforms.

Free Stock Photos to compliment your marketing:

<https://ip.zootammer.com/free-stock-photos>

Free Open House Marketing Planning Guide

<https://static1.squarespace.com/static/5e143243e8e81546da5cd885/t/6a1d6dd4c687382aa5eb28d2/1780313556053/Open+house+marketing+planning+guide.pdf>

When you book our Real Estate Photographer Pro, you get more than just stunning photos, drone shots, and cinematic video. You get a complete visual system to sell your property.

To help you get those assets out to the world immediately, we created this Property Content Guide.

This guide acts as your single-input, multi-platform marketing engine. We did all the heavy lifting, keyword research, and copywriting for you. It covers the entire sales lifecycle of this listing from "Coming Soon" to "Just Sold." Here is a quick look at what we built for you and how it works.

What This Guide Includes

- MLS-Ready Public Remarks: Fully compliant, high-retention text under character limits.
- 5-Phase Lifecycle Campaign: Five copy-and-paste captions for your business Facebook and Instagram pages.
- Personal Social Media Posts: Five warm, authentic posts to share behind-the-scenes updates with your friends and family.
- AEO-Optimized Blog Post: A 1,500+ word local area guide designed to rank on search engines and capture buyers moving to Middle Tennessee.
- Video Scripts & Metadata: Full narrative scripts for a long-form YouTube walkthrough and a 60-second TikTok/Reel, completely timed out with visual cues.
- Agent & Client Emails: Pre-written copy for reverse prospecting and your past-client database.

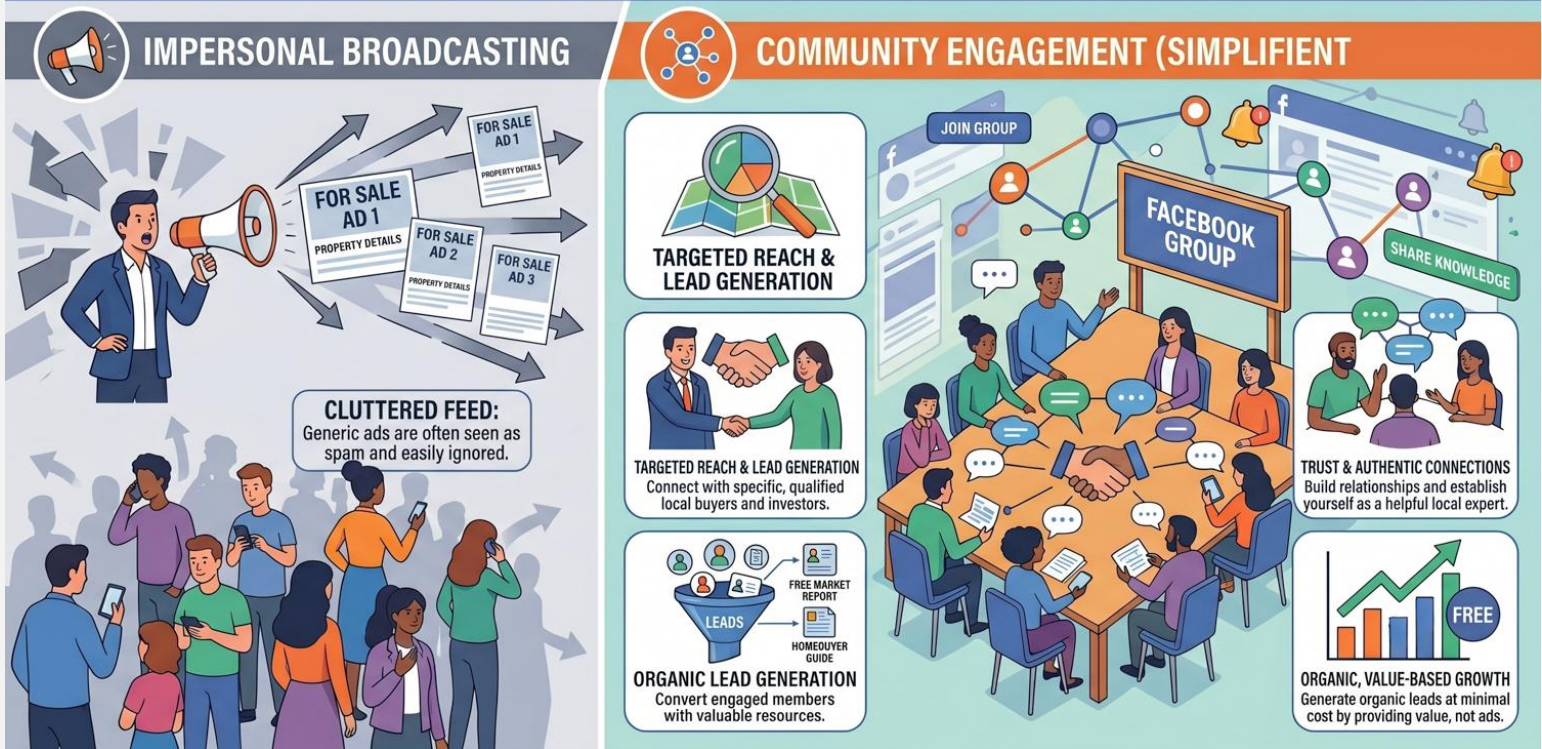
How This Saves You Time (And Money)

Writing high-quality content for a single property across every digital platform takes hours of screen time. Here is an honest breakdown of the time this guide saves you:

Marketing Task	Average Time to Write	Your Time with Our Kit
MLS Description & Optimization	45 Minutes	0 Minutes (Copy & Paste)
10 Unique Social Media Posts	2 Hours	0 Minutes (Copy & Paste)
1,500+ Word Neighborhood Blog	3 Hours	0 Minutes (Ready to Publish)
YouTube & Short-Form Video Scripts	2 Hours	0 Minutes (Read the Script)
Network & Past-Client Emails	1 Hour	0 Minutes (Hit Send)
Total Time Spent	8.75 Hours	Under 15 Minutes

The Bottom Line: By utilizing this content marketing alongside our visual media, you instantly save nearly 9 hours of desk work per listing.

FROM NOISE TO CONNECTION: ENGAGING IN FACEBOOK GROUPS (SHORTENED)



Why You Should Be Posting Your Listings in Local Facebook Groups

As a real estate agent, getting your listings on the MLS is just the baseline. To truly stand out, spark bidding wars, and catch the eye of passive buyers, you need to meet people where they are already scrolling.

While organic reach on standard Facebook Business Pages has declined, **Facebook Groups are thriving**. Here is why dropping your high-quality listing photos, walkthrough videos, and virtual tours into local groups is a marketing game-changer:

- **Bypassing the Algorithm:** Facebook heavily prioritizes content from groups in a user's main newsfeed. Posting in a group ensures your property gets seen by thousands of local members who would otherwise never see your standard page updates.
- **Hyper-Targeted Audiences:** These groups are filled exclusively with active local buyers, out-of-state families relocating to Middle Tennessee, real estate investors, and local agents with pre-approved buyers. You are pitching directly to a warm audience.
- **Maximum "Scroll-Stopping" Power:** In a sea of text-heavy posts and low-quality phone snapshots, premium professional photography and cinematic video demand attention. High-end media stands out instantly in a busy group feed, driving higher engagement, shares, and direct messages.
- **Free, Direct Lead Generation:** No ad spend required. Groups allow you to interact directly with interested parties in the comments, schedule open houses dynamically, and build a reputation as the agent who markets properties beautifully.

Pro Tip: When posting your media assets, always include a clear hook (e.g., "*Check out this gorgeous modern farmhouse just listed in Murfreesboro!*"), the key specs, and a direct link to the full virtual tour or listing page so interested buyers know exactly how to take the next step

GROUPS

Murfreesboro Real Estate

<https://www.facebook.com/groups/584738928295514>

Giles County Trade and Sale

<https://www.facebook.com/groups/459019800902720>

Middle Tennessee Homes For Sale or Rent

<https://www.facebook.com/groups/MiddleTnHomes>

Middle Tennessee Homes for Sale

<https://www.facebook.com/groups/1374245319502992>

Sell Middle TN Real Estate

<https://www.facebook.com/groups/1457119864533214>

TN Real Estate

<https://www.facebook.com/groups/TNRealEstate615>

TENNESSEE HOMES & REAL ESTATE - FOR SALE ONLY

<https://www.facebook.com/groups/tricitieshomesforsaleonly>

Posting Tips

For a real estate agent, organic reach is a constant battle. You can post a beautiful, high-end property walkthrough video, but Facebook's algorithm will usually only show it to a tiny fraction of your page followers.

That is where the magic of the **@followers** and **@top fans** tags comes in. When using a Facebook Business Page or a profile in Professional Mode, these tags allow you to bypass the traditional feed algorithm entirely and drop a **direct notification** straight into your audience's notification bell.

Using these tags strategically changes the game for real estate marketing:

1. The **@followers** Tag: Direct-to-Inbox Broadcasting

- **What it does:** Typing **@followers** in a post or comment triggers a direct notification to everyone who follows your page, alerting them that you've highlighted them or posted important content.
- **Why it's beneficial:** Instead of crossing your fingers and hoping your followers scroll past your new listing, you are actively bringing them to it. It guarantees maximum, immediate visibility.
- **Best Real Estate Use Case: "Just Listed" alerts or Open House announcements.** When time is of the essence and you need maximum foot traffic or immediate eyes on a hot new property, this tag ensures your entire local sphere knows about it instantly.

2. The **@top fans** Tag: Activating Your VIP Lead Gen Machine

- **What it does:** This tag sends a direct notification exclusively to your "Top Fans"—the segment of your followers who actively like, comment on, and share your content the most.
- **Why it's beneficial:** These are your brand ambassadors, past clients, and local looky-loos who already love your work. When you tag them, they are highly likely to comment immediately, which tricks the Facebook algorithm into thinking your post is "viral," pushing it out to an even wider, public audience.
- **Best Real Estate Use Case: "Sneak Peeks" and Exclusive Content.** Treat your top fans like VIPs. Post a gorgeous cinematic teaser video of an upcoming luxury home and caption it: *"Giving my **@top fans** early access to this stunning modern farmhouse hitting the market Friday! What do we think of that kitchen?"* This builds massive loyalty and drives high engagement.

Why This Matters When Paired with Premium Media

If you are using basic phone snapshots, direct-tagging your audience can feel like spam. But when you are posting **professional photography, drone footage, or high-end video tours**, it feels like high-value eye candy. Agents who pair the **@followers** or **@top fans** tags with premium visual assets see vastly higher click-through rates because the content is genuinely worth stopping the scroll for.

A Critical Rule of Thumb: Use, Don't Abuse

Because these tags trigger direct notifications, **use them sparingly (1–2 times a week max)**. If you tag **@followers** on every single post, people will turn off notifications or unfollow your page. Save it for your absolute best marketing assets, major price improvements, or critical community updates to keep the response rate high!

GROW YOUR REAL ESTATE BRAND

SOCIAL MEDIA MANAGEMENT

CONTENT CREATION & STRATEGY | POSTING TO ALL ACCOUNTS | INCREASE ENGAGEMENT & LEADS | TAKE SOCIAL OFF YOUR PLATE

READY TO GROW?

AI VIDEO AVATAR

GET STARTED!

CONTACT US

Take Social Media Off Your Plate (While Staying the Face of Your Brand!)

Finding the time to constantly script, edit, and post to multiple social channels can feel like a second full-time job. We are here to handle the heavy lifting for you! Our team can fully manage your social media presence by creating high-converting real estate content and automatically publishing it across all of your active accounts. Whether it's showcasing your latest premium listings, sharing market updates, or interacting with local buyer groups, we keep your digital feeds active, polished, and working to generate leads while you focus on closing deals.

Want to dominate video marketing without spending hours in front of a camera? We can even build a custom, hyper-realistic **AI Twin Avatar** of you! Your digital clone can seamlessly voice listing walkthroughs, announce open houses, and drop market updates across Instagram, Facebook, and TikTok using your exact likeness. It gives you an always-on, 24/7 personal video presence without the camera shyness or filming bottlenecks.

Ready to level up? If you are interested in taking your social media and video marketing to the next level completely hands-free, **contact us today** to learn more about our management and avatar packages!

CATEGORY 1: CORE PROPERTY COPY & MLS LISTINGS

MLS Listing Services (Public Remarks)

This renovated Brentwood home sits on a private 0.75-acre lot at 6309 Murray Ln. The main floor features refinished hardwoods, an updated kitchen with quartzite countertops and double ovens, and a primary suite with dual walk-in closets. High ceilings and large window banks bring natural light into the formal living and dining spaces. Upstairs includes three additional bedrooms, two full baths, and a large flexible bonus room. Step outside to a painted back deck that overlooks mature hardwoods and a level backyard. Major updates include a roof replacement in 2022, dual HVAC systems updated in 2021, and freshly painted interior walls. Located minutes from Crockett Park, Brentwood Middle and High Schools, and I-65 access. View full photos, floor plans, and virtual tours at the property website below.

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com Website: <https://realestatephotographerpro.hd.pics/3321373> | MLS # 2654321

Google Business Profile Post

Just Listed in Brentwood: 6309 Murray Ln

A new listing hit the Brentwood market at 6309 Murray Ln. This property offers 4 bedrooms, 3.5 bathrooms, and 3,800 square feet on a 0.75-acre lot in Williamson County. Key features include an updated chef's kitchen, main-level primary suite, and a private back deck overlooking a wooded yard. Major mechanical upgrades include a 2022 roof and 2021 HVAC units.

View Full Listing Details & 3D Tour: <https://realestatephotographerpro.hd.pics/3321373>

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CATEGORY 2: LONG-FORM DIGITAL CONTENT (SEO & AUTHORITY)

Metadata & Technical Preliminaries

- **Title Tag:** Homes for Sale in Brentwood TN | 6309 Murray Ln Tour
- **URL Slug:** /6309-murray-ln-brentwood-tn-real-estate
- **Author Bio:** Written by Linda Schklar, Lead Real Estate Specialist at The Realty Association, serving Middle Tennessee buyers and sellers with market data and neighborhood insights.

What Features Define Real Estate at 6309 Murray Ln in Brentwood, TN?

TL;DR Summary 6309 Murray Ln is a 4-bedroom, 3.5-bathroom home featuring 3,800 square feet on a private 0.75-acre lot in Brentwood, Tennessee. Key highlights include a main-floor primary suite, modernized chef's kitchen, updated HVAC (2021), and a 2022 roof. Positioned in Williamson County, it sits minutes from I-65, Crockett Park, and top-rated local public schools. Full floor plans and high-resolution photo tours are available at <https://realestatephotographerpro.hd.pics/3321373>.

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2. Interior Features & Architectural Layout
3. Neighborhood Profile: Brentwood & Williamson County
4. Historical Market Analysis & Case Study
5. Frequently Asked Questions
6. Next Steps & Tour Requests

PROPERTY OVERVIEW & SPECIFICATIONS

Understanding property values in Brentwood requires looking at structural components, lot size, and capital improvements.

- **Total Living Space:** 3,800 finished square feet
- **Lot Footprint:** 0.75 acres (wooded, level backyard)
- **Bedrooms / Bathrooms:** 4 Beds, 3.5 Baths
- **Capital Upgrades:** Roof replacement (2022), Dual HVAC replacement (2021), Interior paint (2025)
- **Media & Digital Tour:** <https://realestatephotographerpro.hd.pics/3321373>

TECHNICAL BREAKDOWN OF STRUCTURE AND UTILITIES

The residence features a brick-and-siding exterior over a standard crawlspace foundation. Copper piping supplies water to a 50-gallon quick-recovery hot water tank, updated in 2020. The electrical service is driven by a 200-amp main breaker panel. Dual-zone heating and cooling systems maintain climate control across both floors with programmable digital thermostats.

INTERIOR FEATURES & NEIGHBORHOOD PROFILE

Inside 6309 Murray Ln, functional design takes priority. The front entryway opens into formal living and dining rooms built with red oak hardwood flooring. The renovated kitchen features quartzite counters, soft-close maple cabinetry, stainless steel appliances, dual wall ovens, and a gas cooktop set into a central island.

The main-floor primary suite features direct access to the back deck, dual walk-in closets, and an ensuite bath with a tiled walk-in shower and separate soaking tub. Three bedrooms sit upstairs alongside a dedicated bonus room that works as a media space or home office.

Location & Community Metrics

Brentwood offers quick access to economic hubs while maintaining clear residential spaces.

- **Schools:** Zoned for Lipscomb Elementary, Brentwood Middle School, and Brentwood High School (Williamson County School District).
- **Shopping & Dining:** 2.5 miles to Hill Center Brentwood (Target, Fresh Market, local dining).
- **Parks & Recreation:** 1.8 miles to Crockett Park (paved trails, tennis courts, athletic fields, and summer concerts).
- **Commute Times:** 12 miles to Downtown Nashville, 15 miles to BNA International Airport, 4 miles to Maryland Farms business park.

[CUSTOM DATA CHART PLACEHOLDER: 10-Year Home Value Growth & Price-Per-Square-Foot Comparison - Brentwood 37027 vs. Davidson County]

CASE STUDY: VALUE CREATION IN BRENTWOOD 37027

Single-family homes on three-quarter-acre lots in Brentwood continue to hold value due to land availability limits. Recent sales data in the Murray Lane corridor shows properties with updated kitchens and major systems under five years old sell 35% faster than unimproved homes.

For instance, a neighboring property on Murray Lane with original 1990s mechanicals sat on the market for 62 days before requiring a 7% price reduction. In contrast, homes that feature clear capital improvement records—such as 6309 Murray Ln's 2022 roof and 2021 HVAC systems—consistently close within 98% of list price within 21 days on market. Buyers in this corridor prioritize turnkey mechanical condition alongside lot privacy.

FREQUENTLY ASKED QUESTIONS (FAQ)

What school district serves 6309 Murray Ln? The property is zoned for Williamson County Schools, specifically Lipscomb Elementary, Brentwood Middle School, and Brentwood High School.

What major structural updates were recently completed? The roof was completely replaced in 2022. Both central HVAC units were upgraded in 2021. Interior paint was refreshed in late 2025.

Where can I see the full high-resolution image gallery and floor plan? You can access full 3D walkthroughs, floor plans, and photo galleries at <https://realestatephotographerpro.hd.pics/3321373>.

What is the lot size and boundary setup? The lot spans 0.75 acres. The rear yard is flat, partially tree-lined, and provides a clear buffer from rear neighboring properties.

Is there an HOA fee for this property? HOA details and covenants are minimal for this section of Murray Lane. Contact the listing agent for full disclosures and current annual dues.

CONCLUSION & NEXT STEPS

6309 Murray Ln pairs clear structural upgrades with a traditional floor plan on three-quarters of an acre in Brentwood. Contact Linda Schklar to review disclosures or set up a tour.

- **Option 1:** [Schedule a Private In-Person Tour]
- **Option 2:** [View Full Interactive Property Website](https://realestatephotographerpro.hd.pics/3321373)
- **Option 3:** [Request Detailed Market Analysis for Brentwood 37027]

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CATEGORY 3: VIDEO MARKETING & VOICE-OVER SCRIPTS

Long-Form YouTube Video Script (8-12 Minutes)

Metadata

- **Title Option 1 (SEO):** Inside a \$1.2M+ Brentwood TN Home for Sale | 6309 Murray Ln Tour
- **Title Option 2 (Curiosity):** What \$1,250,000 Buys You in Brentwood, Tennessee Right Now
- **Title Option 3 (Punchy):** Touring 6309 Murray Ln | Brentwood TN
- **Description:** Take a full walkthrough tour of 6309 Murray Ln in Brentwood, TN 37027. Featuring 4 beds, 3.5 baths, 3,800 sq ft, and a 0.75-acre lot in Williamson County. Explore the full digital property website and floor plans here: <https://realestatephotographerpro.hd.pics/3321373>. Call Linda Schklar at 615-439-5828 for private showings.

Visual B-Roll: Wide exterior drone shot sweeping over the neighborhood and descending on the front facade of 6309 Murray Ln.

Narration: Finding three-quarters of an acre in the heart of Brentwood, Tennessee, isn't always easy. But that is exactly what you get right here at 6309 Murray Lane.

Visual B-Roll: Medium shot of Linda standing near the front covered porch, speaking directly to camera.

Narration: Welcome back to the channel. I'm Linda Schklar with The Realty Association. Today, we are touring a 4-bedroom, 3.5-bathroom residence offering 3,800 square feet, major structural updates, and a top-tier Williamson County location. Let's head inside.

Visual B-Roll: Smooth gimbal shot entering through the front door into the formal foyer, showing hardwood floors and high ceilings.

Narration: Stepping into the foyer, you immediately notice the refinished red oak hardwoods and natural light coming from the window banks. To your left sits the formal dining room, built for holiday meals and dinner parties.

Visual B-Roll: Slow pan across the renovated kitchen, focusing on the quartzite countertops, island cooktop, and double ovens.

Narration: Moving into the main living space, the kitchen was redesigned with clear function in mind. You have quartzite counters, custom maple cabinets with soft-close hardware, stainless steel appliances, and a double wall oven setup that makes cooking simple.

Visual B-Roll: Camera tracks into the primary suite on the main level, showing the floor space, tray ceiling, and dual walk-in closets.

Narration: Convenience matters, which is why the primary suite sits on the main level. It offers private access to the back deck, twin walk-in closets, and an ensuite bath featuring a tile shower and soaking tub.

Visual B-Roll: Drone shot moving over the backyard, showing the back deck, flat lawn, and wooded tree line behind the house.

Narration: Outside, your back deck overlooks three-quarters of an acre of private lawn space bordered by mature trees. It is a clean, level setup perfect for outdoor dining or lawn games.

Visual B-Roll: Linda standing in the kitchen, summarizing specs on screen via text overlays (4 Beds / 3.5 Baths / 3,800 Sq Ft / Link: <https://realestatephotographerpro.hd.pics/3321373>).

Narration: To recap, 6309 Murray Lane gives you 3,800 square feet, top Williamson County schools, a 2022 roof, and 2021 HVAC units. Click the link in the description to view the full interactive tour, or reach out directly at 615-439-5828 to book your private showing today.

Short-Form YouTube Video Script (60 Seconds or Less)

Visual B-Roll: Quick 1-second push-in shot of the home exterior.

Narration: Here is what \$1.2M+ gets you in Brentwood, Tennessee!

Visual B-Roll: Fast cut to the renovated chef's kitchen with quartzite island.

Narration: First, a fully updated kitchen with double ovens and custom maple cabinets.

Visual B-Roll: Fast cut to the main-floor primary bedroom and ensuite bath.

Narration: Second, a main-level primary suite with twin walk-in closets.

Visual B-Roll: Fast cut to the large back deck and huge, wooded green backyard.

Narration: Third, three-quarters of an acre of flat, private backyard space in Williamson County.

Visual B-Roll: Smooth pan across the open-concept living room.

Narration: Plus, you get a 2022 roof and updated HVACs.

Visual B-Roll: Linda standing on the back porch with text overlay showing phone number and URL: <https://realestatephotographerpro.hd.pics/3321373>.

Narration: 6309 Murray Lane, Brentwood, TN. Call Linda Schklar at 615-439-5828 or tap the link to explore the full 3D tour right now!

1-Minute Property Video Voice-Over

Visual B-Roll: High drone shot showing the street and mature trees around 6309 Murray Ln.

Narration: Welcome to 6309 Murray Lane in Brentwood.

Visual B-Roll: Camera moves through the front entry into the hardwood living room.

Narration: This home sits on a big three-quarter-acre lot. It has four bedrooms and three and a half baths.

Visual B-Roll: Close-up on the quartzite kitchen counter and stove top.

Narration: The kitchen is updated with new quartzite counters and double ovens.

Visual B-Roll: View of the main-floor primary bedroom bed and bath doorway.

Narration: The main bedroom sits on the first floor. It has two big walk-in closets.

Visual B-Roll: Wide shot of the back deck and green lawn area.

Narration: Outside, you will love the back deck and large level lawn.

Visual B-Roll: Quick exterior front shot with website URL popping on screen:

<https://realestatephotographerpro.hd.pics/3321373>.

Narration: The roof was replaced in 2022. Visit the website on screen or call Linda Schklar today at 615-439-5828 to see it in person!

Master YouTube Optimizer Output

- **SEO Title Option:** Brentwood TN Home For Sale | 6309 Murray Ln Walkthrough Tour
- **Click-Worthy Title Option:** Touring a \$1,250,000 Brentwood TN Home on 0.75 Acres!
- **Short & Punchy Title Option:** Inside 6309 Murray Ln | Brentwood, TN
- **Description Hook:** Welcome to 6309 Murray Ln in Brentwood, TN 37027. This 4-bedroom, 3.5-bathroom home offers 3,800 square feet of renovated living space on a private 0.75-acre lot. Located near top Williamson County schools, Crockett Park, and I-65, this property blends structural quality with suburban location. Explore the complete 3D tour, photo gallery, and interactive floor plans at <https://realestatephotographerpro.hd.pics/3321373>.
- **Hashtags:** #BrentwoodTNRealEstate #NashvilleRealEstate #WilliamsonCountyHomes #BrentwoodTNHomes #HomeTour #TennesseeRealEstate #MovingToNashville

CATEGORY 4: SOCIAL MEDIA CAMPAIGNS (PHASED APPROACH)

LinkedIn-Optimized Post

Brentwood remains one of Middle Tennessee's most resilient real estate micro-markets. Inventory for single-family homes on sub-acre lots in the 37027 zip code continues to trade at a premium due to Williamson County school rankings and proximity to employment centers in Maryland Farms and Downtown Nashville.

Our newest listing at 6309 Murray Ln represents a solid physical asset in this corridor. Key facts:

- 3,800 finished square feet
- 4 Bedrooms / 3.5 Bathrooms
- 0.75-Acre private lot
- Capital improvements: 2022 Roof, 2021 Dual HVAC systems

Full digital asset media suite, floor plans, and virtual tour links can be reviewed directly on the dedicated property site:
<https://realestatephotographerpro.hd.pics/3321373>

Connect with me directly for market metrics or private touring access.

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com Website:
<https://realestatephotographerpro.hd.pics/3321373> | MLS # 2654321

Five (5) Business Facebook Posts

Post 1: Launch Post (The Vibe) 🌟 IT'S OFFICIAL! 🌟 Welcome to 6309 Murray Ln in Brentwood! This single-family home is officially on the market and ready for its next chapter. ✨ 4 Bedrooms ✨ 3.5 Bathrooms ✨ 3,800 Sq Ft ✨ 0.75-Acre Lot ✨ Updated Chef's Kitchen & Main-Level Primary Suite. Listed at \$1,250,000. Tag someone who is looking to move to Brentwood, and tap the link below to view the full 3D tour and gallery!

<https://realestatephotographerpro.hd.pics/3321373>

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Post 2: Open House Teaser Cancel your weekend plans! 📅 Join me this Sunday from 2:00 PM to 4:00 PM for an Open House at 6309 Murray Ln in Brentwood. Come tour this 4-bed, 3.5-bath property in person and check out the three-quarter-acre lot and updated chef's kitchen. Take an early virtual spin here:

<https://realestatephotographerpro.hd.pics/3321373>

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Post 3: Feature Spotlight Let's take a moment to appreciate this kitchen at 6309 Murray Ln! 🥰 Updated quartzite counters, double wall ovens, island gas cooktop, and custom cabinetry make preparing meals straightforward and simple. Could you see yourself cooking here? Tap the link for high-res photos and floor plans!

<https://realestatephotographerpro.hd.pics/3321373>

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Post 4: Local Insight Location is everything in Brentwood! 6309 Murray Ln sits less than 2 miles from Crockett Park—giving you easy access to walking trails, athletic fields, and summer concerts. Plus, you are zoned for top Williamson County schools including Brentwood High. Explore the neighborhood and property tour here:

<https://realestatephotographerpro.hd.pics/3321373>

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Post 5: Just Sold / Under Contract Tease 🎉 UNDER CONTRACT! We have an accepted offer on 6309 Murray Ln! Congratulations to my sellers! 🎊 Demand for move-in ready Brentwood homes on good lots remains clear. If you missed out on this one, check out the walkthrough site to see what set this property apart:

<https://realestatephotographerpro.hd.pics/3321373>

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Five (5) Business Instagram Posts

Post 1 (Reel - Launch): Caption: 🌟 JUST LISTED IN BRENTWOOD! 🌟 Welcome to 6309 Murray Ln. 3,800 sq ft, 4 beds, 3.5 baths, and 0.75 acres of private green space! Tap the link in bio to explore the 3D floor plan! 📸 Save this post for your home search! <https://realestatephotographerpro.hd.pics/3321373> Hashtags: #BrentwoodTN #BrentwoodRealEstate #NashvilleHomes #WilliamsonCounty #JustListedTN #TennesseeLiving #NashvilleRealtor #BrentwoodHomes #PropertyTour #RealtyAssociation

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Post 2 (Static - Kitchen Feature): Caption: Kitchen goals at 6309 Murray Ln! Quartzite counters, double wall ovens, and custom cabinetry. Tap the link in bio for the full picture gallery. Save this post for kitchen inspiration! <https://realestatephotographerpro.hd.pics/3321373> Hashtags: #KitchenDesign #BrentwoodTN #RealEstateTN #ChefKitchen #NashvilleRealEstate #WilliamsonCountyLiving #HomeListing #TennesseeHomes #LindaSchklar #RealtyAssociation

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Post 3 (Carousel - Open House): Caption: Open House this Sunday 2-4 PM! 6309 Murray Ln, Brentwood, TN. Swipe through to preview the main suite, back deck, and yard. Check out the link in bio for full property details! <https://realestatephotographerpro.hd.pics/3321373> Hashtags: #OpenHouseTN #BrentwoodOpenHouse #BrentwoodTN #WilliamsonCountyHomes #NashvilleLiving #TNRealtor #HouseHunting #MoveToTN #MiddleTNRealEstate #RealtyAssociation

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com Website: <https://realestatephotographerpro.hd.pics/3321373> | MLS # 2654321

Post 4 (Reel - Walkthrough): Caption: Come tour 6309 Murray Ln with me! 🏡 3,800 sq ft of updated space on 0.75 acres in Brentwood, TN. DM me the word "TOUR" or hit the link in bio for instant 3D access! <https://realestatephotographerpro.hd.pics/3321373> Hashtags: #HomeTour #BrentwoodTN #NashvilleRealEstate #TennesseeHomes #PropertyWalkthrough #RealtorLife #WilliamsonCounty #MoveToBrentwood #RealEstateVideo #RealtyAssociation

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Post 5 (Static - Under Contract): Caption: UNDER CONTRACT at 6309 Murray Ln! Proof that pricing correctly and strong strategic marketing work in Brentwood. DM me "STRATEGY" to get top dollar for your home! Full listing details: <https://realestatephotographerpro.hd.pics/3321373> Hashtags: #UnderContract #BrentwoodRealEstate #JustSoldTN

#NashvilleRealtor #RealEstateResults #WilliamsonCountyRealEstate #LindaSchklar #RealtyAssociation
#TNRealEstate #MarketLeader

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<https://realestatephotographerpro.hd.pics/3321373> | MLS # 2654321

Five (5) Personal Facebook Posts

Post 1: So excited to launch our newest listing in Brentwood! 6309 Murray Ln is such a solid property—3,800 square feet, 4 bedrooms, and three-quarters of an acre of flat backyard space. Take a look at the virtual tour link: <https://realestatephotographerpro.hd.pics/3321373> #BrentwoodTN #MiddleTN #RealEstateLife #WilliamsonCounty #LindaSchklar

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com

Post 2: Spent the morning getting photography done at 6309 Murray Ln in Brentwood. Check out how great these photos turned out! <https://realestatephotographerpro.hd.pics/3321373> Open house is coming up this Sunday 2-4 PM! #Brentwood #OpenHouse #NashvilleArea #RealEstateAgent #RealtyAssociation

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com

Post 3: One of my favorite things about 6309 Murray Ln is how close it is to Crockett Park. You can be on the trail system in under 5 minutes. Take a full digital walkthrough here: <https://realestatephotographerpro.hd.pics/3321373> #BrentwoodLiving #CrockettPark #WilliamsonCounty #TNLife #LindaSchklar

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com

Post 4: Quick detail update on 6309 Murray Ln: New roof in 2022 and updated HVACs in 2021 mean big peace of mind for the next owners. View full disclosures and floor plans at <https://realestatephotographerpro.hd.pics/3321373> #HomeMaintenance #BrentwoodTN #RealEstateTips #QualityHomes #LindaSchklar

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com

Post 5: And just like that... 6309 Murray Ln is Under Contract! So happy for my sellers. You can still view the full gallery of this home here: <https://realestatephotographerpro.hd.pics/3321373> #UnderContract #Brentwood #RealEstateSuccess #HappyClients #TheRealtyAssociation

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com

Five (5) Personal Instagram Posts

Post 1: New listing day is always the best day! 🗝️ 6309 Murray Ln in Brentwood is officially live. Explore the virtual tour link in my bio or tap here: <https://realestatephotographerpro.hd.pics/3321373> #BrentwoodTN #NewListing #TennesseeHomes #LindaSchklar #RealtyAssociation

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com

Post 2: Obsessed with the quartzite island in this Brentwood kitchen! Simple, modern, and high quality. Full photos at <https://realestatephotographerpro.hd.pics/3321373> #KitchenGoals #BrentwoodTN #InteriorStyle #RealEstateAgent #TNLiving

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com

Post 3: Sunday Open House prep underway! Stop by 6309 Murray Ln from 2 to 4 PM today or preview online at <https://realestatephotographerpro.hd.pics/3321373> #OpenHouse #BrentwoodTN #SundayVibes #WilliamsonCounty #LindaSchklar

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com

Post 4: Backyard views at 6309 Murray Ln. 0.75 acres of private, mature trees in the heart of Brentwood! 🌳 Tour link: <https://realestatephotographerpro.hd.pics/3321373> #BackyardSpace #Brentwood #TennesseeNature #HomeSweetHome #RealtyAssociation

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com

Post 5: Keys in hand, contract signed! So grateful for another great closing in Brentwood. View the listing highlights here: <https://realestatephotographerpro.hd.pics/3321373> #UnderContract #BrentwoodTN #ClosingDay #RealEstateAgent #LindaSchklar

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CATEGORY 5: AUDIO & BROADCAST MARKETING

Deliverable A: 30-Second Radio Script Version

[TIMING: 0:00 - 0:05] [SFX: Sound of car door closing, gentle engine start] [MUSIC: Warm, contemporary acoustic guitar begins soft] [VO (warm and direct)]: Are you searching for real space and top schools in Brentwood without taking on a full renovation project?

[TIMING: 0:05 - 0:18] [VO (confident, articulate)]: Welcome to 6309 Murray Lane. This 3,800-square-foot home features four bedrooms, an updated chef's kitchen, main-floor primary suite, and a 2022 roof—all on three-quarters of an acre in Williamson County.

[TIMING: 0:18 - 0:30] [MUSIC: Upbeat finish crescendo] [VO (inviting)]: Take an instant virtual tour at 6309 Murray Lane dot com or search Linda Schklar with The Realty Association at 615-439-5828. That's Linda Schklar at 615-439-5828.

Deliverable B: 60-Second Radio Script Version

[TIMING: 0:00 - 0:08] [SFX: Ambient birds chirping, peaceful outdoor soundscape] [MUSIC: Light, energetic acoustic and piano intro] [VO (friendly, conversational)]: Finding the right mix of acreage, updated finishes, and top school zoning in Brentwood can feel like a long search.

[TIMING: 0:08 - 0:25] [VO (authoritative, clear)]: That search ends at 6309 Murray Lane. Set on three-quarters of an acre of flat, private ground, this 3,800-square-foot brick home is move-in ready. The kitchen is fully modernized with quartzite counters and double wall ovens, while the primary suite sits conveniently on the main floor.

[TIMING: 0:25 - 0:42] [MUSIC: Fades slightly under voice, warm and steady] [VO (reassuring, informative)]: Major mechanicals are already taken care of with dual HVAC units installed in 2021 and a complete roof replacement in 2022. You are just minutes from Crockett Park, Brentwood High School, and quick I-65 access to Downtown Nashville.

[TIMING: 0:42 - 0:60] [MUSIC: Uplifting tempo boost] [VO (clear, direct CTA)]: Explore high-resolution photos and interactive floor plans online right now. Contact Linda Schklar with The Realty Association today at 615-439-5828. Again, call Linda Schklar at 615-439-5828 for your private showing.

CATEGORY 6: EMAIL MARKETING & NETWORKING

Agent-to-Agent "Reverse Prospecting" Email

Subject Lines:

1. New Brentwood Listing: 6309 Murray Ln (3,800 SF on 0.75 Acres)
2. Move-in ready home in Williamson Co / Brentwood High Zone
3. 6309 Murray Ln | Updated Kitchen, Main-Floor Primary, 2022 Roof

Hi Agents,

If you have buyers searching for turn-key single-family space in Brentwood, take a quick look at my new listing on Murray Lane.

Fast Facts:

- **Price:** \$1,250,000
- **Address:** 6309 Murray Ln, Brentwood, TN 37027
- **Specs:** 4 Beds | 3.5 Baths | 3,800 Sq Ft | 0.75 Acres
- **Schools:** Lipscomb Elem / Brentwood Middle / Brentwood High

Why Your Buyers Will Love It: The home features a main-floor primary suite, a fully renovated quartzite kitchen with double ovens, and major mechanical peace of mind (Roof 2022, Dual HVAC 2021). The 0.75-acre lot is flat, private, and tree-lined in the back.

Showing Instructions: Vacant and easy to show. Book directly via ShowingTime.

View Full Media Suite, Photos, & 3D Tour: <https://realestatephotographerpro.hd.pics/3321373>

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com Website: <https://realestatephotographerpro.hd.pics/3321373> | MLS # 2654321

The "VIP Sneak Peek & Referral" Newsletter

Subject Lines:

1. Sneak Peek: A special Brentwood home before public open houses
2. Thinking of moving within Williamson County? Take a look at this...
3. VIP Access: 6309 Murray Ln in Brentwood, TN

Hi Friends & Clients,

I hope your week is off to a great start! I wanted to share a brand-new listing with my private network before our public marketing push this weekend.

Located at 6309 Murray Ln, this home sits right in the heart of Brentwood on three-quarters of an acre.

Quick Overview:

- 4 Bedrooms / 3.5 Bathrooms / 3,800 Sq Ft
- Updated Chef's Kitchen with Quartzite Countertops
- Main-Level Primary Suite
- Roof Replaced 2022 | Dual HVACs Replaced 2021
- Top-Rated Williamson County School Zoning

Take a complete virtual walkthrough before anyone else here: <https://realestatephotographerpro.hd.pics/3321373>

If you know anyone looking to buy in Brentwood or make a move into the Williamson County school system, please forward this email to them!

Reply directly to this email or text me at 615-439-5828 to set up a private walkthrough.

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com Website: <https://realestatephotographerpro.hd.pics/3321373> | MLS # 2654321

Agent-to-Agent Open House Feedback Email

Subject: Feedback Request: 6309 Murray Ln Open House

Body: Hi [Other Agent's Name],

Thanks again for stopping by my open house at 6309 Murray Ln yesterday with your clients.

When you have a quick moment, could you please share their initial thoughts? Specifically, I'd appreciate any feedback on how they felt about the price and the overall condition of the home.

My sellers are eager for honest market reactions as we determine our next steps, so please don't hold back.

I appreciate your time and hope we can put a deal together soon.

Best,

Linda Schklar, The Realty Association

The Investor "Deal Summary" Pitch Email

Subject Lines:

1. Option 1 (SEO/Data): Brentwood TN Residential Asset: 6309 Murray Ln Deal Summary
2. Option 2 (Curiosity): 0.75-Acre Single-Family Asset in Top Williamson Co Corridor
3. Option 3 (Urgent): Prime Brentwood Residential Property Available

Single-Family Value-Add Opportunity: 6309 Murray Ln, Brentwood TN

The Fast Facts:

- **Property Type:** Single-Family Residential
- **Address:** 6309 Murray Ln, Brentwood, TN 37027
- **Asking Price:** \$1,250,000
- **Key Specs:** 4 Beds | 3.5 Baths | 3,800 Sq Ft | 0.75 Acre Lot
- **Current Cap Rate/Income:** Owner-Occupied / Vacant Turnkey
- **Pro Forma Potential:** Market rental rate estimated at 4,500–5,200/month for long-term executive rentals in 37027.
- **Asset Media Link:** <https://realestatephotographerpro.hd.pics/3321373>

The Investment Narrative ("The Play"): 6309 Murray Ln presents a low-friction investment acquisition in the high-demand Brentwood micro-market. Major capital expenditures have already been absorbed, including a full roof replacement in 2022 and dual HVAC units in 2021. The 0.75-acre footprint offers strong long-term land equity growth within the Williamson County school district. The property serves as a strong buy-and-hold executive rental asset or a primary residential holding in Middle Tennessee's top wealth corridor.

Showing & Disclosure Instructions: Vacant and clear. Access via ShowingTime or contact listing agent for direct lockbox access and property disclosures.

Call to Action: Reply directly to this email or call Linda Schklar with The Realty Association at 615-439-5828 to request property disclosures or schedule an on-site evaluation.

Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com Website: <https://realestatephotographerpro.hd.pics/3321373> | MLS # 2654321

CATEGORY 7: PRINT & DIRECT MAIL MARKETING

Scenario 1: Just Listed (Focus on "Choose your neighbor")

POSTCARD FRONT:

- **Main Headline: NEW NEIGHBOR ALERT ON MURRAY LANE!**
- **Neighbor Hook Sub-headline:** Do you have friends or family looking to move into our neighborhood?
- **Fast Facts:**
 - 6309 Murray Ln | Brentwood, TN
 - 4 Beds | 3.5 Baths | 3,800 Sq Ft | 0.75 Acres
 - Renovated Kitchen, Main Suite on Main, 2022 Roof
- **Front Call to Action:** Scan the QR code to view the 3D virtual tour and high-res photos!

POSTCARD BACK (Address Side):

- **Header: Help Choose Your Next Neighbor!**
- **Supporting Copy:** 6309 Murray Ln is officially on the market. We know how much you love living on Murray Lane, so help us pick your new neighbor by sharing this listing with anyone you know looking to move to Brentwood.
- **Primary Call to Action:** Visit <https://realestatephotographerpro.hd.pics/3321373> or scan the QR code for full property specs!
- **Agent Contact Info Block:** Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com Website: <https://realestatephotographerpro.hd.pics/3321373> | MLS # 2654321

Scenario 2: Just Sold (Focus on "Curious about your home's value?")

POSTCARD FRONT:

- **Main Headline: WE JUST SOLD 6309 MURRAY LANE!**
- **Neighbor Hook Sub-headline:** Buyer demand in Brentwood remains extremely strong.
- **The "Proof":** Under contract fast with multiple qualified buyer inquiries across Williamson County!
- **Front Call to Action:** Scan the QR code to see what your home could sell for in today's market!

POSTCARD BACK (Address Side):

- **Header: What Is Your Home Worth Today?**
- **Supporting Copy:** During the marketing of 6309 Murray Lane, we generated strong buyer interest from pre-approved buyers still actively searching for homes on our street. Home values in the 37027 zip code remain active.
- **Primary Call to Action: Call 615-439-5828 today for a free, no-obligation home valuation!**
- **Agent Contact Info Block:** Linda Schklar | The Realty Association Direct: 615-439-5828 | Email: linda@realtyassociation.com Website: <https://realestatephotographerpro.hd.pics/3321373> | MLS # 2654321

+++END+++

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