
CONTENT MARKETING GUIDE
Boost Your Agency's Reach & Engagement
ELEVATE
REAL ESTATE GROUP
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 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!

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

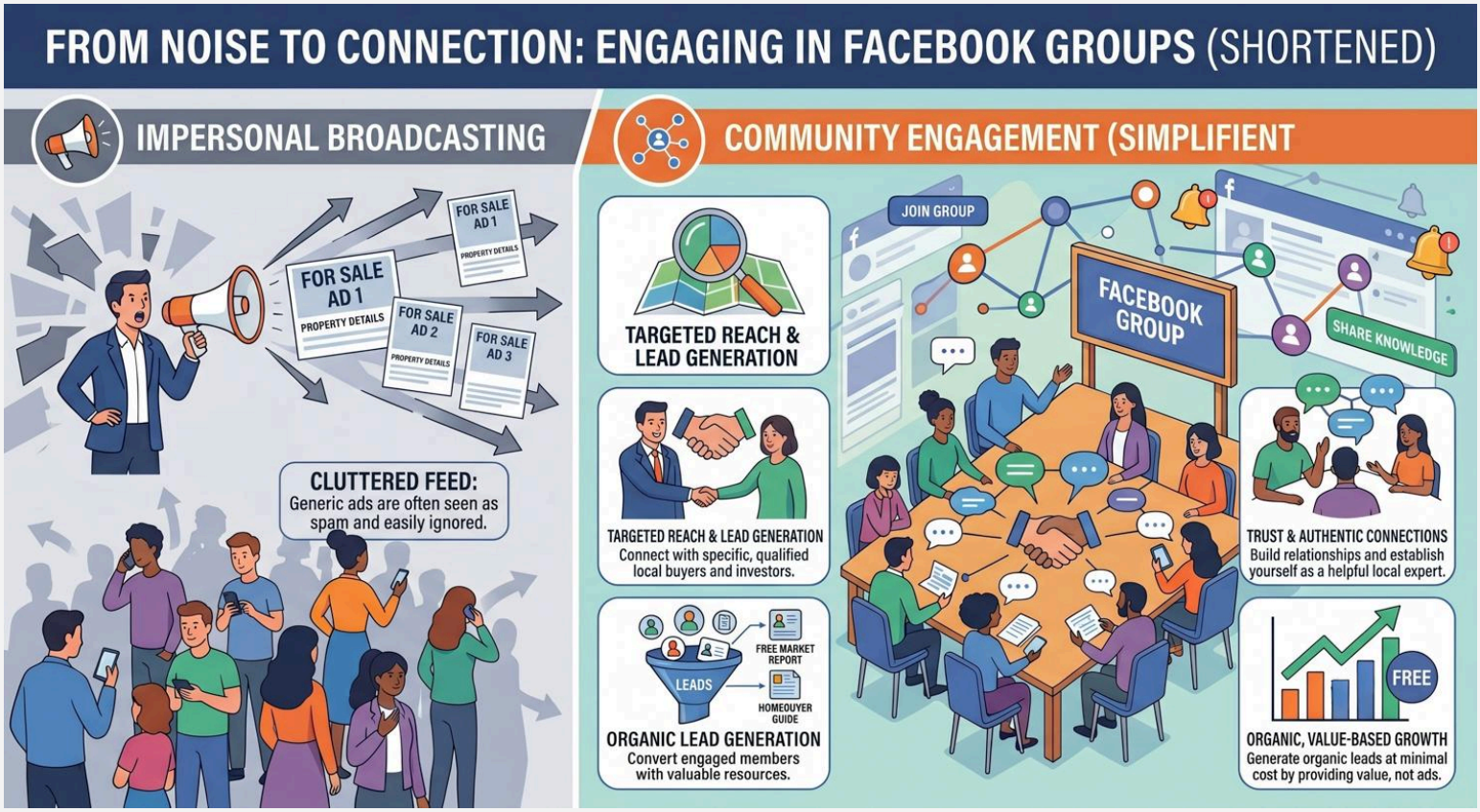
- MLS-Ready Public Remarks: Fully compliant, high-retention text under character limits.
- 5-Phase Lifecycle Campaign: Five copy-and-paste captions for your business Facebook and Instagram pages.
- Personal Social Media Posts: Five warm, authentic posts to share behind-the-scenes updates with your friends 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.



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

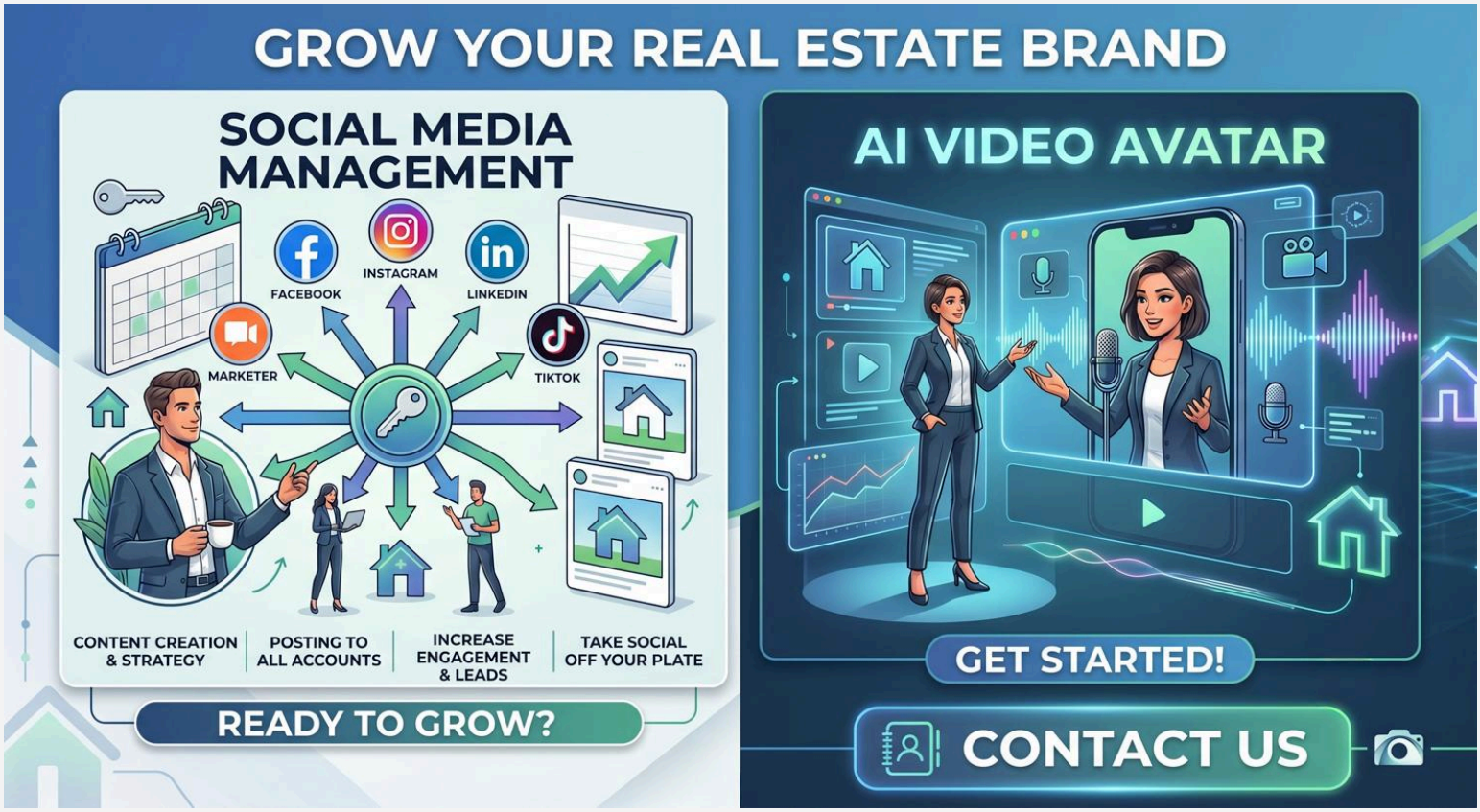
- **What it does:** This tag sends a direct notification exclusively to your "Top Fans"—the segment of your followers who actively like, comment on, and share your content the most.
- **Why it's beneficial:** These are your brand ambassadors, past clients, and local looky-loos who already love your work. 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!



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 engaging with local buyer groups, we keep your digital feeds active, polished, and generating 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 deliver voice-over listing walkthroughs, announce open houses, and share 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!

Real Estate Property Marketing Package

Property Description Overview

Simple country living sitting on two clear acres. This frame home in Bon Aqua gives you space to breathe and peace to quiet your mind. Built in 2016, the home features an easy layout with no wasted space. High ceilings and large windows fill every room with soft, natural light. Outside, the land runs flat and open, perfect for gardens, a barn, or animals. You sit just down the road from East Hickman Elementary, Intermediate, and Middle Schools. Downtown Dickson sits fifteen minutes north with local spots like The Reading Rock Books, Back Alley BBQ, and Luther's Cellar. Take I-40 east to reach Nashville in forty-five minutes. This land offers the privacy of the countryside with quick access to the town.

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

MLS Listing Services

10879 Church Rd, Bon Aqua, TN 37025. Built in 2016, this single-family home sits on 2.0 flat, open acres in Hickman County. Features include an efficient open-concept floor plan, low-maintenance construction, and generous yard space for outdoor projects. Convenient location with quick access to Highway 46 and I-40. Zoned for East Hickman Elementary, East Hickman Intermediate, and East Hickman Middle Schools.

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Google Business Profile

JUST LISTED in Bon Aqua! 10879 Church Rd offers a 2016-built single-family home on 2 full acres of land. Enjoy wide-open spaces, low Hickman County taxes, and a quick drive to local East Hickman schools and downtown Dickson shopping.

Click the link to check the price and details, or call to set up a private tour!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

LinkedIn

New land opportunity in Middle Tennessee. 10879 Church Rd in Bon Aqua features a 2016 single-family home set on 2 acres. As growth moves west along the I-40 corridor from Nashville, properties with acreage in Hickman County continue to show long-term value. Close to East Hickman schools and 15 minutes from Dickson's commercial center.

Reach out today for property details or to arrange a walk-through. #MiddleTNRealEstate #HickmanCounty #TennesseeLand #RealEstateInvestment

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

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 in Bon Aqua, and I couldn't resist sharing a quick behind-the-scenes look. Staging is underway, the photographer is working their magic, and this home on 2 acres 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!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Sneak Peek: The details in this upcoming Bon Aqua listing are absolutely stunning. 🤩 Here is a quick sneak peek at two wide acres of open land and a clean 2016 build. This home hits the market soon, and trust me, you are going to want to see the rest of it. Send me a DM to get on the exclusive VIP preview list!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Coming Soon 🛑 STOP YOUR SCROLL 🛑 Coming soon to Bon Aqua! This 2016 single-family home on 2 acres hits the market soon. From the flat, open acreage to the close proximity to East Hickman schools, 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!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Phase 2: The Launch (Active)

Just Listed 🚨 IT'S OFFICIAL! 🚨 Welcome to your new home at 10879 Church Rd, Bon Aqua, TN. This beautiful single-family home is officially on the market and ready for its next chapter. ✨ Built in 2016 ✨ 2 Acres of Land ✨ Close to East Hickman Schools ✨ Easy access to Dickson & Nashville. Tag someone who is looking to move to Hickman County, and tap the link in my bio to view the full gallery!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Property Website Live. Want to take a spin through my newest listing without leaving your couch? 🛋️ The dedicated property website for 10879 Church Rd is officially LIVE! Head over to the link in my bio to explore photos, view the floor plan, and see every detail up close. Let me know what your favorite part of the 2-acre yard is in the comments!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Virtual Tour / Walkthrough: Come tour this incredible Bon Aqua home with me! 🎥 From the moment you walk through the front door, the easy floor plan completely steals the show. Watch until the end to see the wide-open 2-acre lot. Ready to see it in person? DM me the word "TOUR" and let's get you on the schedule!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Phase 3: The Push (Marketing & Engagement)

Open House Announcement: Cancel your weekend plans! 🗓️ Join me this Saturday from 1:00 PM to 3:00 PM for an exclusive Open House at 10879 Church Rd, Bon Aqua, TN. Whether you are actively house hunting or just looking for two acres out in the country, I would love to see you there. Stop by, grab a treat, and let's talk real estate!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Open House Reminder ⏰ Happening TODAY! I will be holding the doors open at 10879 Church Rd from 1:00 PM to 3:00 PM. Come see this gorgeous 2-acre Bon Aqua home for yourself. Just plug the address into your GPS and come say hi!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Feature Spotlight Let's take a moment to appreciate this 2-acre lot at my 10879 Church Rd listing. 😍 Imagine setting up a garden, building a workshop, or enjoying quiet country evenings right in your backyard. Could you see yourself living here? Tap the link in my bio for more photos and pricing details!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Schedule Your Viewing Today. This Bon Aqua beauty won't wait around forever! ⏳ 10879 Church Rd is easy to show and ready for you to walk through. Don't rely on photos alone—you have to feel the energy of this land in person. Send me a direct message right now or call me at (615) 318-5003 to book your private, no-pressure showing.

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Price Improvement 📉 PRICE IMPROVEMENT on 10879 Church Rd! This incredible home on 2 acres just became an even better opportunity. If you have had your eye on this Bon Aqua property, now is the time to make your move before someone else snatches it up. DM me "UPDATED" to schedule your tour today!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Back on Market 🔄 SECOND CHANCE ALERT! 🔄 10879 Church Rd is back on the market through no fault of the home! Sometimes financing falls through for one buyer, which means a massive opportunity for YOU to get 2 acres in Bon Aqua. This one went fast the first time, so do not wait. Check the link in my bio for all the details and call me to get in today!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Phase 4: The Milestone (Escrow)

Under Contract / Pending ✍️ UNDER CONTRACT! We have an accepted offer on 10879 Church Rd and are officially in escrow. A huge congratulations to my sellers! 🥂 If you missed out on this one, don't worry—I am always hunting for off-market opportunities in Hickman County. Drop your ideal neighborhood in the comments below, and I will keep my eyes peeled for you!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Multiple Offers Received 🔥 The market is hot! We received multiple strong offers on 10879 Church Rd, and the sellers are currently reviewing them. Thank you to all the agents and buyers who came through this weekend. Thinking of selling your home or land in Bon Aqua? This is proof that demand is strong. Send me a DM and let's talk about getting top dollar for your property!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Phase 5: The Close (Sold & Authority)

Just Sold 🍾 JUST SOLD! 🍾 The keys have officially been handed over, and 10879 Church Rd is closed! I am so thrilled for my amazing clients as they start their next chapter on these 2 acres in Bon Aqua. A big thank you to everyone who helped get this across the finish line. If buying or selling a home is on your vision board, let's chat! Click the link in my bio to connect.

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Case Study / The Numbers: Numbers don't lie! 📊 Here is exactly how we got 10879 Church Rd sold: Days on Market: 14; Offers Received: 3; Sale Price: 100% of List Price. The right pricing strategy, clear photography, and aggressive marketing make all the difference. If you want results like this for your own property, DM me the word "STRATEGY" to book a free consultation.

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

Client Testimonial: Nothing makes me happier than a five-star review from a happy client! ⭐⭐⭐⭐⭐ Working with this amazing family was an absolute dream. My ultimate goal is to make the buying and selling process as smooth and stress-free as possible. Read the full review below! 👇

"Steve made selling our Bon Aqua home simple and fast. He handled every detail and kept us informed the whole time!"

Ready to make a move? Let’s work together. Link in bio to get started!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

1. The 1500+ Word Detailed Blog Post

Title Tag: Moving to Bon Aqua TN: Living at 10879 Church Rd URL Slug: moving-to-bon-aqua-tn-10879-church-rd Author Bio: Steve DeFord is a licensed Middle Tennessee real estate agent with Nashboro Homes. He specializes in properties in Hickman and Dickson counties, helping buyers find land and homes with confidence.

What Should You Know About Moving to Bon Aqua, TN?

Moving to Bon Aqua, Tennessee gives you country space without taking you away from town needs. Home buyers choose this area for land, strong schools, and quick drives to work centers like Dickson and Nashville.

TL;DR Summary

- **Location:** Bon Aqua sits in northern Hickman County, 15 minutes south of Dickson and 45 minutes west of Nashville along I-40.
- **Property Highlights:** Homes like 10879 Church Rd offer modern builds (2016) set on 2 flat acres near local public schools.
- **Lifestyle:** Peaceful country living with low property taxes, quick school commutes, and easy access to local parks and shopping.

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6. Frequently Asked Questions
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Understanding the Bon Aqua Real Estate Market

Bon Aqua is a quiet community in Middle Tennessee. Many buyers look here when land prices in Nashville and Franklin get too high. You get more land for your money here. The area remains peaceful because it lies outside the major city centers, yet highways make driving easy.

Most homes here sit on large lots. You will find small farms, open fields, and wooded land. Taxes in Hickman County remain low compared to nearby Davidson or Williamson counties. That helps keep your monthly mortgage payment manageable.

Life at 10879 Church Rd: Land, Layout, and Location

The home at 10879 Church Rd shows what makes this area special. Built in 2016, the home gives you low-maintenance living with modern framing and wiring. You spend less time fixing problems in your old home and more time enjoying your land.

Key Property Metrics

- **Year Built:** 2016
- **Lot Size:** 2.0 Acres
- **Property Type:** Single-Family Frame Home
- **County:** Hickman County

The two-acre lot runs flat and clear. This gives you space for many uses. You can plant a large vegetable garden, build

Local Schools and Community Services

Families value simple drives in the morning. This property sits right down the street from the primary school cluster for northern Hickman County.

Public Schools Serving the Property

- **East Hickman Elementary School:** Serves young learners with strong foundational programs.
- **East Hickman Intermediate School:** Bridges the middle years with clear academic instruction.
- **East Hickman Middle School:** Prepares local students for high school transitions.

Having all three schools close to home keeps morning drop-offs fast and stress-free.

Shopping, Dining, and Outdoor Recreation Nearby

Living in the country does not mean you are far from what you need. 10879 Church Rd puts you close to town centers for groceries, hardware, and dining out.

Towns and Drive Times

- **Dickson, TN (15 Minutes North):** Head up Highway 46 to find major shopping centers, medical facilities, and restaurants.
- **Downtown Dickson:** Features local spots like *The Reading Rock Books*, *Back Alley BBQ*, and *Luther's Cellar*.
- **Centerville, TN (20 Minutes South):** The county seat of Hickman County, home to small shops and historic square events.
- **Nashville, TN (45 Minutes East):** Easy commute via Interstate 40 for major job hubs, airports, and healthcare centers.

Outdoor Fun

If you love nature, you are close to *Montgomery Bell State Park* in Dickson. The park offers hiking trails, lakes for kayaking, golf, and picnic shelters. The Duck River also flows through Hickman County, offering great fishing and canoeing during the warm months.

Case Study: Finding Space and Value in Hickman County

Consider a recent family moving out of a crowded Nashville suburb. They wanted two things: a modern house that did not need major repairs and room for their dogs to run.

They looked at several homes closer to the city, but the prices were too high for small lots. When they looked at 10879 Church Rd in Bon Aqua, they found the right fit. The 2016 build meant they did not have to replace a roof or plumbing. The two acres gave them room to build a fence and plant a garden. By moving 15 minutes west of Dickson, they cut their home costs and gained space.

Frequently Asked Questions (FAQ)

What county is 10879 Church Rd located in?

This home is located in Hickman County, Tennessee, near the Dickson County line.

What schools are near 10879 Church Rd?

The property is zoned for East Hickman Elementary, East Hickman Intermediate, and East Hickman Middle Schools.

How far is Bon Aqua, TN from Nashville?

Bon Aqua is about 45 minutes west of downtown Nashville using Interstate 40.

When was the home at 10879 Church Rd built?

The single-family home was constructed in 2016.

How much land comes with 10879 Church Rd?

The property includes 2.0 clear, usable acres.

Conclusion & Next Steps

10879 Church Rd gives you modern, hassle-free country living on two clear acres in Bon Aqua. You stay close to great schools, Dickson shopping, and the I-40 highway.

Ready to see this home for yourself?

- **Schedule a Private Tour:** Call Steve DeFord at (615) 318-5003.
- **See Full Details:** Visit http://nashborohomes.com.
- **Get Local Market Updates:** Contact our office to track Hickman County land and home values.

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

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

Title Options:

1. Living in Bon Aqua TN | Tour 10879 Church Rd on 2 Acres
2. Country Living Near Nashville! 10879 Church Rd Bon Aqua TN
3. 2 Acres in Hickman County | 10879 Church Rd Property Tour

Video Description: Take a tour of 10879 Church Rd in Bon Aqua, TN! Built in 2016, this single-family home sits on 2 flat acres in Hickman County. Close to East Hickman Elementary, Intermediate, and Middle Schools. Just 15 minutes to downtown Dickson and 45 minutes to Nashville via I-40. Watch the full walkthrough to see the yard, interior, and local community features!

Contact: Steve DeFord | (615) 318-5003 | http://nashborohomes.com

[SCRIPT]

[0:00 - 1:00] HOOK [Visual: Drone shot rising over 2 flat acres on Church Rd, sweeping down toward the home] **Voiceover:** "If you want wide open space, quiet country roads, and a home that is built to last, look right here. Welcome to 10879 Church Rd in Bon Aqua, Tennessee. Two clear acres, built in 2016, and ready for your life."

[1:00 - 1:30] INTRO [Visual: Agent Steve DeFord standing in the front yard speaking to camera] **Voiceover:** "Hey everyone, Steve DeFord here with Nashboro Homes. Today we are in beautiful Hickman County, just 15 minutes south of Dickson. Properties with this much clear land and a modern build do not stay on the market long. Let's head inside and take a full tour."

[1:30 - 5:00] INTERIOR TOUR [Visual: Smooth camera motion walking through front entrance, living area, and kitchen] **Voiceover:** "Stepping inside, you notice right away how clean and practical this layout is. Built in 2016, you get modern construction standards, efficient heating and cooling, and steady natural light throughout the living room. The kitchen flows right into the main living space. Modern cabinets, good counter space, and room to sit and eat. You don't have to fix up old walls or worry about old plumbing here. It is move-in ready from day one."

[Visual: Camera pan across bedrooms and bathroom spaces] **Voiceover:** "The bedrooms sit quietly off the main areas. Good closet space, clean trim, and quiet windows looking out over your two acres. Simple, efficient living with low maintenance costs."

[5:00 - 7:00] EXTERIOR & LAND TOUR [Visual: Camera walking out back door onto the wide-open two-acre lawn] **Voiceover:** "Now, let's step outside because this is where the property really shines. Two full acres of level land. Look at how open this yard is. You have room for a large garden, a horse barn, a workshop, or just space for kids and pets to run free. It is fully cleared, easy to mow, and gives you total privacy from neighbors."

[7:00 - 9:00] COMMUNITY & LOCATION [Visual: B-roll shots of nearby East Hickman Schools, highway roads, and downtown Dickson shops] **Voiceover:** "Location is a huge deal here. You are just down the street from East Hickman

Elementary, Intermediate, and Middle Schools. Morning drop-offs take just minutes. Need groceries or dinner? Jump on Highway 46 and you are in downtown Dickson in fifteen minutes. Grab food at Back Alley BBQ, pick up a book at The Reading Rock, or head over to Montgomery Bell State Park. Need to get to Nashville? Hop on I-40 and you are downtown in forty-five minutes."

[9:00 - 10:00] VALUE SUMMARY & CTA [Visual: Steve DeFord standing on the back lawn speaking to camera]
Voiceover: "10879 Church Rd gives you simple country freedom with the comfort of a 2016 home. If you are looking to move to Hickman County, give me a call today. Let's set up your private walkthrough."

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

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

[0:00 - 0:03] HOOK [Visual: Quick cut of drone shot zooming in on 2 clear acres] **Voiceover (Fast & Energetic):** "Looking for space to breathe near Nashville? Check this out!"

[0:03 - 0:20] TOP 3 FEATURES [Visual: Quick jump cuts - 1. Front exterior 2. Open living room 3. Wide 2-acre lawn] **Voiceover:** "This is 10879 Church Rd in Bon Aqua, Tennessee! Three fast facts: One: Built in 2016, so it's super low maintenance. Two: Two full acres of flat, open land for gardens or pets. Three: Minutes from East Hickman schools!"

[0:20 - 0:25] VIBE SHOT [Visual: Slow motion shot looking out across the sunny backyard] **Voiceover:** "Quiet country living, low county taxes, and total peace."

[0:25 - 0:30] CTA [Visual: Text on screen with address and phone number] **Voiceover:** "Call Steve DeFord at (615) 318-5003 or tap the link in my bio to book your tour today!"

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

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

Public Remarks: Country living made simple. Located at 10879 Church Rd in Bon Aqua, this single-family home was built in 2016 and sits on a flat 2.0-acre lot. The home features an efficient, open floor plan that maximizes living space and natural light. Low-maintenance construction allows you to enjoy country peace without weekend repair lists. The expansive two-acre property offers open yard space suitable for outdoor hobbies, gardening, or the addition of a workshop. Ideally situated in northern Hickman County with quick access to East Hickman Elementary, Intermediate, and Middle Schools. Drive just 15 minutes north to Dickson for shopping, dining, and healthcare, or take I-40 east for an easy commute to Nashville. Contact the listing agent for showing details.

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

5. LinkedIn-Optimized Post

Middle Tennessee real estate continues to show strong movement westward along the Interstate 40 corridor.

Our new listing at 10879 Church Rd in Bon Aqua, TN presents a solid property asset in Hickman County. Built in 2016, this single-family home includes 2.0 acres of level, usable land.

Key property metrics: • Modern 2016 build minimizes near-term capital expenditures • 2.0-acre lot offers flexibility for future improvements • Located near East Hickman school cluster • 15-minute commute to Dickson commercial hub; 45 minutes to Nashville

As inventory remains tight across Davidson and Williamson counties, Hickman County offers buyers competitive value per acre while preserving regional accessibility.

Reach out directly for property access or professional client referrals.

#TennesseeRealEstate #HickmanCounty #MiddleTNProperty #RealEstateInvestment

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

6. Google Business Profile Post

JUST LISTED in Bon Aqua, TN! 🏡

Looking for land and low-maintenance country living? 10879 Church Rd features a modern single-family home built in 2016 on 2.0 acres of land in Hickman County.

Highlights: • Built in 2016 • 2 clear acres of usable land • Minutes to East Hickman Elementary, Intermediate, and Middle Schools • Easy drive to Dickson shopping and I-40

Click below to view full photos and listing details, or contact Steve DeFord to schedule your private tour!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

7. Five (5) Distinct Business Facebook Posts

Post 1: Launch Post NEW LISTING IN BON AQUA! 🎄 If you have been dreaming of wide open space, you need to see 10879 Church Rd. Built in 2016, this home sits on 2 beautiful, flat acres in Hickman County. Enjoy quiet country views, low taxes, and quick drives to Dickson and Nashville. Tap the link to view photos or call me today for details!

Agent Info: Steve DeFord | (615) 318-5003 | http://nashborohomes.com

Post 2: Open House Teaser Weekend plans? Come tour 10879 Church Rd in Bon Aqua this Saturday from 1-3 PM! Step inside this clean 2016 home and walk the full 2-acre yard. Perfect for anyone wanting peace, quiet, and land near great local schools. See you there!

Agent Info: Steve DeFord | (615) 318-5003 | http://nashborohomes.com

Post 3: Feature Spotlight: Let's talk about 2 full acres! 🚜 Having land means freedom. At 10879 Church Rd in Bon Aqua, you get two level acres ready for gardens, pets, or an outdoor workshop. Built in 2016, the home gives you low-stress modern living so you can enjoy your yard. DM me for price and info!

Agent Info: Steve DeFord | (615) 318-5003 | http://nashborohomes.com

Post 4: Local Insight: Location matters! 🎒 10879 Church Rd in Bon Aqua puts you minutes from East Hickman Elementary, Intermediate, and Middle Schools. Plus, you're only 15 minutes from downtown Dickson spots like Back Alley BBQ and Luther's Cellar. Country peace meets city convenience right here!

Agent Info: Steve DeFord | (615) 318-5003 | http://nashborohomes.com

Post 5: Just Sold / Under Contract in Bon Aqua! ✍️ 10879 Church Rd is officially pending! Land and clean homes in Hickman County are in high demand right now. Thinking of selling your property? Call me today to find out what your land is worth in today's market!

Agent Info: Steve DeFord | (615) 318-5003 | http://nashborohomes.com

8. Five (5) Distinct Business Instagram Posts

Post 1: Launch (Reel Idea) [Visual: Drone panning over the 2-acre lot down to the front entrance] Caption: Two acres of country freedom in Bon Aqua, TN! 10879 Church Rd is officially live! Built in 2016, low-maintenance living, and minutes from East Hickman schools. 📲 DM me for full pricing and details! #BonAquaTN #HickmanCounty #TennesseeLand #CountryHome #NashboroHomes

Agent Info: Steve DeFord | (615) 318-5003 | http://nashborohomes.com

Post 2: Open House (Carousel Post) [Visual: Slide 1: Front exterior; Slide 2: Living area; Slide 3: Lawn view] Caption: Save this post! 📌 Open House this Saturday at 10879 Church Rd, Bon Aqua, TN. Come walk the 2-acre grounds and see this 2016 home in person. Comment "TOUR" below for directions! #MiddleTNRealEstate #OpenHouseTN #HickmanCountyHomes #DicksonTN #SteveDeFord

Agent Info: Steve DeFord | (615) 318-5003 | http://nashborohomes.com

Post 3: Feature Spotlight (Static Photo) [Visual: Bright shot of the clear back lawn] Caption: Imagine having 2 flat acres all to yourself. ☀️ 10879 Church Rd gives you room for gardens, animals, and quiet nights under the stars. Built in 2016! Link in bio for details. #LandForSale #TennesseeLiving #BonAqua #NashvilleSuburbs #CountryLiving

Agent Info: Steve DeFord | (615) 318-5003 | http://nashborohomes.com

Post 4: Local Insight (Reel Idea) [Visual: Quick clip driving down Church Rd showing green trees and countryside] Caption: Why buyers love Bon Aqua: 15 mins to Dickson, 45 mins to Nashville, and minutes from East Hickman schools! 🏫 Explore 10879 Church Rd on bio link! #EastHickman #DicksonCounty #BonAquaRealEstate #TNProperty #SteveDeFord

Agent Info: Steve DeFord | (615) 318-5003 | http://nashborohomes.com

Post 5: Under Contract / Just Sold (Static Photo) [Visual: Front view with "Under Contract" banner overlay] Caption: ANOTHER ONE PENDING! 🍾 10879 Church Rd in Bon Aqua is officially under contract. Thinking of selling your land or home in Hickman County? Let's chat today! Link in bio. #JustSold #Pending #RealEstateAgent #HickmanCountyTN #NashboroHomes

Agent Info: Steve DeFord | (615) 318-5003 | http://nashborohomes.com

10 Hyper-Local Hashtags: #BonAquaTN #HickmanCountyRealEstate #EastHickman #DicksonTNRealEstate #MiddleTNProperty #TennesseeLandForSale #BonAquaHomes #CentervilleTN #HickmanCounty #SteveDeFordRealty

9. 1-Minute Property Video Voice-Over Script

[0:00 - 0:10] Looking for space out in the country? Take a look at 10879 Church Road in Bon Aqua, Tennessee.

[0:10 - 0:25] This home was built in 2016. It is clean, modern, and ready for you to move right in. No old home repairs needed here.

[0:25 - 0:40] Outside, you get two full acres of flat land. You have room for a big garden, animals, or space for kids to play.

[0:40 - 0:50] You are close to East Hickman schools and just fifteen minutes from food and shopping in Dickson.

[0:50 - 1:00] Call Steve DeFord today at (615) 318-5003 to see this home in person!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

10. Five (5) Personal Facebook Posts

1. Exciting news! I just listed a great home out in Bon Aqua on 2 flat acres. Built in 2016 and super clean. If you know anyone looking for country space near Dickson or Nashville, pass this along! #BonAqua #HickmanCounty #TennesseeHome #SteveDeFord #NashboroHomes
2. Headed out to Church Rd in Bon Aqua today. There is nothing like fresh air and two full acres of clear land! Check out my newest listing if you want quiet living close to East Hickman schools. #CountryLiving #TennesseeLand #BonAquaTN #SteveDeFord #RealEstate
3. Open house alert! I'll be at 10879 Church Rd in Bon Aqua this weekend. If you're out driving around, stop by and say hi! #OpenHouse #BonAqua #HickmanCounty #SteveDeFord #NashboroHomes
4. Another home pending in Hickman County! Land built in 2016 is what buyers are asking for right now. Reach out if you're curious about property values in our area! #UnderContract #TNRealEstate #BonAqua #SteveDeFord #NashboroHomes
5. Grateful for great clients and beautiful Tennessee days! Just wrapped up a walkthrough at 10879 Church Rd. Let me know if you want to see this 2-acre property! #TennesseeRealEstate #BonAquaTN #LandForSale #SteveDeFord #NashboroHomes

11. Five (5) Personal Instagram Posts

1. Out in Bon Aqua today, showing off two full acres at 10879 Church Rd! Built in 2016 and ready for new owners. DM me if you want details! 🌳 #BonAquaTN #TennesseeLand #CountryLiving #SteveDeFord #NashboroHomes
2. Fresh country air and quiet views. Love this new listing on Church Rd in Hickman County! 🏡 #HickmanCounty #TennesseeRealEstate #LandForSale #SteveDeFord #NashboroHomes
3. Open house vibes this weekend in Bon Aqua! 2 acres, great layout, near East Hickman schools. Drop by and see it! 👋 #OpenHouseTN #BonAqua #MiddleTN #SteveDeFord #NashboroHomes
4. Wide open yards are hard to beat. 10879 Church Rd gives you 2 flat acres to work with! ☀️ #TennesseeHomes #LandAndHome #BonAquaTN #SteveDeFord #NashboroHomes
5. Another Middle Tennessee property under contract! Loving what I do every day. Reach out if you need help buying or selling! 🔑 #JustSold #TNRealtor #HickmanCounty #SteveDeFord #NashboroHomes

12. Agent-to-Agent Email Announcement

Subject Options:

1. New Listing: 2 Acres in Bon Aqua (2016 Build) - Vacant & Easy Show
2. Reverse Prospecting: 10879 Church Rd, Bon Aqua, TN
3. Clean 2016 Home on 2 Acres | Hickman Co | Showings Open

Hi Agents,

I know you are busy, so I will keep this fast and direct. I have a new listing in Hickman County that your buyers looking for land will want to see.

Fast Facts:

- **Address:** 10879 Church Rd, Bon Aqua, TN 37025
- **Price:** Contact for Listing Price / MLS Link
- **Specs:** Single-Family Frame Home, Built 2016, 2.0-Acre Lot

Why Your Buyer Will Love This:

- **2016 Build:** Modern framing, systems, and low repair needs.
- **2.0 Clear Acres:** Flat, usable land for gardens, outbuildings, or pets.
- **School Proximity:** Minutes to East Hickman Elementary, Intermediate, and Middle Schools.

SHOWING INSTRUCTIONS: Vacant. Go and show via ShowingTime.

View full photos and details here: http://nashborohomes.com

Best regards,

Steve DeFord Nashboro Homes (615) 318-5003 http://nashborohomes.com

13. "VIP Sneak Peek & Referral" Newsletter

Subject Options:

1. Sneak peek for my favorite clients!
2. Thought of you (+ new country property)
3. Fresh land listing in Bon Aqua!

Hi [Client Name],

I hope you are doing well and enjoying your home! It is always a pleasure keeping in touch with my past clients.

I wanted to share a brand-new listing with you before we launch a full public push. I always like giving my inner circle the first look at new properties hitting the market.

Fast Facts:

- **Address:** 10879 Church Rd, Bon Aqua, TN 37025
- **Details:** Single-Family Home built in 2016 on 2.0 clear acres
- **Location:** Northern Hickman County, close to East Hickman schools and 15 minutes to Dickson

If you have any friends, family, or coworkers who have been talking about moving out toward Bon Aqua or Dickson for a little country space, I would love it if you forwarded this email to them!

If anyone you know wants to take a private walk-through of the property, just have them reply directly to this email or call me at (615) 318-5003.

Thanks as always for being part of my client family!

Warmly,

Steve DeFord Nashboro Homes (615) 318-5003 http://nashborohomes.com

14. Master YouTube Title, Description, and Hashtags

3 Title Options:

1. **SEO-Focused:** Bon Aqua TN Home for Sale | 10879 Church Rd on 2 Acres
2. **Click-Worthy:** Living on 2 Acres Near Nashville! Tour 10879 Church Rd
3. **Short/Punchy:** Tour 10879 Church Rd | Bon Aqua TN

Description Paragraph: Are you looking for land and a move-in-ready home in Middle Tennessee? Join Steve DeFord for a tour of 10879 Church Rd in Bon Aqua, TN! This single-family home was built in 2016 and sits on two clear acres near East Hickman schools and 15 minutes from Dickson. Watch until the end to see the wide-open yard and local community details!

Hashtags: #BonAquaTN #HickmanCountyRealEstate #TennesseeLand #DicksonTN #SteveDeFord #NashboroHomes #MiddleTNRealEstate

15. Professional Radio Ads

30-Second Radio Ad Script

[TIMING] 30 Seconds **[SOUND EFFECT]** Soft country breeze, acoustic guitar strum fading in. **[MUSIC]** Upbeat, warm acoustic folk music playing at low volume under voice.

[VOICEOVER (VO)] *(Warm and personal)* Tired of small city yards and loud traffic? Come home to two wide acres at 10879 Church Road in Bon Aqua. Built in 2016, this home gives you modern comfort with quiet country freedom.

(Enthusiastic) You are just minutes from East Hickman schools and fifteen minutes from Dickson shopping!

(Direct) Call agent Steve DeFord at (615) 318-5003. That's (615) 318-5003. Or visit nashborohomes.com today!

60-Second Radio Ad Script

[TIMING] 60 Seconds **[SOUND EFFECT]** Morning birds, gentle wind chime fading into warm guitar. **[MUSIC]** Relaxed, inviting acoustic guitar music building steadily.

[VOICEOVER (VO)] *(Warm and reflective)* Imagine waking up on two clear, flat acres of your own land. No nosy neighbors. No constant traffic noise. Just peace, quiet, and fresh Tennessee air.

(Upbeat) Welcome to 10879 Church Road in Bon Aqua! Built in 2016, this single-family home offers modern construction, so you can spend your weekends enjoying your yard, not fixing old-house problems.

(Informative and clear) Plant a garden, build a workshop, or just let your family run free. You sit right down the street from East Hickman Elementary, Intermediate, and Middle Schools. Plus, downtown Dickson is just fifteen minutes away for groceries and dinner.

(Enthusiastic) Get country space without giving up convenience!

(Direct) Schedule your private tour today. Call agent Steve DeFord at (615) 318-5003. Again, call (615) 318-5003, or see photos online at nashborohomes.com!

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com

16. Hyperlocal Postcard Engine

SCENARIO 1: JUST LISTED

POSTCARD FRONT Main Headline: NEW NEIGHBOR ON CHURCH RD! Neighbor Hook Sub-headline: Pick your next neighbor at 10879 Church Rd. **Fast Facts:**

- 2.0 Clear, Flat Acres
- Modern 2016 Single-Family Build
- Minutes to East Hickman Schools. **Front Call to Action:** Scan here to see photos and price!

POSTCARD BACK (Address Side) Header: Do you have friends or family looking to move near you? **Short Supporting Copy:** A new listing just hit the market on Church Road in Bon Aqua. Help us choose your new neighbor by sharing this home with people you know! **Primary Call to Action: Scan the code or visit nashborohomes.com for full listing details! Agent Contact Info Block:** Steve DeFord, Nashboro Homes. Phone: (615) 318-5003 Website: http://nashborohomes.com

SCENARIO 2: JUST SOLD

POSTCARD FRONT Main Headline: JUST SOLD ON CHURCH RD! Neighbor Hook Sub-headline: Buyer demand remains high in Bon Aqua! **The "Proof:** Sold on Church Rd! Buyers are actively looking for land in Hickman County. **Front Call to Action:** Scan here to see what your home is worth today!

POSTCARD BACK (Address Side) Header: Curious how much your home or land is worth? **We just closed on** 10879 Church Rd, and we still have eager buyers looking for homes on acreage in our area. Property values have changed! **Primary Call to Action: Get your instant home value estimate at nashborohomes.com! Agent Contact Info Block:** Steve DeFord Nashboro Homes Phone: (615) 318-5003 Website: http://nashborohomes.com

17. Agent-to-Agent Open House Feedback Request

Subject: Feedback Request: 10879 Church Rd Open House

Hi [Other Agent's Name],

Thanks again for stopping by my open house at 10879 Church 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 home's overall condition.

My sellers are eager to hear honest market feedback 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,

Steve DeFord

Nashboro Homes

(615) 318-5003

http://nashborohomes.com

18. The Investor "Deal Summary" Pitch

Subject Line Options:

1. **Option 1 (SEO/Data-Driven):** Bon Aqua TN Investment: 2016 Home on 2.0 Acres
2. **Option 2 (Opportunity):** Value-Add Land & Rental Asset in Hickman County
3. **Option 3 (Short & Urgency):** 2-Acre Residential Asset - Bon Aqua, TN

2-Acre Residential Buy & Hold / Rental Asset

The Fast Facts:

- **Property Type:** Single-Family Frame Home
- **Address:** 10879 Church Rd, Bon Aqua, TN 37025
- **Asking Price:** Contact Broker for Price
- **Key Specs:** Built 2016 / 2.0-acre Lot / Hickman County
- **Current Status:** Vacant - Immediate Turnkey Acquisition
- **Pro Forma Potential:** Strong long-term rental demand along I-40 corridor

The Investment Narrative ("The Play"): This 2016 build minimizes near-term capital expenditure, eliminating major roof or mechanical replacement risks for the buyer. Set on two flat acres in northern Hickman County, the asset offers space for future secondary outbuildings or tenant storage options. Northern Hickman County benefits from low property taxes while sitting just 15 minutes from Dickson's workforce center and 45 minutes from Nashville. Ideal for a buy-and-hold investor seeking land value appreciation paired with reliable rental demand.

SHOWING & DISCLOSURE INSTRUCTIONS: Vacant - Go and show via ShowingTime. Contact agent for disclosures.

Call to Action: Reply directly to this email or call Steve DeFord at (615) 318-5003 to request property access or place an offer.

Agent Info: Steve DeFord (615) 318-5003 http://nashborohomes.com



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