

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!

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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.

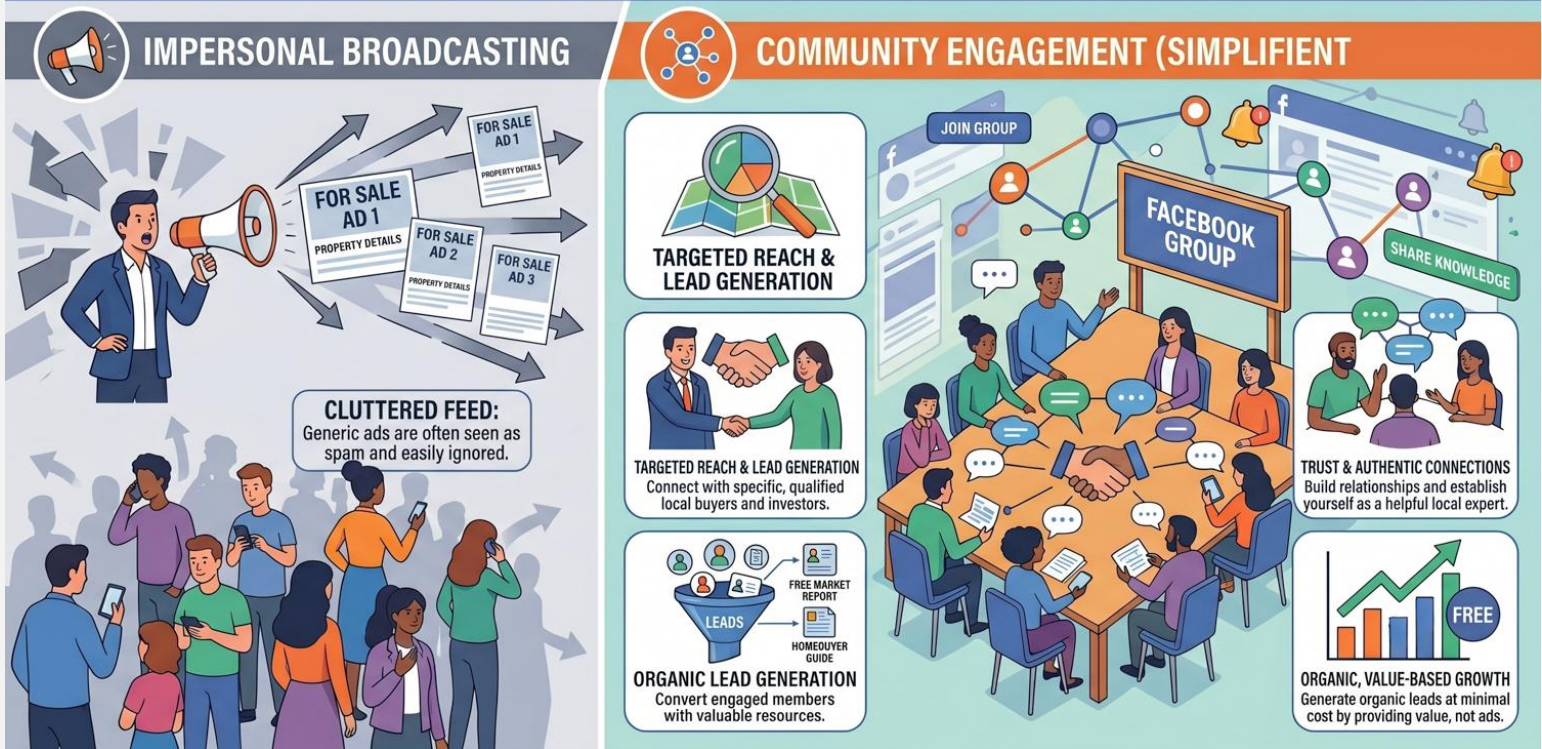
## How This Saves You Time (And Money)

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            | <b>0 Minutes</b> (Copy & Paste)     |
| 10 Unique Social Media Posts       | 2 Hours               | <b>0 Minutes</b> (Copy & Paste)     |
| 1,500+ Word Neighborhood Blog      | 3 Hours               | <b>0 Minutes</b> (Ready to Publish) |
| YouTube & Short-Form Video Scripts | 2 Hours               | <b>0 Minutes</b> (Read the Script)  |
| Network & Past-Client Emails       | 1 Hour                | <b>0 Minutes</b> (Hit Send)         |
| <b>Total Time Spent</b>            | <b>8.75 Hours</b>     | <b>Under 15 Minutes</b>             |

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!

## Property Descriptions

**Property Description Overview:** Welcome to 742 Kingdom Rd in Unionville, TN 37180. Built in 2021, this solid brick single-family home sits on 3.39 open acres of land. Inside, you get 2,791 square feet of living space designed for real life. The home features a classic coal/wood-burning fireplace that heats the main living area. Outside, enjoy a private above-ground pool and wide-open sky. You get quiet country living with fast access to nearby Murfreesboro and Shelbyville.

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**MLS Listing Services (Public Remarks)** 742 Kingdom Rd, Unionville, TN 37180. Built in 2021, this 2,791-square-foot brick home sits on 3.39 acres. Features include an open layout, a real coal/wood-burning fireplace, and a clean above-ground pool with a surrounding deck. The exterior is all-brick construction with ample space for outdoor equipment, parking, or custom additions. Located in Bedford County, just minutes from Highway 41A for a simple commute to Murfreesboro or Shelbyville. Schedule your showing today.

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Google Business Profile Post Just Listed in Unionville, TN!** New on the market at 742 Kingdom Rd. This 2,791 sq ft brick home was built in 2021 and sits on 3.39 private acres. Features a brick exterior, coal/wood fireplace, and an above-ground pool.

View listing details and tour options today!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**LinkedIn Post New Property Announcement: Unionville, TN Acreage Asset**

742 Kingdom Rd, Unionville, TN 37180 is now available.

Property Highlights:

- Year Built: 2021
- Living Area: 2,791 Square Feet
- Land Area: 3.39 Acres
- Exterior: All-Brick Construction
- Key Features: Coal/Wood Fireplace, Above-Ground Pool

This modern residential asset offers significant land value in fast-growing Bedford County, positioning buyers close to key Middle Tennessee employment hubs. Direct message me for full spec sheets or to arrange a private walkthrough.

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

### Phase 1: The Teaser (Pre-Market)

**Behind the Scenes:** A little magic in the making! ✨ We are putting the final touches on a beautiful new listing at 742 Kingdom Rd in Unionville, TN, and I couldn't resist sharing a quick behind-the-scenes look. Staging is underway, the photographer is working, and this 3.39-acre property is almost ready for its big debut. Drop a 🙋 in the comments if you want to be the first to know when it goes live!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Sneak Peek:** The details in this upcoming Unionville listing are solid. 😊 Here is a quick sneak peek at the 3.39 acres of land and the 2021 brick construction at 742 Kingdom Rd. This 2,791 sq ft home hits the market soon, and trust me, you want to see the back patio and pool. Send me a DM to get on the exclusive VIP preview list!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Coming Soon** 🛑 STOP YOUR SCROLL 🛑 Coming soon to Unionville! This 2,791-sq-ft brick gem at 742 Kingdom Rd hits the market soon. From the 3.39 acres of space to the coal/wood fireplace and above-ground pool, it checks all the boxes. Want the details before anyone else? Click the link in my bio to sign up for early access, or shoot me a message right now!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

## Phase 2: The Launch (Active)

**Just Listed** 🌟 IT'S OFFICIAL! 🌟 Welcome to 742 Kingdom Rd in Unionville, TN 37180. This single-family brick home is officially on the market and ready for its next owner.

🌟 Built in 2021 🌟 2,791 Sq Ft 🌟 3.39 Acres 🌟 Wood/Coal Fireplace & Above Ground Pool

Tag someone looking for land in Bedford County, and tap the link in my bio to view the full photo gallery!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Property Website Live:** Want to take a spin through my newest listing without leaving your couch? 📺 The dedicated property website for 742 Kingdom Rd, Unionville, TN is officially LIVE! Head over to the link in my bio to explore the photos, check out the 3.39-acre lot lines, and see the full floor plan up close. Let me know what your favorite feature is in the comments!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Virtual Tour / Walkthrough:** Come tour this incredible Unionville home with me! 🧑‍🦲 From the moment you step into 742 Kingdom Rd, the open space and brick quality take center stage. Watch until the end to see the 3.39 acres and above-ground pool! Ready to see it in person? DM me the word "TOUR" and let's get you on the schedule!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

### Phase 3: The Push (Marketing & Engagement)

**Open House Announcement** 📅 Cancel your weekend plans! Join me this Sunday from 2:00 PM to 4:00 PM for an open house at 742 Kingdom Rd, Unionville, TN. Come see this 2021 brick home on 3.39 acres for yourself. Stop by, look around, and let's talk real estate!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Open House Reminder** 🕒 Happening TODAY! I will be holding the doors open at 742 Kingdom Rd, Unionville, TN 37180 from 2:00 PM to 4:00 PM. Come explore this 2,791 sq ft brick home and its 3.39 acres. Just plug the address into your GPS and come say hi!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Feature Spotlight:** Let's take a moment to appreciate the 3.39 acres at 742 Kingdom Rd in Unionville! 🤔 Imagine hosting weekend cookouts by the above-ground pool or sitting by the coal/wood fireplace in the winter. Could you see yourself living here? Tap the link in my bio for more photos and pricing details!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Schedule Your Viewing Today.** This Unionville home won't wait around forever! ⌚ 742 Kingdom Rd is clean, easy to show, and ready for you to walk through. Don't rely on photos alone—you need to step onto these 3.39 acres in person. Send me a direct message right now or call me at 931-492-2153 to book your private tour.

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Price Improvement** 📉 NEW PRICE on 742 Kingdom Rd, Unionville, TN! This 2,791-sq-ft brick home on 3.39 acres has just become an even better opportunity. If you have had your eye on this property, now is the time to make your move. DM me "UPDATED" to schedule your tour today!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Back on Market** 🔄 SECOND CHANCE ALERT! 🔄 742 Kingdom Rd in Unionville is back on the market through no fault of the home! The buyer's financing fell through, which means a big opportunity for YOU to secure 3.39 acres and a 2021 brick home. Check the link in my bio for details and call me to get inside today!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

#### Phase 4: The Milestone (Escrow)

**Under Contract / Pending** 📝 UNDER CONTRACT! We have an accepted offer on 742 Kingdom Rd in Unionville, TN! A huge congratulations to my sellers! 🎉 If you missed out on this 3.39-acre home, don't worry—I am always hunting for local properties. Drop your target area in the comments below, and I will keep my eyes peeled for you!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Multiple Offers Received** 🔥 The market is moving! We received multiple offers on 742 Kingdom Rd in Unionville, TN. Thank you to all the agents and buyers who came through this weekend. Thinking of selling your property in Bedford County? Strong marketing gets real results. Send me a DM and let's talk about your home!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

#### Phase 5: The Close (Sold & Authority)

**Just Sold** 🏠 JUST SOLD! 🏠 The keys have officially been handed over at 742 Kingdom Rd, Unionville, TN! I am so thrilled for my clients as they start their next chapter on these 3.39 acres. If buying or selling a home is on your goal list this year, let's chat! Click the link in my bio to connect.

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Case Study / The Numbers:** Numbers do not lie! 📊 Here is how we got 742 Kingdom Rd in Unionville sold:

- Days on Market: 14
- Full Price Offer Accepted
- 3.39 Acres Sold to an Eager Buyer

The right pricing strategy and targeted marketing make all the difference. DM me the word "STRATEGY" to book a quick consultation for your property!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Client Testimonial:** Nothing makes me happier than a five-star review! ★★★★★ Working with the owners of 742 Kingdom Rd was an honor. My goal is to make selling your home smooth and straightforward.

"Amy made selling our Unionville home simple. Her communication was clear, and she handled everything from start to finish!"

Ready to make a move? Let's work together. Call me today!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

## 1. Detailed Blog Post (AEO & SEO Optimized)

**Title Tag:** Buying Land in Unionville TN: 742 Kingdom Rd Guide **URL Slug:** /buying-land-unionville-tn-742-kingdom-rd

**Author Bio:** Amy Squires is a real estate professional with Weichert, Realtors, The Space Place, and The Lampley Group, serving Bedford County and Middle Tennessee buyers and sellers.

### How Do You Buy a Modern Home with Land in Unionville, TN?

**TL;DR Summary** Buying a modern home with land in Unionville, TN gives you space, lower county taxes, and quick access to city work hubs. Properties like 742 Kingdom Rd feature 2021 brick construction, 3.39 acres of clear ground, and full utilities already installed. Working with a local agent ensures you verify land boundaries, soil conditions, and school zones before you buy.

### Table of Contents

1. Overview of Unionville Real Estate
2. Key Features of 742 Kingdom Rd
3. Why Buy Built Land Over Building New
4. Schools, Local Shopping, and Commute
5. Frequently Asked Questions
6. Take the Next Step

**Overview of Unionville Real Estate:** Unionville, Tennessee, sits in northern Bedford County. It offers open fields, quiet roads, and steady property value growth. Buyers want land without having to move hours away from stores and offices.

- **County:** Bedford County
- **Primary Route:** Highway 41A
- **Distance to Murfreesboro:** 20 Minutes
- **Distance to Shelbyville:** 15 Minutes

Land in Unionville gives you room to stretch out. You can keep animals, park trucks, build shops, or plant large gardens.

**Key Features of 742 Kingdom Rd:** 742 Kingdom Rd shows what modern country living looks like. Built in 2021, this home bypasses the delays of starting from dirt.

- **Square Footage:** 2,791 sq ft of living space.
- **Acreage:** 3.39 acres of flat, usable lot.
- **Exterior:** Solid four-sided brick structure.
- **Heating Accent:** Coal/wood-burning fireplace for energy savings.
- **Outdoor Feature:** Above-ground pool with surrounding wooden deck.

The brick exterior keeps energy costs down and reduces long-term maintenance needs. The interior offers clear, functional spaces with heavy wood trim and durable floors.

**Why Buy Built Land Over Building New?** Building a custom home on raw land in Middle Tennessee takes 12 to 18 months. Utility hookups, septic permits, and road cutting add hidden costs.

Buying an existing 2021 build like 742 Kingdom Rd removes those delays. The power meter is installed. The septic system is operating. The driveway is paved. You walk straight into clear value on day one.

**Schools, Local Shopping, and Commute:** Living at 742 Kingdom Rd places you close to everyday necessities.

- **Schools:** Community Elementary, Community Middle, and Community High School serve Unionville. They sit less than 10 minutes down Highway 41A.
- **Restaurants:** Local spots like Unionville Diner and nearby pizza shops sit within a 5-minute drive.
- **Shopping:** Everyday groceries are available in Eagleville and Shelbyville, with major retail hubs 20 minutes away on South Rutherford Blvd in Murfreesboro.
- **Parks & Recreation:** Henry Horton State Park sits 15 minutes west, offering golf, hiking trails, fishing on the Duck River, and trap shooting.

### Frequently Asked Questions

**What county is 742 Kingdom Rd in?** It is located in Bedford County, TN.

**How big is the lot at 742 Kingdom Rd?** The property includes 3.39 acres of clear, level ground.

**When was the house built?** The home was built in 2021.

**What heating features does the home have?** It features central HVAC plus a secondary coal/wood-burning fireplace.

### Take the Next Step

1. Call Amy Squires at 931-492-2153 for listing details.
2. Schedule a private walkthrough of 742 Kingdom Rd.
3. Secure your piece of Middle Tennessee land today.

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

## 2. Long-Form YouTube Video Script (8-12 Minutes)

### Title Options:

1. Tour 3.39 Acres in Unionville, TN! 742 Kingdom Rd
2. Inside a 2021 Brick Home on Land in Unionville, Tennessee
3. Middle Tennessee Country Living: 742 Kingdom Rd Full Tour

**Description:** Join Amy Squires for a full walkthrough tour of 742 Kingdom Rd in Unionville, TN 37180! Built in 2021, this 2,791 sq ft brick home sits on 3.39 acres of clear land and features a pool and a cozy fireplace. Located just 20 minutes from Murfreesboro. Call 931-492-2153 for details!

**[0:00 - 1:00] HOOK & OUTDOOR INTRO** [Visual: Wide drone shot dropping down over 3.39 acres, panning to the front brick exterior of 742 Kingdom Rd] **Voiceover:** "If you want land, modern construction, and peace and quiet without moving into the middle of nowhere, look at this. Welcome to 742 Kingdom Road in Unionville, Tennessee. We are standing on over 3.3 acres of level ground in a custom brick home built in 2021. Let's go inside."

**[1:00 - 1:30] AGENT INTRO** [Visual: Agent standing on the front porch speaking directly to camera] **Voiceover:** "I'm Amy Squires with Weichert, Realtors, The Space Place and The Lampley Group. Today I'm showing you through this 2,791-square-foot residence. It combines low-maintenance living with real country space."

**[1:30 - 5:00] INTERIOR TOUR** [Visual: Smooth gimbal walk through front door into living area] **Voiceover:** "Step into the main living room. Notice the clear layout and high ceilings. Right here is the central hearth—a classic coal and wood-burning fireplace. It keeps the house warm all winter and lowers your utility bills. Moving into the kitchen, you have wide counter space, updated cabinets, and quick access to the back deck."

[Visual: Camera pan across primary suite, bathrooms, and secondary bedrooms] **Voiceover:** "The main level offers plenty of square footage. The rooms are broad, bright, and clean. No old carpet to tear out or walls to repaint. Everything here was built just three years ago."

**[5:00 - 7:00] EXTERIOR & POOL TOUR** [Visual: Walking out the back door onto the deck, camera pointing toward above-ground pool and open acreage] **Voiceover:** "Now step outside. You have a full wooden deck leading to an above-ground pool. In the summer, this is where you relax. Look at the land behind us—3.39 acres of cleared ground. You have space for a workshop, a garden, or extra vehicles."

**[7:00 - 9:00] COMMUNITY & LOCAL PROFILE** [Visual: B-roll shots of Unionville roads, Community High School, and Henry Horton State Park nearby] **Voiceover:** "Unionville gives you the quiet pace of Bedford County. You are 10 minutes from local schools, 15 minutes from Henry Horton State Park on the Duck River, and only 20 minutes from shopping in Murfreesboro along Highway 41A."

**[9:00 - 10:00] SUMMARY & CALL TO ACTION** [Visual: Agent standing in front yard with property sign] **Voiceover:** "742 Kingdom Road offers brick durability, 2,791 square feet, and 3.39 acres of Tennessee land. Call me today at 931-492-2153 to set up your private walkthrough. I'm Amy Squires, and I look forward to showing you around."

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

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

[Visual: Fast cut from road sign to 3.39-acre front lawn] **Voiceover (0-3s):** "Stop renting and look at this 3.3-acre setup in Unionville, Tennessee!"

[Visual: Quick cut to coal/wood fireplace in living room] **Voiceover (3-12s):** "Feature one: A real coal and wood-burning fireplace in a 2021 brick build!"

[Visual: Quick cut to pool and backyard deck] **Voiceover (12-20s):** "Feature two: Your own above-ground pool and deck ready for summer!"

[Visual: Quick cut to wide shot of 3.39 open acres] **Voiceover (20-25s):** "Feature three: Over 3.3 acres of level ground with no crowded neighbors."

[Visual: Text overlay on screen: 742 Kingdom Rd, Unionville, TN. Amy Squires 931-492-2153] **Voiceover (25-30s):** "The address is 742 Kingdom Rd. DM me or call 931-492-2153 for a tour today!"

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

#### 4. Optimized Property Description (RealTracs/MLS-Ready)

742 Kingdom Rd, Unionville, TN 37180. Built in 2021, this single-family home offers 2,791 square feet of clean living space on a 3.39-acre lot in Bedford County. The exterior features full brick construction for low maintenance. Inside, find an open layout anchored by a wood/coal-burning fireplace. Outdoor amenities include an above-ground pool with deck space and open acreage suitable for outbuildings or gardens. Conveniently located near Highway 41A, providing direct travel to Shelbyville, Eagleville, and Murfreesboro. Contact listing agent for showing arrangements.

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

## 5. LinkedIn-Optimized Post

### Real Estate Asset Highlight: Unionville, TN

742 Kingdom Rd present a strong acquisition opportunity in Middle Tennessee's expanding residential market.

#### Asset Overview:

- **Address:** 742 Kingdom Rd, Unionville, TN 37180
- **Structure:** 2,791 Sq Ft Single-Family Brick Home (Built 2021)
- **Land Area:** 3.39 Usable Acres
- **Key Features:** Coal/Wood Fireplace, Above-Ground Pool, Flat Topography

Bedford County continues to benefit from commercial and residential spillover out of Rutherford and Davidson Counties. This property provides immediate equity utility with zero modern renovation requirements.

Contact me directly for private tours or property reports.

#RealEstate #TennesseeRealEstate #PropertyInvestment #MiddleTennessee #UnionvilleTN

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

## 6. Google Business Profile Post

### New Listing Alert: 742 Kingdom Rd, Unionville, TN 37180

Looking for space and modern quality in Bedford County? Check out 742 Kingdom Rd!

- **Built in 2021**
- **2,791 Square Feet**
- **3.39 Clear Acres**
- **Brick Construction**
- **Wood/Coal Fireplace & Pool**

Located just off Highway 41A for quick travel to Murfreesboro and Shelbyville.

Click below or call 931-492-2153 to schedule your private tour!

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

## 7. Five (5) Business Facebook Posts

**Post 1: Launch Post** NEW LISTING IN UNIONVILLE! 🌟 Welcome to 742 Kingdom Rd. Built in 2021, this brick home sits on 3.39 clear acres of Tennessee land. You get 2,791 sq ft of space, a real coal/wood fireplace, and an above-ground pool ready for hot days. Want to take a look? Send me a message today! Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Post 2: Open House Teaser** Open House this Sunday! 📅 Stop by 742 Kingdom Rd in Unionville from 2 PM to 4 PM. Walk the 3.39 acres, tour the 2,791 sq ft brick home, and see the pool deck in person. No appointment needed. See you there! Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Post 3: Feature Spotlight:** Let's talk about winter heating bills! 🪵🔥 742 Kingdom Rd features a wood/coal-burning fireplace. It keeps the main living space warm and cuts down monthly utility costs. Pair that with a 2021 brick build and you have a sturdy, efficient home. Call me at 931-492-2153 to learn more! Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Post 4: Local Insight:** Why choose Unionville, TN? You get quiet country living while staying close to town! 742 Kingdom Rd sits just minutes from local schools and 20 minutes from Murfreesboro shopping. Plus, Henry Horton State Park is right down the road for weekend fishing and hiking. Want details? DM me! Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Post 5: Under Contract Teaser:** UNDER CONTRACT in Unionville! 742 Kingdom Rd is officially pending. Strong marketing and the right presentation make homes move fast. Thinking of selling your Middle Tennessee property? Contact me today for a custom valuation! Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

## 8. Five (5) Business Instagram Posts

**Post 1 (Reels Focus)** 🎥 *Visual: Fast clips of the front yard, brick exterior, fireplace, and pool.* Caption: 3.39 acres of freedom in Unionville, TN! 742 Kingdom Rd features 2,791 sq ft, brick construction, and 2021 build quality. Save this post and tap the link in bio for full details! #UnionvilleTN #TennesseeRealEstate #AcreageForSale #BedfordCounty #AmySquires Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Post 2 (Carousel Focus)** 🖼️ *Visual: Slide 1: Front exterior. Slide 2: Fireplace. Slide 3: Pool. Slide 4: Aerial lot view.* Caption: Take a look through 742 Kingdom Rd in Unionville, TN! Built in 2021 with 3.39 level acres to enjoy. Tap link in bio to book your tour! #TennesseeHomes #LandForSale #MiddleTNRealEstate #BrickHome #AmySquires Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Post 3 (Feature Spotlight Reel)** 🎥 *Visual: Close up on fireplace fire, then panning out to open living area.* Caption: Nothing beats a real fireplace on cool evenings. 🔥 Check out this feature inside 742 Kingdom Rd! DM me "FIREPLACE" for full pricing and details. #CountryLiving #HomeFeatures #BedfordCountyTN #TNProperty #AmySquires Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Post 4 (Static Image Focus)** 📸 *Visual: Clear shot of the pool deck looking over the 3.39 acres.* Caption: Backyard goals in Bedford County! Above-ground pool, clear deck views, and 3.39 private acres. DM me to see 742 Kingdom Rd today. #PoolDays #Unionville #TennesseeLiving #RealEstateTN #AmySquires Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

**Post 5 (Reel/Static Just Sold)** 📸 *Visual: Bold "JUST SOLD" graphic over front yard photo.* Caption: 742 Kingdom Rd in Unionville is officially SOLD! Thrilled for my clients on this closing. Want results like this for your property? Send me a DM! #JustSold #UnionvilleRealEstate #RealtorLife #MiddleTN #AmySquires Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

### 9. 1-Minute Property Video Voice-Over Script

"Welcome to 742 Kingdom Road in Unionville, Tennessee.

Look at this home. It was built in 2021. It has four sides of solid brick.

Inside, you get 2,791 square feet of clear space. The main living room features a wood and coal-burning fireplace. It keeps the whole house warm in winter.

Outside, step out onto the back deck. You get your own above-ground pool for hot summer days.

Best of all, you get 3.39 acres of level land. There is room for trucks, gardens, or outbuildings.

You are close to local schools and just twenty minutes from Murfreesboro shopping.

Call Amy Squires today at 931-492-2153 to book your private tour."

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

## 10. Five (5) Personal Facebook Posts

**Post 1** So excited to share my newest listing at 742 Kingdom Rd in Unionville! It has 3.39 acres, a 2021 brick build, and a great pool deck. Let me know if you want to check it out! #UnionvilleTN #NewListing #TennesseeHomes #BedfordCounty #AmySquires Amy Squires | 931-492-2153

**Post 2** If you know anyone looking for land in Bedford County, tell them to check out 742 Kingdom Rd! 2,791 square feet on over three acres. Message me for photos! #TennesseeLiving #LandForSale #Unionville #MiddleTN #AmySquires Amy Squires | 931-492-2153

**Post 3** Holding an open house this Sunday at 742 Kingdom Rd in Unionville from 2 to 4 PM! Come say hi, walk the property, and grab some snacks! #OpenHouse #UnionvilleTN #TNRealEstate #BedfordCounty #AmySquires Amy Squires | 931-492-2153

**Post 4** My favorite part of 742 Kingdom Rd? The wood-burning fireplace and the quiet backyard! Perfect setup for country living. Send me a DM if you want a tour! #CountryHome #FireplaceVibes #TennesseeRealEstate #Unionville #AmySquires Amy Squires | 931-492-2153

**Post 5** Another happy client! 742 Kingdom Rd in Unionville is officially under contract. So happy for everyone involved! #UnderContract #BedfordCounty #RealEstateAgent #Tennessee #AmySquires Amy Squires | 931-492-2153

## 11. Five (5) Personal Instagram Posts

**Post 1** New listing drop! 742 Kingdom Rd in Unionville, TN. 3.39 acres and a 2021 brick home. DM me for info! #UnionvilleTN #TNRealtor #Acreage #BedfordCounty #AmySquires

**Post 2** 3.39 acres of sky and quiet! Loving this property on Kingdom Rd. Check out my bio link for pictures! #TennesseeLife #CountryLiving #LandForSale #TNRealEstate #AmySquires

**Post 3** Sunday Open House! Come tour 742 Kingdom Rd in Unionville from 2-4 PM. See you there! #OpenHouseTN #Unionville #RealEstate #BedfordCounty #AmySquires

**Post 4** Above-ground pool plus three acres equals the ultimate summer setup. DM me to take a tour! #PoolLife #TNProperty #UnionvilleTN #Realtor #AmySquires

**Post 5** Pending in Unionville! So happy to get this 3.39-acre brick home under contract for my clients. #Pending #JustSold #BedfordCounty #TennesseeRealEstate #AmySquires

Amy Squires | Weichert, Realtors, The Space Place, The Lampley Group | 931-492-2153

## 12. Agent-to-Agent Email Announcement

### Subject Line Options:

1. Unionville TN Listing: 3.39 Acres & 2021 Brick Build (Easy Show)
2. 742 Kingdom Rd: 2,791 SQFT on 3.39 Acres in Bedford County
3. New Listing for Your Land Buyers: 742 Kingdom Rd, Unionville

**Body:** Hi Agents,

I know you are busy, so here are the fast facts on my new listing in Bedford County:

- **Address:** 742 Kingdom Rd, Unionville, TN 37180
- **Specs:** Built 2021 | 2,791 Sq Ft | 3.39 Acres | Brick Exterior
- **Features:** Coal/Wood Fireplace, Above-Ground Pool, Flat Lot

### Why Your Buyers Will Love This Property:

- **Turn-Key Land:** 3.39 acres fully cleared with zero site prep needed.
- **Modern Build:** 2021 construction means clean mechanics, roof, and plumbing.
- **Great Commute:** Fast access to Highway 41A, Shelbyville, and Murfreesboro.

**Showing Instructions: Vacant - Open for showings immediately.**

View MLS Listing & Photos Here: [Insert MLS Link]

Reach out if you have any questions!

Best,

Amy Squires, Weichert, Realtors, The Space Place, The Lampley Group, 931-492-2153

### 13. The VIP Sneak Peek & Referral Newsletter

#### Subject Line Options:

1. Thought of you! New 3.3-acre home in Unionville
2. Sneak peek for my favorite clients (3.39 acres in TN)
3. Do you know someone looking for land in Bedford County?

**Body:** Hi [Client Name],

I hope you are doing well and enjoying your home!

Before I launch a full public marketing push, I wanted to share my newest listing with you first.

Here are the fast facts on the home:

- **Address:** 742 Kingdom Rd, Unionville, TN 37180
- **Specs:** Built in 2021, 2,791 sq ft
- **Lot Size:** 3.39 Open Acres
- **Features:** All-brick home, wood/coal fireplace, above-ground pool

If you have any friends, family, or coworkers who want land and space in Bedford County, would you mind forwarding this email to them? Properties with over 3 acres and modern builds are hard to find right now.

If you or someone you know wants to see it in person, just reply directly to this email or call me at 931-492-2153 to schedule a private tour.

Thank you so much!

Warmly,

Amy Squires Weichert, Realtors, The Space Place, The Lampley Group 931-492-2153

## 14. Master YouTube Optimizer

### 3 Title Options:

1. **SEO-Focused:** 742 Kingdom Rd Unionville TN | 2021 Brick Home on 3.39 Acres
2. **Click-Worthy:** Tour This Modern Tennessee Home on 3.3+ Acres of Land!
3. **Short & Punchy:** 3.39-Acre Tour: Unionville TN

**Description Paragraph:** Explore 742 Kingdom Rd in Unionville, TN 37180! This 2,791-square-foot brick home was built in 2021 and sits on 3.39 acres of level land. Watch the full tour to check out the open living area, wood/coal fireplace, and backyard pool deck. Call listing agent Amy Squires at 931-492-2153 for private showing details.

**Hashtags:** #UnionvilleTN #TennesseeRealEstate #LandForSale #BedfordCountyTN #AmySquiresRealtor #MiddleTNRealEstate

## 15. Radio Ad Scripts

**30-Second Version [TIMING]** 0:30 **[MUSIC]** Upbeat, acoustic country guitar style. **[VOICEOVER]** (Warm and direct) Tired of small lots and close neighbors? Step out to 742 Kingdom Road in Unionville, Tennessee. This 2021 brick home offers 2,791 square feet of space on over 3.3 acres of land. Enjoy a warm wood fireplace in winter and your own pool in the summer. Quiet country living, just twenty minutes from Murfreesboro. Call local agent Amy Squires at 931-492-2153. That's Amy Squires at 931-492-2153.

**60-Second Version [TIMING]** 0:60 **[SOUND EFFECT]** Quiet breeze softly fading into warm acoustic guitar music. **[VOICEOVER]** (Friendly and authentic) Imagine stepping out your back door onto three point three acres of wide-open Tennessee land. No crowded suburbs, just quiet space and fresh air. Welcome to 742 Kingdom Road in Unionville. Built in 2021, this solid-brick single-family home features 2,791 square feet of living space.

Inside, you will find a traditional wood- and coal-burning fireplace to keep utility bills low in the winter. Outside, enjoy a private above-ground pool with a wood deck, perfect for summer afternoons.

You get peaceful country living in Bedford County with fast access to Highway 41A, Shelbyville, and Murfreesboro shopping.

Don't wait on this one. Call listing agent Amy Squires today at 931-492-2153. Again, call Amy Squires at 931-492-2153 to book your private tour today!

## 16. The Hyperlocal Postcard Engine

### SCENARIO 1: JUST LISTED

**POSTCARD FRONT Main Headline:** NEW LISTING ON KINGDOM ROAD! **Neighbor Hook:** Pick your new neighbor in Unionville! **Fast Facts:**

- 2021 Brick Construction (2,791 Sq Ft)
- 3.39 Usable Acres
- Wood Fireplace & Above-Ground Pool. **Front Call to Action:** Scan QR Code for full photos & floor plan!

**POSTCARD BACK (Address Side) Header:** 742 Kingdom Rd is officially on the market! **Short Supporting Copy:** Know a friend or family member looking to move to Unionville? Show them this 3.39-acre brick home before it hits the open market. **Primary Call to Action:** Scan the QR code or call 931-492-2153 to view listing details! **Agent Contact Info Block:** Amy Squires, Weichert, Realtors, The Space Place, The Lampley Group. Phone: 931-492-2153

### SCENARIO 2: JUST SOLD

**POSTCARD FRONT Main Headline:** ANOTHER HOME SOLD NEXT DOOR! **Neighbor Hook:** Curious how this sale impacts your home's value? **The Proof:** Sold at top market value on Kingdom Road! **Front Call to Action:** Scan QR code to see your home's instant cash value.

**POSTCARD BACK (Address Side) Header:** Demand for land in Unionville is high! **We just sold 742 Kingdom Rd and still have active buyers** looking for homes on acreage in Bedford County. **Primary Call to Action:** Call 931-492-2153 to get a free home value assessment!

**Agent Contact Info Block:** Amy Squires, Weichert, Realtors, The Space Place, The Lampley Group Phone: 931-492-2153

### 17. Agent-to-Agent Open House Feedback Email

Subject: Feedback Request: 742 Kingdom Rd Open House

Hi [Other Agent's Name],

Thanks again for stopping by my open house at 742 Kingdom Rd 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,

Amy Squires Weichert, Realtors, The Space Place, The Lampley Group 931-492-2153

## 18. The Investor "Deal Summary" Pitch Email

### Subject Line Options:

1. Investor Deal: 3.39 Acre Residential Asset | Unionville, TN
2. Value-Add Land Opportunity: 742 Kingdom Rd (2,791 SQFT)
3. Middle TN Land Asset: 2021 Build on 3.39 Acres

### Email Body:

#### 3.39-Acre Single-Family Residential Asset in Bedford County

#### The Fast Facts:

- **Property Type:** Single-Family Residence (Brick Construction)
- **Address:** 742 Kingdom Rd, Unionville, TN 37180
- **Asking Price:** Contact Broker / See Listing Sheet
- **Key Specs:** 2,791 Sq Ft | 3.39 Acres | Built 2021
- **Occupancy:** Vacant / Turn-Key Delivery
- **Structure Age:** 3 Years (Low Capital Expenditure Risk)

**The Investment Narrative ("The Play"):** This property offers immediate turn-key land ownership with zero major capital expenditure needed. Built in 2021, all primary mechanics, roof, and septic infrastructure are modern. The 3.39-acre flat lot provides options for accessory structures, storage buildings, or long-term land hold as Bedford County experiences steady residential growth from Murfreesboro and Nashville commuters.

**Showing & Disclosure Instructions:** Vacant - Go and Show via ShowingTime. Call/Text Amy Squires at 931-492-2153 for property access codes or disclosures.

**Call to Action:** Reply directly to this email or call Amy Squires at 931-492-2153 to request full property details or schedule an on-site evaluation.

Amy Squires, Weichert, Realtors, The Space Place, The Lampley Group. Phone: 931-492-2153

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