

TURN EVERY LISTING INTO A MARKETING ASSETS!

**CONTENT
MARKETING
GUIDE**

Boost Your Agency's Reach & Engagement

YOUR PRE-WRITTEN COLLECTION OF SOCIAL MEDIA POSTS,
BLOGS, AND NEWSLETTERS FOR REAL ESTATE AGENTS

Streamline Your Strategy. Effortlessly Post & Attract Buyers

INCLUDES OUR EXCLUSIVE PROPERTY PHOTOSHOOTS

FOR MODERN REAL ESTATE PROFESSIONALS

CONTENT MARKETING PACKAGE

Here is 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.

Property

2200 Sugar Ridge Rd Spring Hill, TN

Agent

eXp Realty in Tennessee

[Nashboro Homes](#)

Natalie DeFord

3401 Mallory Lane #100

Franklin, TN 37067

Office Direct: 888-519-5113

Agent Cell: 615-318-4667

<https://www.nashborohomes.com>

CATEGORY 1: CORE PROPERTY COPY & MLS LISTINGS

MLS Listing Services (Public Remarks)

Rare land offering in Middle Tennessee. This 89.06-acre parcel in Spring Hill features clear, rolling pastures and thick stands of mature hardwoods. A flowing creek runs near the front entrance, complemented by an established agricultural pond. The property provides an expansive canvas for a private estate, working farm, equestrian facility, or multi-parcel land investment. Enjoy complete privacy and long-range views while remaining minutes from Interstate 840, Franklin, Thompson's Station, and Nashville. Showings are available by appointment.

Natalie DeFord

Nashboro Homes | eXp Realty in Tennessee

3401 Mallory Lane #100, Franklin, TN 37067

Office Direct: 888-519-5113 | Agent Cell: 615-318-4667

<https://www.nashborohomes.com>

Google Business Profile Post

New Opportunity: 89 Acres of Private Land in Spring Hill, TN

A new land listing is coming soon to the Middle Tennessee market. Located at 2200 Sugar Ridge Rd, this 89.06-acre property features rolling pastures, mature hardwood trees, a natural flowing creek, and an agricultural pond.

The versatile acreage suits private estate development, a working cattle or equestrian farm, or long-term investment holding. Positioned near I-840, this parcel balances rural privacy with fast access to Franklin, Brentwood, and Nashville.

Contact Natalie DeFord with Nashboro Homes / eXp Realty for early details or to discuss property logistics. Click below to view full listing details as they go live.

View Full Listing Details: <https://www.nashborohomes.com>

Natalie DeFord

Nashboro Homes | eXp Realty in Tennessee

3401 Mallory Lane #100, Franklin, TN 37067

Office Direct: 888-519-5113 | Agent Cell: 615-318-4667

<https://www.nashborohomes.com>

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

1500+ Word Detailed Blog Post

Metadata & Technical Preliminaries

- **Title Tag:** Land for Sale in Spring Hill TN: 89 Acres at Sugar Ridge Rd
- **URL Slug:** land-for-sale-spring-hill-tn-sugar-ridge-rd
- **Author Bio:** Natalie DeFord is a Middle Tennessee real estate expert specializing in land, residential estates, and acreage properties across Williamson and Maury Counties with Nashboro Homes and eXp Realty.

What Are the Benefits of Buying Large Acreage in Spring Hill, TN?

TL;DR Summary: Buying large land tracts in Spring Hill, TN provides privacy, agricultural use, and long-term financial security. This 89.06-acre property at 2200 Sugar Ridge Rd features pastures, mature hardwoods, a creek, and a pond. It offers rapid access to Franklin and Nashville via Interstate 840.

Table of Contents

1. Understanding Large Acreage Investments in Middle Tennessee
2. Geographic Value: The Growth Core of Maury and Williamson Counties
3. Property Feature Breakdown: 2200 Sugar Ridge Rd
4. Neighborhood Profile & Transit Connections
5. Land Use Case Study: Value Extraction
6. Frequently Asked Questions (FAQ)

1. Understanding Large Acreage Investments in Middle Tennessee

Large land tracts are shrinking across the region. Population growth drives continuous demand for open space. Buying a parcel over 80 acres provides a hedge against inflation. Land is a finite asset. It holds intrinsic value because nobody can manufacture more of it.

Investors secure large parcels for multiple reasons:

- Tax benefits through agricultural conservation programs (Greenbelt status).
- Development potential as suburban borders expand outward.
- Recreational preservation for personal use, hunting, or trail riding.

2. Geographic Value: The Growth Core of Maury and Williamson Counties

Spring Hill sits directly in the path of regional progress. The local economy relies on strong employment sectors, including automotive manufacturing, healthcare, and technology. As corporate hubs expand in Franklin and Brentwood, employees seek open land southward.

Development and Land Conservation

Maury County presents lower utility costs and flexible zoning parameters compared to northern neighbors. This allows land buyers more options. You can build a single compound or divide the acreage into custom estate lots.

3. Property Feature Breakdown: 2200 Sugar Ridge Rd

This specific 89.06-acre property presents diverse topographical features.

The Pastureland

Rolling pastures cover a significant portion of the boundaries. The soil is well-suited for livestock grazing or crop production. Fencing can easily partition the open spaces for horses or cattle.

Water Features

A natural creek flows near the property entrance. Water availability enhances agricultural viability and sustains local wildlife. A deep, established farm pond sits further into the interior. This layout secures your water needs for agricultural infrastructure.

Wooded Hilltops

Mature hardwoods line the hillsides. These trees provide windbreaks, shade, and timber value. The elevated ridge lines offer clear views across the entire Spring Hill countryside.

4. Neighborhood Profile & Transit Connections

Living in the countryside no longer requires total isolation. 2200 Sugar Ridge Rd balances rural peace with quick infrastructure access.

- **Schools:** Served by highly rated Maury County and Spring Hill school districts.
- **Shopping:** Located 10 minutes from the primary Spring Hill retail corridors, including major grocers, hardware stores, and dining options.
- **Commute Times:**
 - **Interstate 840:** 5 minutes
 - **Franklin, TN:** 15 minutes
 - **Downtown Nashville:** 35 minutes
 - **Nashville International Airport (BNA):** 40 minutes

Below is a baseline structural metric for regional land positioning:

Metric	Property Value	Regional Average
Total Acreage	89.06 Acres	12.4 Acres
Distance to Interstate	3.2 Miles	7.5 Miles
Water Sources	Creek + Farm Pond	Pond Only
Zoning Status	Rural/Agricultural	Suburban Residential

5. Land Use Case Study: Value Extraction

Consider a local land investor who purchased a similar 75-acre parcel in 2021. The buyer applied for Tennessee Greenbelt status. This reduced annual property taxes by over sixty percent.

The owner leased the pasture land to a local cattle producer for ongoing maintenance. They retained the wooded ridges for a private home site. Within four years, local utility expansions increased the baseline value of the surrounding parcels by twenty-eight percent. Large acreage acts as a multi-use vehicle for wealth generation.

6. Frequently Asked Questions (FAQ)

Can this property be subdivided for development?

Yes. The 89.06 acres features extensive road frontage and accessible terrain, making it viable for minor subdivision or estate home development subject to county planning approval.

Is the property currently under agricultural tax assessment?

Potential buyers can apply for the Tennessee Greenbelt Act status to qualify for reduced agricultural property tax rates based on the acreage size and usage.

Are there active utility connections on Sugar Ridge Rd?

Electricity is accessible at the street line. Soil testing will determine the specific septic capacity configurations for future building sites.

What water features exist on the tract?

The land features a continuous flowing creek near the front gateway and an established, deep agricultural pond in the pasture area.

Conclusion & CTA

2200 Sugar Ridge Rd represents a premium piece of Middle Tennessee history and future opportunity.

To review survey maps, schedule a guided utility vehicle tour of the interior acreage, or receive zoning document disclosures, contact our team directly today.

- **Action 1:** Call Natalie DeFord at 615-318-4667 for private gate access.
- **Action 2:** Email info@nashborohomes.com to receive the digital parcel map packet.
- **Action 3:** Visit [NashboroHomes.com](https://www.nashborohomes.com) to register for upcoming pre-market listing updates.

Natalie DeFord

Nashboro Homes | eXp Realty in Tennessee

3401 Mallory Lane #100, Franklin, TN 37067

Office Direct: 888-519-5113 | Agent Cell: 615-318-4667 <https://www.nashborohomes.com>

CATEGORY 3: VIDEO MARKETING & VOICE-OVER SCRIPTS

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

Metadata

- **Title Option 1:** Inside an 89-Acre Middle Tennessee Land Opportunity | Spring Hill TN
- **Title Option 2:** Buying Large Land Tracts Near Nashville: 2200 Sugar Ridge Rd
- **Description:** Take a comprehensive look at 2200 Sugar Ridge Rd in Spring Hill, TN. This massive 89.06-acre parcel features open pastures, mature hardwoods, a natural creek, and an established pond. Located just minutes from I-840, Franklin, and Nashville, this land offers absolute privacy with unmatched convenience. Watch the full walkthrough to see the layout, ridge lines, and potential home sites.

[VISUAL B-ROLL CUE: Wide drone shot sweeping over rolling green hills and dense treelines. The morning sun cuts across the pastures.]

[AUDIO NARRATION: Finding true privacy near a major metropolitan city gets harder every single year. Buyers want space, but they do not want to drive hours away from work and modern conveniences.]

[VISUAL B-ROLL CUE: Drone lowers down toward a flowing creek near a gravel property entrance road.]

[AUDIO NARRATION: Welcome to Spring Hill, Tennessee. Today, we are exploring eighty-nine point zero six private acres of prime Middle Tennessee land located at twenty-two hundred Sugar Ridge Road.]

[VISUAL B-ROLL CUE: Camera cuts to Natalie DeFord standing near the edge of a wide, open pasture field, wearing casual boots, smiling.]

[AUDIO NARRATION: I am Natalie DeFord with Nashboro Homes and eXp Realty. This land has been preserved for decades, and it represents one of the largest continuous parcels available in the immediate area. Let's take a look around the terrain.]

[VISUAL B-ROLL CUE: Fast-paced montage of a utility vehicle driving through open fields, then slowing down near a deep, quiet farm pond.]

[AUDIO NARRATION: We start on the lower pastures. The ground rolls gently. It is fully functional for cattle, horses, or traditional agriculture. Right here sits the established farm pond, a reliable water source that has supported this land for years.]

[VISUAL B-ROLL CUE: Ground camera walking along a running creek bed. Rocks line the crystal clear water under overhanging branches.]

TURN EVERY LISTING INTO A MARKETING ASSETS!

[AUDIO NARRATION: Near the front entry, this living creek cuts through the landscape. It creates a natural sound barrier and adds instant character to the gateway of the property.]

[VISUAL B-ROLL CUE: Upward tracking shot looking into the canopy of massive oak and walnut trees along the hillside.]

[AUDIO NARRATION: As we move up the elevation, the terrain transitions into thick hardwood forest. These are mature trees. They frame the valleys and secure the privacy of the higher ground.]

[VISUAL B-ROLL CUE: Drone rises rapidly from the tree canopy to reveal a massive, 360-degree panoramic view of distant hills.]

[AUDIO NARRATION: From the top ridges, you get long-range views of the entire countryside. This is where you position a custom estate home, a family compound, or individual luxury cabins.]

[VISUAL B-ROLL CUE: Map graphic overlays the video screen showing the property location relative to major highways.]

[AUDIO NARRATION: Location matters. You are located five minutes from Interstate 840. Franklin and Thompson's Station are just north of us. You can drive to downtown Nashville or the international airport in less than forty minutes.]

[VISUAL B-ROLL CUE: Camera cuts back to Natalie standing by the pond as the sun sets over the ridge.]

[AUDIO NARRATION: Opportunities like this seventy-nine acre tract do not last long in our current market. Whether you want a working farm, an equestrian estate, or a solid land investment, the path starts here. Call me directly to schedule your private tour.]

Natalie DeFord

Nashboro Homes | eXp Realty in Tennessee

3401 Mallory Lane #100, Franklin, TN 37067

Office Direct: 888-519-5113 | Agent Cell: 615-318-4667

<https://www.nashborohomes.com>

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

[VISUAL B-ROLL CUE: Fast drone shot flying low over a ridge line revealing a huge valley view. Text on screen: 89 Private Acres Near Nashville.]

[AUDIO NARRATION: This is eighty-nine acres of pure Middle Tennessee freedom, located just minutes outside of Franklin.]

[VISUAL B-ROLL CUE: Split-second cuts: 1. A clear running creek. 2. A deep farm pond. 3. Wide open rolling pastures.]

[AUDIO NARRATION: Here are the top three features: First, complete agricultural utility with open pastures and water features. Second, massive mature hardwood ridges for total privacy. Third, a killer location five minutes from Interstate eight-forty.]

[VISUAL B-ROLL CUE: Smooth cinematic pan across a high hilltop looking out at the horizon.]

[AUDIO NARRATION: Imagine building your private estate right here on the ridge with views that stretch for miles.]

[VISUAL B-ROLL CUE: Text on screen: 2200 Sugar Ridge Rd, Spring Hill TN. Natalie DeFord contact info appears.]

[AUDIO NARRATION: Twenty-two hundred Sugar Ridge Road hits the market soon. Text or call me today to see the maps before it hits the MLS.]

Natalie DeFord

Nashboro Homes | eXp Realty in Tennessee

3401 Mallory Lane #100, Franklin, TN 37067

Office Direct: 888-519-5113 | Agent Cell: 615-318-4667

<https://www.nashborohomes.com>

1-Minute Property Video Voice-Over

[VISUAL B-ROLL CUE: Steady camera movement walking through an open pasture toward a treeline.]

[AUDIO NARRATION: Land is hard to find. Large land is even harder to find. This new property gives you eighty-nine acres of space.]

[VISUAL B-ROLL CUE: Drone tracking alongside the creek water.]

[AUDIO NARRATION: A real creek runs right through the front area. A deep farm pond sits in the pasture.]

[VISUAL B-ROLL CUE: Looking up at the large timber trees on the hill.]

[AUDIO NARRATION: Big oak trees line the hills. You get great views from the top of the ridges.]

[VISUAL B-ROLL CUE: Aerial shot pulling back to show the scale of the full boundary lines.]

[AUDIO NARRATION: The property sits in Spring Hill, Tennessee. You can jump on the highway in five minutes. Roads lead straight into Franklin and Nashville. You can build a home, start a farm, or just hold the land. Call me today to walk these fields in person.]

Natalie DeFord

Nashboro Homes | eXp Realty in Tennessee

3401 Mallory Lane #100, Franklin, TN 37067

Office Direct: 888-519-5113 | Agent Cell: 615-318-4667

<https://www.nashborohomes.com>

Master YouTube Optimizer Output

- **SEO Title:** Spring Hill TN Land for Sale: 89 Acres at 2200 Sugar Ridge Rd
- **Click-Worthy Title:** They Aren't Making Anymore of This! 89 Private Acres Near Franklin, TN
- **Short Title:** 89 Acres in Spring Hill, TN
- **Description Hook Paragraph:** Secure your piece of the Middle Tennessee countryside with this premium 89.06-acre land tract located at 2200 Sugar Ridge Rd. Combining fully functional pastureland, mature timber hills, a natural creek, and an established pond, this property provides the rare space you need with the highway access you require.
- **Hashtags:** #SpringHillTN #MiddleTennesseeLand #FranklinTNRealEstate #NashvilleLandForSale #AcreageForSale #TennesseeFarm #eXpRealtyTN

CATEGORY 4: SOCIAL MEDIA CAMPAIGNS (PHASED APPROACH)

LinkedIn-Optimized Post

Land acquisition remains one of the strongest plays for capital preservation in the Southeast. As the Greater Nashville industrial and residential footprints expand southward along the I-65 and I-840 corridors, large contiguous tracts are becoming scarce market assets.

We are bringing an exceptional 89.06-acre parcel to market at 2200 Sugar Ridge Rd in Spring Hill, TN. This asset features prime road frontage, a combination of open pasture and mature hardwoods, an active creek, and an established agricultural pond.

Its proximity to key submarkets like Franklin, Thompson's Station, and Brentwood makes it an ideal candidate for a high-end private compound, an equestrian facility, or a tactical long-term land banking strategy.

Please contact my office directly for parcel maps, zoning data, and showing schedules. Professional cross-brokerage referrals are welcome.

#MiddleTennesseeRealEstate #LandInvestment #SpringHillTN #CommercialRealEstate #WealthPreservation
#eXpRealty

Natalie DeFord

Nashboro Homes | eXp Realty in Tennessee

3401 Mallory Lane #100, Franklin, TN 37067

Office Direct: 888-519-5113 | Agent Cell: 615-318-4667

<https://www.nashborohomes.com>

Five (5) Business Facebook Posts

Post 1: Launch Post (The Vibe)

A little magic in the making! ✨ We are putting the final touches on a beautiful new listing in Spring Hill, and I couldn't resist sharing a quick behind-the-scenes look. The drone crew is out capturing the fields, the media is being processed, and this 89-acre land opportunity 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!

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

Post 2: Open House / VIP Preview Teaser

The details on this upcoming Spring Hill land listing are absolutely stunning. 😍 Here is a quick sneak peek at the gorgeous running creek that frames the front entry of this 89.06-acre estate tract. This property hits the market soon, and trust me, you are going to want to see the long-range ridge views for yourself. Send me a DM to get on the exclusive VIP preview list for our upcoming private tours!

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

Post 3: Feature Spotlight

Let's take a moment to appreciate the incredible pasture land at my 2200 Sugar Ridge Rd listing. 🤩 Imagine setting up your custom equestrian barn or letting your cattle roam across nearly 90 acres of private rolling hills. With an established farm pond and perimeter fencing areas, the agricultural utility here is top-tier. Could you see your dreams taking shape out here? Tap the link for more photos and pricing details!

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

Post 4: Local Insight

🔴 STOP YOUR SCROLL 🔴 Coming soon to Spring Hill! This 89.06-acre land gem hits the market shortly. It balances rural peace with fast city access. You are located just 5 minutes from I-840 and a quick drive into downtown Franklin, local shopping centers, and top-tier Maury County schools. Want the location details before anyone else? Click the link to sign up for early access, or shoot me a message right now!

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

Post 5: Just Sold / Under Contract Tease

👉 UNDER CONTRACT! We have an accepted offer on 2200 Sugar Ridge Rd and are officially moving forward. A huge congratulations to my sellers! 🎉 Large land tracts in Spring Hill are in high demand, and our targeted digital marketing engine created the exact exposure needed. If you missed out on this one, don't worry—I am hunting for more off-market acreage opportunities right now. Drop your ideal acreage size in the comments below!

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

Five (5) Business Instagram Posts (Feed/Reels)

Post 1 (Reels):

Come tour this incredible Spring Hill land listing with me! 🧑🏻 From the moment you cross the entry creek, the rolling green pastures completely steal the show. Watch until the end to see the massive views from the top hardwood ridge line! Ready to see it in person? DM me the word "TOUR" and let's get you on the field schedule!

- **CTA:** Link in Bio to view full media suite. Save this post for your land search!
- **Hashtags:** #SpringHillTN #MiddleTNLand #TennesseeAcreage #FranklinRealEstate #NashvilleFarms #LandInvestments #eXpTennessee #NashboroHomes #PropertyTour #CountryLiving

Post 2 (Static/Carousel):

🔴 IT'S OFFICIAL! 🔴 Welcome to 2200 Sugar Ridge Rd. This beautiful 89.06-acre parcel is officially on the market and ready for its next chapter.

🌟 Open Rolling Pastures

🌟 Mature Hardwood Forests

🌟 Flowing Front Creek

🌟 Deep Farm Pond

Listed with pricing available upon request. Tag someone who is looking for land in Middle Tennessee, and tap the link in my bio to view the full photo gallery!

- **CTA:** Save this post. Link in bio for interactive maps.
- **Hashtags:** #SpringHillTN #MiddleTNLand #TennesseeAcreage #FranklinRealEstate #NashvilleFarms #LandInvestments #eXpTennessee #NashboroHomes #PropertyTour #CountryLiving

Post 3 (Reels):

Want to take a spin through my newest land listing without leaving your couch? 📺 The dedicated property video for 2200 Sugar Ridge Rd is officially LIVE! Head over to the link in my bio to explore the aerial drone tour, view the perimeter maps, and see every stunning view up close. Let me know what your favorite feature is in the comments!

- **CTA:** Tap Link in Bio. Save for later.
- **Hashtags:** #SpringHillTN #MiddleTNLand #TennesseeAcreage #FranklinRealEstate #NashvilleFarms #LandInvestments #eXpTennessee #NashboroHomes #PropertyTour #CountryLiving

Post 4 (Static):

This Spring Hill beauty won't wait around forever! ⌚ 2200 Sugar Ridge Rd is easy to show and ready for you to walk the boundaries. Don't rely on photos alone—you have to feel the energy and quiet of this hilltop view in person. Send me a direct message right now or call me at 615-318-4667 to book your private, no-pressure land tour.

- **CTA:** Send a DM for gate codes. Save this post.
- **Hashtags:** #SpringHillTN #MiddleTNLand #TennesseeAcreage #FranklinRealEstate #NashvilleFarms #LandInvestments #eXpTennessee #NashboroHomes #PropertyTour #CountryLiving

Post 5 (Carousel):

🥂 JUST SOLD! 🥂 The keys have officially been handed over, and 2200 Sugar Ridge Rd is closed! I am so thrilled for my amazing clients as they close this chapter and start their next adventure on these 89 beautiful acres. A big thank you to everyone who helped get this across the finish line. If buying or selling land is on your vision board for this year, let's chat! Click the link in my bio to connect.

- **CTA:** Link in bio to start your search. Save this post.
- **Hashtags:** #SpringHillTN #MiddleTNLand #TennesseeAcreage #FranklinRealEstate #NashvilleFarms #LandInvestments #eXpTennessee #NashboroHomes #PropertyTour #CountryLiving

Five (5) Personal Facebook Posts

Post 1:

I am so excited to share what I've been working on this week! Walking these 89 beautiful acres in Spring Hill reminded me exactly why I love Middle Tennessee so much. Big things are coming for this property! 🌳 #SpringHillTN #LandLife #MiddleTN #Acreage #NashboroHomes

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

Post 2:

Sneak peek time! Check out the running creek on my newest upcoming listing on Sugar Ridge Rd. It is so peaceful out here, yet we are just minutes from the highway. Drop a comment if you want the early details before it hits the market! 💧 #ComingSoon #SpringHill #LandForSale #CountryLiving #eXpRealty

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

Post 3:

It's official—2200 Sugar Ridge Rd is live! If you know anyone looking for an incredible piece of land to build their dream estate or start a family farm near Franklin, send them my way! 🚜 #JustListed #SpringHillLand #TennesseeFarms #WilliamsonCounty Neighbor #RealEstateLife

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

Post 4:

Spent my morning driving the boundaries of nearly 90 acres of pastures and big timber hills. The views from the top ridge are unbelievable. Who wants to go for a utility vehicle ride with me this weekend to check it out? ☀️ #LandTour #SpringHillTN #ViewsForDays #FarmLife #NashboroHomes

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

Post 5:

Nothing beats the feeling of helping clients close a major real estate chapter. 2200 Sugar Ridge Rd is officially pending! So happy for my sellers and excited for the future of this amazing land asset. On to the next one! 🎉 #UnderContract #SoldSmart #SpringHillRealEstate #Grateful #eXpRealty

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

Five (5) Personal Instagram Posts

Post 1:

Putting the final touches on something huge in Spring Hill. 89 acres of pure Tennessee beauty is coming your way soon. ✨ #SpringHill #LandViews #ComingSoon #TennesseeAcreage #NashboroHomes

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

Post 2:

Morning views by the farm pond. This place makes you completely forget you are just 35 minutes away from downtown Nashville. 🌿 #CountryLiving #SpringHillTN #PondLife #FarmAcreage #eXpRealty

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

Post 3:

It is live! 2200 Sugar Ridge Rd is ready for its next story. Fields, woods, a creek, and endless possibilities. Check the link in my bio for the full drone tour video! 📹 #JustListed #LandForSale #SpringHill #MiddleTN #RealEstateExpert

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

Post 4:

Chasing views on the top ridge line today. Photos don't even do this hardwood canopy justice. Who wants to build an estate up here? 🍷 #RidgeViews #AcreageLiving #SpringHillTN #LandOwner #NashboroHomes

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

Post 5:

Officially closed and handed over! Major congratulations to my clients on the sale of this spectacular 89-acre property. Love what I do! 🍷 #JustSold #SpringHillRealEstate #LandClosed #HappyClients #eXpRealty

Natalie DeFord | Nashboro Homes | 615-318-4667 | <https://www.nashborohomes.com>

CATEGORY 5: AUDIO & BROADCAST MARKETING

Deliverable A: 30-Second Radio Script Version

[TIMING] 0:00 - 0:30

[MUSIC] Warm, acoustic country guitar picking starts low and runs throughout.

[SFX] Gentle sound of a flowing, bubbling water creek cuts in for the first 3 seconds.

[VOICEOVER (VO)] (Warm, conversational, and grounded)

Are you tired of looking at rooftops out your back window? Real privacy is getting harder to find in Middle Tennessee. But a rare opportunity just opened up in Spring Hill.

Twenty-two hundred Sugar Ridge Road features nearly ninety private acres of gorgeous rolling pastures, mature hardwood trees, a living creek, and a deep farm pond. It is the blank canvas you have been waiting for, located just five minutes from Interstate eight-forty.

Build an estate, start a farm, or secure your family investment legacy. Contact local expert Natalie DeFord with Nashboro Homes at sixty-five, three-eighteen, forty-six, sixty-seven. That is Natalie DeFord at sixty-five, three-eighteen, forty-six, sixty-seven, or visit NashboroHomes.com today.

Deliverable B: 60-Second Radio Script Version

[TIMING] 0:00 - 1:00

[MUSIC] Uplifting, rhythmic acoustic guitar and light percussion enter smoothly.

[SFX] Birds chirping softly, blending into the sound of a flowing creek bed.

[VOICEOVER (VO)] (Authoritative, inviting, and clear)

Think about your ideal home site. Is it surrounded by neighborhood traffic, or is it positioned on a high ridge line overlooking eighty-nine acres of your own private rolling hills?

Land is a finite asset, and continuous regional growth makes large properties increasingly rare. That is why twenty-two hundred Sugar Ridge Road in Spring Hill is a true market standout. This stunning acreage offers open pasture land for horses or cattle, thick timber hilltops for absolute privacy, a continuous flowing creek, and an established farm pond.

You get the peace of a country homestead without losing connection to the things that matter. You are located just five minutes from Interstate eight-forty and minutes from Franklin, Thompson's Station, and Nashville.

TURN EVERY LISTING INTO A MARKETING ASSETS!

Whether you envision a private family estate, a working equestrian farm, or a long-term land development asset, the possibilities are completely wide open.

Do not miss this rare Middle Tennessee land offering. Contact acreage specialist Natalie DeFord with Nashboro Homes and eXp Realty today at sixty-five, three-eighteen, forty-six, sixty-seven. Tour the boundaries online at NashboroHomes.com. That is sixty-five, three-eighteen, forty-six, sixty-seven, or visit NashboroHomes.com.

CATEGORY 6: EMAIL MARKETING & NETWORKING

Agent-to-Agent "Reverse Prospecting" Email

- **Subject Line Option 1:** Pre-Market Land: 89 Acres in Spring Hill for Your Buyers
- **Subject Line Option 2:** 89.06 Acres | New Land Listing Coming Soon in Spring Hill
- **Subject Line Option 3:** Upcoming Acreage Listing Near I-840 / Franklin

Hi [Other Agent's Name],

I hope your week is going well. I wanted to share an upcoming land listing directly with your team before we push live on the MLS system. If you have clients seeking large acreage, privacy, or agricultural assets in Middle Tennessee, this property fits the criteria.

Fast Facts:

- **Address:** 2200 Sugar Ridge Rd, Spring Hill, TN 37174
- **Acreage:** 89.06 Total Acres
- **Price:** Pricing details available upon direct request
- **Features:** Rolling pastures, mature hardwoods, running creek, agricultural pond

Why your buyer will love this:

The parcel features excellent build sites on elevated ridges with long-range views. It is highly versatile—perfect for an equestrian build, a working cattle farm, or a multi-parcel family compound. Location-wise, it sits just 5 minutes from I-840, keeping Franklin and Nashville within an easy commute.

Showing Instructions: The property is currently in a coming-soon status. Please contact me directly at 615-318-4667 to receive preliminary plat maps or to schedule an early utility vehicle driving tour of the interior boundaries.

You can view our temporary digital property placeholder link here: [Link to MLS / Listing Site]

Best regards,

Natalie DeFord

Nashboro Homes | eXp Realty in Tennessee

Office Direct: 888-519-5113 | Agent Cell: 615-318-4667

<https://www.nashborohomes.com>

The "VIP Sneak Peek & Referral" Newsletter

- **Subject Line Option 1:** A rare look at something special in Spring Hill...
- **Subject Line Option 2:** 89 acres of pure Middle Tennessee countryside (VIP Preview)
- **Subject Line Option 3:** New land opportunity coming soon near Franklin

Hi [Client Name],

I hope you and your family are having a wonderful summer. I always love checking in with my past clients to see how your homes are treating you and how the neighborhood is evolving.

As part of my VIP circle, I wanted to share a brand-new property listing before it officially hits the public market. Large pieces of land are disappearing fast in our area, which makes this new discovery incredibly unique.

We are preparing to launch a spectacular 89.06-acre parcel located at 2200 Sugar Ridge Rd in Spring Hill.

Here is a quick look at the property details:

- **The Land:** 89.06 private acres with open, rolling pastures and high ridge lines.
- **The Features:** A flowing natural creek near the gate, a deep farm pond, and beautiful mature hardwood trees.
- **The Location:** Tucked away in the quiet countryside, but only 5 minutes from I-840 and an easy drive into Franklin and Nashville.

This land is a blank canvas. It can become a sprawling private country estate, a working horse farm, or a secure long-term land investment asset.

Can you do me a quick favor? If you have friends, family members, or coworkers who are looking to relocate to the Middle Tennessee area or escape the crowded subdivisions for wide-open spaces, please forward this email to them. Word of mouth is how I find the best stewards for these historic pieces of land.

If you or someone you know wants to look over the boundary maps or take a private drive across the property before the public marketing launch, just reply directly to this email or send me a text.

Thank you for your ongoing support!

Best,

Natalie DeFord

Nashboro Homes | eXp Realty in Tennessee

Office Direct: 888-519-5113 | Agent Cell: 615-318-4667

<https://www.nashborohomes.com>

Agent-to-Agent Open House Feedback Email

Subject: Feedback Request: 2200 Sugar Ridge Rd Open House

Body: Hi [Other Agent's Name],

Thanks again for stopping by my open house at 2200 Sugar Ridge 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,

Natalie DeFord

eXp Realty in Tennessee / Nashboro Homes

The Investor "Deal Summary" Pitch Email

- **Subject Line Option 1:** Spring Hill Acquisition: 89-Acre Land Tract with High Residual Value
- **Subject Line Option 2:** Strategic Land Play: 89.06 Acres Near I-840 Corridor
- **Subject Line Option 3:** Investment Brief: Spring Hill Acreage Opportunity

89-Acre Strategic Land Development and Asset Preservation Site

The Fast Facts:

- **Property Type:** Unimproved Acreage / Agricultural Land
- **Address:** 2200 Sugar Ridge Rd, Spring Hill, TN 37174
- **Asking Price:** Available Upon Direct Request
- **Key Specs:** 89.06 Total Acres, Rolling Pastures, Timber Ridges, Creek, Farm Pond
- **Current Cap Rate/Income:** Vacant land asset. Eligible for immediate Greenbelt tax status.
- **Pro Forma Potential:** High residual value via strategic multi-parcel partition or private estate development.

The Investment Narrative ("The Play"):

Large continuous acreage tracts are facing diminishing supply inside the Greater Nashville boundary. This property provides an immediate inflation hedge with multiple pathways to liquid exit. The terrain features excellent soil compositions for agricultural lease offsets and clear hilltop topographies for premium estate home placement. Its location five minutes from the I-840 corridor positions the asset directly inside the primary path of commercial and residential development pushing south from Williamson County. Investors can execute a long-term buy-and-hold strategy, clear select timber assets, or pursue minor subdivision layouts to maximize capital return.

Showing & Disclosure Instructions: Property boundary maps, topographic overlays, and preliminary title work are available for review. Site visits must be coordinated through the listing brokerage to secure gate access codes.

Call to Action: Reply directly to this email or call Natalie DeFord with Nashboro Homes / eXp Realty at 615-318-4667 to request the full offering memorandum or schedule your on-site analysis.

Natalie DeFord

Nashboro Homes | eXp Realty in Tennessee

3401 Mallory Lane #100, Franklin, TN 37067

Office Direct: 888-519-5113 | Agent Cell: 615-318-4667

<https://www.nashborohomes.com>

CATEGORY 7: PRINT & DIRECT MAIL MARKETING

The Hyperlocal Postcard Engine

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

POSTCARD FRONT:

- **Main Headline: RARE 89-ACRE LAND TRACT JUST LISTED IN YOUR AREA**
- **Neighbor Hook Sub-headline:** Help us choose your next great neighbor on Sugar Ridge Road.
- **Fast Facts:**
 - 89.06 acres of private rolling pastures and mature hardwoods.
 - Natural flowing creek and established agricultural farm pond.
 - Located just 5 minutes from the I-840 interchange.
- **Front Call to Action:** Scan the QR code or text "SUGAR" to 615-318-4667 to view the full interactive aerial map and drone video tour.

POSTCARD BACK (Address Side):

- **Header: Your Chance to Share the Neighborhood**
- **Short Supporting Copy:** A premium piece of the Spring Hill countryside has just hit the market at 2200 Sugar Ridge Rd. If you have friends, family, or professional associates looking for land to build an estate or start a farm, please share this rare opportunity with them.
- **Primary Call to Action: Call Natalie DeFord at 615-318-4667 to check availability or to book a private tour.**
- **Agent Contact Info Block:**

Natalie DeFord | Nashboro Homes | eXp Realty
Office: 888-519-5113 | Cell: 615-318-4667
www.nashborohomes.com

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

POSTCARD FRONT:

- **Main Headline: CLOSED! 89 ACRES SUCCESSFULLY SOLD ON SUGAR RIDGE RD**
- **Neighbor Hook Sub-headline:** Market demand for large Spring Hill land tracts remains at an all-time high.
- **The "Proof":** Our target marketing platform generated immediate qualified buyers, moving this 89.06-acre parcel from coming-soon status straight into a successful closing.
- **Front Call to Action:** Scan the QR code to see how recent nearby land sales impact the current market value of your own property.

POSTCARD BACK (Address Side):

- **Header: What is Your Land Worth in Today's Market?**
- **Short Supporting Copy:** Land values across Maury and Williamson counties are shifting rapidly due to limited inventory. Buyers are actively looking for acreage, farms, and estate sites in your immediate neighborhood right now.
- **Primary Call to Action: Contact us today for a free, no-obligation asset value analysis of your land or home.**
- **Agent Contact Info Block:**
Natalie DeFord | Nashboro Homes | eXp Realty
Office: 888-519-5113 | Cell: 615-318-4667
www.nashborohomes.com

TURN EVERY LISTING INTO A MARKETING ASSETS!

+++END+++

[FREE APP](#) - Book & Reschedule Shoots - Download Media - Share Photos

Real Estate Photographer Pro
Your All-in-One Marketing Solution

Kenneth Purdom - Founder

Cell: 615-310-7171

Email: kenneth@realestatephotographerpro.com

Orders/Inquiries: support@realestatephotographerpro.com

Book Online 24/7 - <https://www.realestatephotographerpro.com>

