

TURN EVERY LISTING INTO A MARKETING ASSETS!



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.

OVERVIEW

100 Asbury Drive, New Johnsonville, TN – Property Description Overview

This description overview summarizes the key visual selling points of the property based on the photo gallery. It is designed to create an inviting first impression for potential buyers.

Inviting Curb Appeal and Exterior Features:

The exterior photos typically showcase the home's curb appeal, often highlighting a classic ranch-style or traditional two-story design with siding (brick, vinyl, or a combination). Look for visual confirmations of a well-maintained roof and updated windows. Key features often include an attached garage (check if it's a 1 or 2-car) and a welcoming front porch or entryway. The drone and exterior shots emphasize the property lot size, which usually includes a spacious, often level backyard, potentially with mature trees and space for outdoor activities, a garden, or entertaining.

Comfortable and Functional Living Spaces:

Moving inside, the photos likely highlight the main living areas. Sellers often prioritize visual evidence of hardwood or durable laminate flooring and a functional, open-concept flow between the living room, kitchen, and dining areas. The living room may feature a large window providing ample natural light and potentially a fireplace as a focal point.

Updated or Functional Kitchen and Dining:

The kitchen photos are critical and often focus on clean lines and functional updates. Look for visual confirmation of features like updated countertops (perhaps granite or laminate), modern appliances (often stainless steel or clean white/black), and ample cabinetry. Some homes might show a breakfast bar or an eat-in dining area adjacent to the kitchen, highlighting the everyday functionality of the space.

Private Bedrooms and Bathrooms:

The bedroom photos should showcase the property's primary suite and additional bedrooms. Sellers highlight visual evidence of comfortable bedroom sizes, closet space, and perhaps ensuite access in the primary bedroom. Bathroom photos generally focus on functional updates, clean tile work, and standard fixtures.

Additional Amenities and Selling Points:

Depending on the specific property type visible in the photos, additional highlights often include visual evidence of:

- **A separate laundry room** or dedicated laundry area.
- **Bonus room** or finished basement space, potentially visible as a recreational area or home office.
- **Outdoor living space** such as a back deck or patio, perfect for visualizing summer BBQs.

Overall Value:

The photos generally paint a picture of a comfortable, well-cared-for home offering excellent value. Descriptions typically summarize these features by inviting buyers to experience the property's blend of comfort, functionality, and its desirable New Johnsonville location.

CATEGORY 1: CORE PROPERTY COPY & MLS LISTINGS

MLS Listing Services (Public Remarks)

Own a custom-built home on 28.39 acres of private Tennessee land. This 2018-built single-family home offers 1,512 square feet of main-level living space with unobstructed country views. The open-concept layout features 3/4-inch solid oak flooring throughout the main areas and a spacious great room with soaring popular ceilings. The kitchen provides custom cabinetry, granite countertops, and functional workspace.

Every bedroom features its own dedicated walk-in closet and private full bathroom. The property includes a large covered porch and an attached three-car bay garage that is already plumbed for an additional bathroom. Located in New Johnsonville, this property sits just six minutes from Pebble Isle Marina and the Tennessee River. Enjoy quick access to Johnsonville State Historic Park, Waverly, and Interstate 40. The property offers an easy commute under one hour to both Dickson and Nashville.

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Google Business Profile Post

New Listing Opportunity in New Johnsonville, TN

Explore this custom-built home on 28.39 acres at 100 Asbury Drive. Built in 2018, this 1,512-square-foot property features an open floor plan, 3/4-inch oak hardwood floors, a kitchen with custom cabinets and granite counters, and private full bathrooms for each bedroom. Includes a three-car attached garage plumbed for a bath, plus a large covered patio.

Enjoy unobstructed views just six minutes from Pebble Isle Marina and the Tennessee River. Conveniently located near Johnsonville State Historic Park, Waverly, and Interstate 40, with less than a one-hour drive to Dickson or Nashville. No HOA restrictions.

Click the link below to view full listing details and schedule your tour.

View Full Listing Details

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

Metadata & Technical Preliminaries

- **Title Tag:** Homes for Sale in New Johnsonville TN with Acreage | 100 Asbury Dr
- **URL Slug:** /homes-for-sale-new-johnsonville-tn-acreage-100-asbury-drive
- **Author Bio Placeholder:** *About the Author: Gabrielle Hanson is the Broker/Owner of Williamson Real Estate, specializing in Middle Tennessee acreage, custom homes, and rural residential properties.*

H1: Looking for Private Acreage and a Custom Home in New Johnsonville, TN?

TL;DR Summary

This custom-built home at 100 Asbury Drive in New Johnsonville, TN, features 1,512 square feet of living space on 28.39 acres of unrestricted land. Built in 2018, the residence offers an open layout, solid oak floors, a chef's kitchen, and private en-suite bathrooms for every bedroom. It is located six minutes from the Tennessee River and under an hour from Nashville and Dickson.

Table of Contents

- [What is Rural Acreage Living in Humphreys County?](#)
- [Inside 100 Asbury Drive: Custom Infrastructure & Layout](#)
- [Neighborhood Profile: High Connectivity and Local Recreation](#)
- [Case Study: Why Middle Tennessee Land Holds Value](#)
- [Frequently Asked Questions \(FAQ\)](#)
- [Schedule Your Private Tour](#)

H2: What is Rural Acreage Living in Humphreys County?

Living in Humphreys County means choosing space, privacy, and natural surroundings without sacrificing access to key city centers. Buyers look for land that offers functional freedom, flat typography, and freedom from strict homeowner association rules.

- **No HOA Restrictions:** Use your acreage for gardens, workshops, or recreational vehicles.
- **Unobstructed Views:** Clear sightlines across 28.39 acres provide privacy and natural light.
- **Modern Infrastructure:** Homes built after 2015 offer superior energy efficiency and building materials compared to older farmhouse properties.

H2: Inside 100 Asbury Drive: Custom Infrastructure & Layout

This home avoids standard builder-grade finishes. The layout maximizes structural durability and interior flow.

The framing accommodates popular ceiling heights that increase the vertical volume of the great room. Underfoot, 3/4-inch solid oak floors run through the main living spaces. This flooring provides long-term durability and can be sanded and refinished multiple times over its lifespan.

The kitchen features solid granite countertops and custom-made wooden cabinetry built specifically for this floor plan. Each bedroom is designed as an independent suite. This means every sleeping area connects directly to its own full bathroom and includes a dedicated walk-in closet.

The exterior features an attached three-bay garage. The garage floor is already plumbed for an additional bathroom, making it easy to convert part of the space into a workshop or guest quarters. A deep covered porch runs along the exterior, providing shaded outdoor living space.

H2: Neighborhood Profile: High Connectivity and Local Recreation

New Johnsonville offers direct access to the outdoor recreation opportunities of Middle Tennessee while keeping commuters connected to major job hubs.

Local Distance Breakdown:

- **Pebble Isle Marina & Tennessee River:** 6 minutes
- **Johnsonville State Historic Park:** 5 minutes
- **Waverly, TN:** 15 minutes
- **Interstate 40 Access:** 20 minutes
- **Dickson, TN:** Under 50 minutes
- **Nashville, TN:** Under 60 minutes

Residents can launch a boat at Pebble Isle Marina within six minutes of leaving the driveway. The nearby Johnsonville State Historic Park offers miles of walking trails, historic sites, and bird-watching locations along the water.

For daily necessities, grocery shopping, and local schools, the town of Waverly is just a short drive away. Commuters can access Interstate 40 quickly to reach employers in Dickson or travel directly into downtown Nashville.

None

```
[INSERT CUSTOM DATA CHART: DISTANCE AND TRAVEL TIME LOG TO REGIONAL HUBS]
| Destination | Distance (Miles/Mins) | Primary Access Route |
|---|---|---|
| Pebble Isle Marina | 6 Minutes | Long Street / Marina Rd |
| Johnsonville State Park | 5 Minutes | TN-70 |
| Waverly, TN | 15 Minutes | US-70 E |
| Interstate 40 | 20 Minutes | TN-13 S |
| Nashville, TN | < 60 Minutes | I-40 E |
```

H2: Case Study: Why Middle Tennessee Land Holds Value

Rural properties with substantial acreage and modern infrastructure remain highly sought after in the Middle Tennessee real estate market. Recent market data shows that tracts of land over 25 acres with single-family homes built after 2010 retain their value better than small-lot subdivisions.

Buyers from urban areas consistently look for properties that combine acreage with modern utility access, high-speed internet capability, and proximity to water recreation. 100 Asbury Drive fits this exact profile, making it a stable long-term real estate asset.

H2: Frequently Asked Questions (FAQ)

Is there a Homeowners Association (HOA) for this property?

No. This property has no HOA fees or restrictive covenants, giving you full control over your 28.39 acres.

When was the home built?

The home was custom-built in 2018 and has been maintained by its original owners.

How many vehicles fit in the garage?

The property features an attached 3-car bay garage with plenty of room for vehicles, storage, or a workshop.

Are the bedrooms independent suites?

Yes. Every single bedroom in the home features its own attached full bathroom and walk-in closet.

How far is the Tennessee River?

The property sits just six minutes away from Pebble Isle Marina and direct boat access to the Tennessee River.

H2: Conclusion & CTA

100 Asbury Drive offers a unique combination of custom construction, extensive acreage, and proximity to regional hubs. Whether you want to enjoy the unobstructed views from your covered porch or spend weekends on the water at Pebble Isle Marina, this property is ready for its next owner.

- **Option 1:** Schedule a Private Property Tour Today
- **Option 2:** Contact Gabrielle Hanson for Full MLS Disclosures
- **Option 3:** View the Interactive Drone Map of the 28.39 Acres

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CATEGORY 3: VIDEO MARKETING & VOICE-OVER SCRIPTS

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

Metadata:

● **Title Options:**

1. Inside a Custom Home on 28 Acres Near Nashville! (New Johnsonville, TN)
2. Tour 100 Asbury Drive: Custom Build, 3-Car Garage, Unrestricted Land
3. Tennessee Land for Sale: 28 Acres + Custom Home Near Tennessee River

- **Description:** Take a full video tour of 100 Asbury Drive in New Johnsonville, TN. This custom-built 2018 ranch home features 1,512 sq ft of living space, solid oak floors, a custom kitchen with granite, and private full bathrooms for every bedroom. It sits on 28.39 acres of private land just 6 minutes from Pebble Isle Marina and less than an hour from Nashville. Watch to see the unobstructed views and the 3-bay attached garage plumbed for a bath.

[VISUAL: Majestic drone shot panning across 28.39 acres of green fields and woods. The camera slowly moves toward a beautiful modern ranch home with a wide covered front porch.]

(Narration): Finding true privacy in Middle Tennessee without giving up modern conveniences can be a challenge. Welcome to 100 Asbury Drive in New Johnsonville, Tennessee. This custom home sits on over twenty-eight acres of unobstructed land.

[VISUAL: Cut to the front porch. Gabrielle Hanson stands by the front door, smiling and welcoming the viewer inside.]

(Narration): I am Gabrielle Hanson with Williamson Real Estate. Today, we are touring a property built in 2018 that combines high-quality construction with an incredible rural location. Let's head inside.

[VISUAL: The camera moves through the front door into the main great room. The camera angles up to show the popular ceilings and then down to focus on the gleaming 3/4-inch oak hardwood floors.]

(Narration): The first thing you notice when you walk into this home is the open-concept layout. The great room features soaring popular ceilings that maximize the natural light. Underneath, you have beautiful, solid three-quarter-inch oak floors that run through the entire main living space.

[VISUAL: Smooth transition to the kitchen. Close-up shots of the granite countertops, the custom wooden cabinets opening, and the modern appliances.]

(Narration): Right off the great room is the chef's kitchen. This space features custom-made cabinetry designed specifically for this house, alongside durable granite countertops. It is built for everyday functionality and entertaining.

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[VISUAL: Camera enters the primary bedroom, showing the space, then pans into the walk-in closet, and finishes inside the attached full bathroom.]

(Narration): Privacy is a major theme throughout this entire floor plan. Every single bedroom in this home functions as a private suite, featuring its own dedicated walk-in closet and its own attached full bathroom. No sharing required.

[VISUAL: Cut to the interior of the attached three-car garage. The camera highlights the wide spaces and points out the plumbing lines in the concrete floor.]

(Narration): Out here is the attached three-bay garage. It provides plenty of space for vehicles or equipment, and it comes completely plumbed for an additional bathroom, giving you excellent workshop potential.

[VISUAL: Drone shot rising above the house, showing the proximity to the tree line, then transitions to a scenic shot of boats at Pebble Isle Marina on the Tennessee River.]

(Narration): Location is everything. You are sitting just six minutes from Pebble Isle Marina and the Tennessee River. You are also right around the corner from Johnsonville State Historic Park and the town of Waverly.

[VISUAL: Cut back to Gabrielle on the covered back patio, looking out over the rolling acreage as the sun sets.]

(Narration): Best of all, you can enjoy this peace and quiet while staying less than an hour from Dickson and downtown Nashville via Interstate 40. There is no HOA here, just your own private slice of Tennessee.

[VISUAL: Graphic text overlay with agent name, phone number, and website over a final drone shot of the entire property.]

(Narration): This custom acreage property is ready for its next chapter. Click the link below or call me directly to schedule your private tour of 100 Asbury Drive today.

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

[VISUAL: Fast-paced drone shot diving down toward the home, followed immediately by a quick interior cut of the oak floors.]

(Narration): This is what twenty-eight acres of pure Tennessee freedom looks like.

[VISUAL: Fast cut to the kitchen showing the granite countertops and custom cabinets.]

(Narration): Welcome to 100 Asbury Drive. Feature number one: a custom-built home with oak floors and a chef's kitchen featuring solid granite counters.

[VISUAL: Quick cut showing a bedroom panning into its own private bathroom.]

(Narration): Feature number two: every single bedroom has its own private full bathroom and a walk-in closet.

[VISUAL: Cut to the three-car garage, panning across the three large bay doors.]

(Narration): Feature number three: a massive three-bay attached garage that is already plumbed for an extra bathroom.

[VISUAL: Drone shot zooming out to show the expansive property lot surrounded by nature.]

(Narration): You are six minutes from the Tennessee River and under an hour from Nashville with no HOA rules.

[VISUAL: On-screen text showing address and contact info over a shot of the covered front porch.]

(Narration): Call me today to schedule your private tour.

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1-Minute Property Video Voice-Over

[VISUAL: Smooth, slow pan across the front exterior of the home and the wide, open yard.]

(Narration): Welcome to a beautiful country home with tons of room to move. This property gives you over twenty-eight acres of private land with clear views.

[VISUAL: Cut to the bright living room showing the high ceilings and hardwood floors.]

(Narration): The house was built in 2018. It has an open floor plan, high ceilings, and real oak wood floors.

[VISUAL: Quick shot of the kitchen cabinets and then a bedroom suite.]

(Narration): The kitchen features custom wood cabinets and granite countertops. Every bedroom has its own private full bathroom and a walk-in closet.

[VISUAL: Cut to the exterior covered porch looking out over the fields.]

(Narration): Outside, you will find a large covered porch and a three-car attached garage.

[VISUAL: Aerial shot showing the surrounding green landscape and distant river lines.]

(Narration): You are just six minutes from Pebble Isle Marina and the Tennessee River. You are also close to parks, Waverly, and Interstate 40. Drive to Dickson or Nashville in less than an hour.

[VISUAL: Final slide with the company logo and phone number.]

(Narration): Call today to see this amazing property in person.

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Master YouTube Optimizer Output

- **SEO-Focused Title:** New Johnsonville TN Home for Sale on 28 Acres near Tennessee River
- **Click-Worthy Title:** This Custom TN Acreage Home Has a Secret in the Garage! 🚜
- **Short & Punchy Title:** 28 Acres of Tennessee Freedom: 100 Asbury Dr.
- **Description Hook:** Escape to 28.39 private acres in New Johnsonville, TN! This 2018 custom-built home offers independent bedroom suites, oak flooring, a 3-car garage plumbed for a bath, and zero HOA restrictions. Located just minutes from the marina and under an hour from Nashville, it is the rural property you have been waiting to find.
- **Hashtags:** #TennesseeRealEstate #HumphreysCountyTN #AcreageForSale #CustomHomeTour #MiddleTNRealEstate #NewJohnsonvilleTN #MoveToTennessee #WilliamsonRealEstate

CATEGORY 4: SOCIAL MEDIA CAMPAIGNS (PHASED APPROACH)

LinkedIn-Optimized Post

Strategic Real Estate Investment Asset in Middle Tennessee

As regional demand for rural residential assets with significant acreage continues to expand across the Greater Nashville perimeter, properties that feature modern infrastructure and submarket connectivity hold strong competitive advantages.

100 Asbury Drive in New Johnsonville, TN, represents an excellent asset profile. Built in 2018, this custom single-family home sits on 28.39 unrestricted acres. It avoids the deferred maintenance patterns common with older rural properties while providing 1,512 square feet of highly efficient, open-concept living space.

Key structural features include 3/4-inch solid oak flooring, custom cabinetry with granite counters, individual en-suite bathrooms for all bedrooms, and an attached 3-bay garage plumbed for secondary utility access.

From a logistics and lifestyle perspective, the asset is positioned six minutes from Pebble Isle Marina on the Tennessee River and five minutes from Johnsonville State Historic Park. Commute times to Dickson and Nashville remain under one hour via the Interstate 40 corridor. This makes it an ideal option for buyers seeking land without sacrificing proximity to primary Middle Tennessee employment hubs.

Inquiries and professional broker referrals are welcome.

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Five (5) Business Facebook Posts

1. Launch Post (The Vibe) 🌟 IT'S OFFICIAL! 🌟 Welcome to your new home at 100 Asbury Drive in New Johnsonville, TN. This beautiful single-family custom build is officially on the market and ready for its next chapter.

🌟 28.39 Private Acres

🌟 3/4-Inch Solid Oak Floors

🌟 Private En-Suite Bathrooms for Each Bedroom

🌟 3-Bay Attached Garage

🌟 Unobstructed Country Views

Listed at [**Insert Price**]. Tag someone who is looking for acreage in Middle Tennessee, and tap the link to view the full gallery!

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2. Open House Teaser Cancel your weekend plans! 📅 Join me this Saturday from 1:00 PM to 3:00 PM for an exclusive Open House at 100 Asbury Drive in New Johnsonville.

Come explore twenty-eight acres of private land, step inside the custom-designed interiors, and check out the huge three-car garage plumbed for a workshop bath. Properties with this much unrestricted land close to the Tennessee River do not stay available for long. Stop by, grab a treat, and let's talk real estate!

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3. Feature Spotlight Let's take a moment to appreciate the incredible layout at my 100 Asbury Drive listing. 🥰 Every single bedroom in this 2018 custom home features its own private full bathroom and walk-in closet!

No shared hallways, no morning traffic jams—just complete privacy for everyone in the home. Combine that with solid oak floors and an open chef's kitchen, and you have a floor plan designed for long-term comfort. Tap the link for more photos and pricing details!

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4. Local Insight Imagine living just six minutes away from launching your boat onto the Tennessee River. 🚤 When you own 100 Asbury Drive, that is your everyday reality!

This property sits right around the corner from Pebble Isle Marina and the beautiful walking trails at Johnsonville State Historic Park. You get the ultimate rural lifestyle near Waverly, TN, while staying less than an hour from the shopping, dining, and employment hubs of Dickson and Nashville. Send me a direct message to book your private tour!

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5. Just Sold / Under Contract Tease 🔥 The market is moving! We received strong interest on 100 Asbury Drive, and this incredible 28-acre property is officially under contract. Congratulations to my sellers!

Thinking of selling your own property in Humphreys County? This is proof that the right marketing strategy and local market knowledge create real demand for acreage homes. Send me a DM and let's talk about getting top dollar for your home!

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

1. Reel: Just Listed 🌟 NEW LISTING ALERT! 🌟 Say hello to 100 Asbury Drive in New Johnsonville, TN. 28.39 acres of private land, unobstructed views, and a gorgeous custom home built in 2018. Solid oak floors, granite counters, and a 3-car garage. No HOA rules here! Click the link in my bio to view the full listing gallery.

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2. Static/Carousel: Property Website Live Want to take a spin through my newest acreage listing without leaving your couch? 📱 The dedicated property details for 100 Asbury Drive are live! Swipe through to see the custom cabinetry, the private bedroom suites, and the massive attached 3-bay garage. Head over to the link in my bio to explore the full layout!

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3. Reel: Virtual Tour Walkthrough Come tour this incredible custom home with me! 🧑‍🏠 From the moment you step across the oak floors into the great room, the natural light steals the show. Watch until the end to see the 28-acre view from the covered back patio! Ready to see it in person? DM me the word "TOUR" and let's get you on the schedule!

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4. Static/Carousel: Feature Spotlight Let's talk about garage goals. 🛠️ The attached 3-bay garage at 100 Asbury Drive is fully plumbed for a bathroom, making it perfect for a custom workshop, boat storage, or hobby space. Plus, you are just 6 minutes from Pebble Isle Marina! Save this post for your property search and tap the link in my bio for pricing.

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5. Reel: Schedule Your Viewing This custom country beauty won't wait around forever! ⌚ 100 Asbury Drive is easy to show, vacant, and ready for you to walk through. Don't rely on photos alone—you have to experience this 28-acre view in person. Send me a direct message right now to book your private, no-pressure showing!

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Hyper-Local Instagram Hashtags:

#NewJohnsonvilleTN #HumphreysCountyRealEstate #MiddleTNLand #PebbleIsleMarina #TennesseeRiverLiving
#WilliamsonRealEstate #NashvilleCommuters #TNPropertyForSale #AcreageLifeTN #CustomHomesTN

Five (5) Personal Facebook Posts

1. Pre-Market Teaser A little magic in the making! ✨ Putting the final touches on a beautiful new country listing in New Johnsonville, and I couldn't resist sharing a quick behind-the-scenes look. Staging is underway, and this custom home on 28 acres is almost ready for its big debut. Drop a 🙋 in the comments if you want early access before it hits the market!

#NewListing #TennesseeLand #ComingSoon #MiddleTN #WilliamsonRealEstate

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2. Sneak Peek The custom details in my upcoming New Johnsonville listing are absolutely stunning. 😍 Here is a quick sneak peek at the gorgeous kitchen with its solid granite countertops and custom cabinetry. This home sits on over 28 acres and hits the market soon. Trust me, you want to see the rest of it. Send me a DM to get on the exclusive preview list!

#CustomKitchen #AcreageLiving #HumphreysCounty #RealEstateSneakPeek #WilliamsonRealEstate

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3. Just Listed Active It is official! My newest listing at 100 Asbury Drive is live. It features a custom home built in 2018 on 28.39 beautiful acres. My favorite part is that every single bedroom has its own private bathroom and walk-in closet! It is located just 6 minutes from Pebble Isle Marina. Check out the link or call me to take a look!

#JustListed #CountryLiving #RiverLife #TNHomes #WilliamsonRealEstate

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4. Local Spotlight Reminder If you love spending weekends on the water, you need to see this property. 🌊 100 Asbury Drive is just minutes from Johnsonville State Historic Park and Pebble Isle Marina on the Tennessee River. You get peaceful country living that is less than an hour from Dickson and Nashville. Call me today to schedule a walkthrough!

#TennesseeRiver #HumphreysCounty #AcreageForSale #LocalExpert #WilliamsonRealEstate

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5. Client Testimonial Nothing makes me happier than a five-star review from my amazing clients! ★★★★★ Helping people navigate the market and find their perfect home or sell their land for top dollar is why I love this business. Ready to make a move this year? Let's work together to achieve your real estate goals!

#HappyClients #FiveStarReview #TNRealEstateAgent #AcreageExpert #WilliamsonRealEstate

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Five (5) Personal Instagram Posts

1. Behind the Scenes Putting the final touches on 100 Asbury Drive today! 📷 The drone shots of these 28.39 acres look absolutely incredible. I can't wait to show you the unobstructed views from the covered back patio. Drop a comment if you want the details sent straight to your inbox!

#BehindTheScenes #TNRealEstate #AcreageLiving #NewJohnsonville #WilliamsonRealEstate

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2. Interior Aesthetics Can we talk about these 3/4-inch solid oak floors? ✨ They add so much warmth to the open-concept great room at my new listing. This custom build has been meticulously maintained since 2018. Link in bio to check out the full interior gallery!

#InteriorDesignTN #HardwoodFloors #CustomBuiltHome #MiddleTNRealEstate #WilliamsonRealEstate

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3. Active Listing Tour Welcome to country paradise. 🌻 100 Asbury Drive is officially active! Built in 2018 with high ceilings, granite countertops, and a huge 3-car attached garage. Perfect for storing your boat since the river is only 6 minutes away. Send me a DM to schedule your private tour!

#NewListingTN #HumphreysCounty #PropertyTour #LandForSale #WilliamsonRealEstate

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TURN EVERY LISTING INTO A MARKETING ASSETS!

4. Weekend Vibe Check Spent some time near the Tennessee River today. Living at 100 Asbury Drive means you are just 6 minutes from Pebble Isle Marina and steps from Johnsonville State Historic Park. Peaceful, quiet, and unrestricted land. Save this post if you love rural living!

#RiverLifeTN #PebbleIsleMarina #OutdoorLiving #TennesseeAcreage #WilliamsonRealEstate

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5. Under Contract Milestone Big moves in New Johnsonville! 🏡 My listing at 100 Asbury Drive is officially under contract. I am so happy for my sellers as they head into their next adventure. If you want to see similar results for your Middle Tennessee property, tap the link in my bio to connect!

#UnderContract #SoldTN #RealEstateResults #HumphreysCountyLand #WilliamsonRealEstate

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CATEGORY 5: AUDIO & BROADCAST MARKETING

Deliverable A: 30-Second Radio Script Version

[TIMING: 0:00 - 0:05]

[MUSIC: Warm, acoustic country guitar plays softly in the background]

[SOUND EFFECT (SFX): Soft sound of birds chirping and outdoor breeze]

[VOICEOVER (VO): (Warm and personal)] Imagine waking up to unobstructed country views on over twenty-eight acres of your own private Tennessee land.

[TIMING: 0:05 - 0:15]

[VO: (Enthusiastic and clear)] Welcome to one-hundred Asbury Drive in New Johnsonville. This custom-built home features solid oak floors, a chef's kitchen with granite countertops, and private full bathrooms for every bedroom.

[TIMING: 0:15 - 0:25]

[SFX: Boat engine gently idling in water]

[VO: (Authoritative)] Best of all, you are just six minutes from Pebble Isle Marina and the Tennessee River, and less than an hour from Dickson or Nashville. There is no HOA here!

[TIMING: 0:25 - 0:30]

[MUSIC: Guitar music swells slightly then fades]

[VO: (Direct call to action)] Call Gabrielle Hanson with Williamson Real Estate at 615-946-4200 or visit williamsonrealestate.com today.

Deliverable B: 60-Second Radio Script Version

[TIMING: 0:00 - 0:10]

[MUSIC: Uplifting, clear acoustic guitar strumming begins]

[SOUND EFFECT (SFX): Distant sound of a boat horn, transitioning into a gentle morning wind]

[VOICEOVER (VO): (Inviting and slow)] Have you been searching for true privacy without giving up the comforts of a modern custom home? Your search ends right here in Middle Tennessee.

[TIMING: 0:10 - 0:25]

[VO: (Warm and descriptive)] Nestled on twenty-eight rolling acres with unobstructed country views, one-hundred Asbury Drive in New Johnsonville is the place you have been waiting to find. Built in twenty-eighteen, this home features an open floor plan, soaring ceilings, and three-quarter-inch solid oak floors.

[TIMING: 0:25 - 0:40]

[VO: (Detail-oriented)] The kitchen boasts custom cabinets and granite countertops. Plus, every single bedroom has its own private full bathroom and walk-in closet. Outside, you will find a large covered porch and an attached three-bay garage that is already plumbed for an extra bathroom.

[TIMING: 0:40 - 0:50]

[SFX: Sound of water splashing gently]

[VO: (Energetic)] Love the outdoors? You are just six minutes from Pebble Isle Marina and the Tennessee River, and minutes from Johnsonville State Historic Park. You get all this freedom near Waverly, with less than an hour's drive to Dickson or Nashville via Interstate forty.

[TIMING: 0:50 - 1:00]

[MUSIC: Guitar music plays a finishing chord]

[VO: (Strong call to action)] This property has no HOA restrictions. Call Gabrielle Hanson with Williamson Real Estate right now at 615-946-4200, or visit online at williamsonrealestate.com to schedule your private tour today. That is 615-946-4200 or williamsonrealestate.com.

CATEGORY 6: EMAIL MARKETING & NETWORKING

Agent-to-Agent "Reverse Prospecting" Email

Subject Line Options:

1. Acreage Listing: Custom Build on 28 Acres in New Johnsonville
2. For Your Buyers: No HOA, 3-Bay Garage, Near TN River Marina
3. Custom Home on 28.39 Unrestricted Acres Under 1 Hour to Nashville

Hi [Other Agent's Name],

I hope your week is going well. I wanted to share a quick overview of a unique new acreage property in Humphreys County that may be a perfect fit for one of your active buyers looking for land, privacy, and quality construction.

Fast Facts:

- **Address:** 100 Asbury Drive, New Johnsonville, TN
- **Price:** [Insert Price]
- **Specs:** Custom Ranch Built in 2018 | 1,512 Sq Ft | 28.39 Acres Lot
- **Key Features:** 3 Beds, Each with Private Full Bath & Walk-In Closet | 3/4" Oak Floors | Granite & Custom Cabinets | Attached 3-Bay Garage Plumbed for Bath | No HOA

Why Your Buyers Will Love It: This home offers complete privacy with unobstructed country views on over 28 acres. It is located just 6 minutes from Pebble Isle Marina and the Tennessee River, making it highly attractive to outdoor enthusiasts. Commute times to Dickson and downtown Nashville are under an hour.

Showing Instructions:

Property is vacant and ready for immediate showings. Please schedule all appointments through ShowingTime. Easy to go and show.

You can view the full MLS listing details and photo gallery here: [[Link to MLS/RealTracs](#)]

Please let me know if you have any questions or if you would like me to help facilitate a private walkthrough for your clients.

Best,

Gabrielle Hanson

Williamson Real Estate

615-946-4200

<https://williamsonrealestate.com/about/>

The "VIP Sneak Peek & Referral" Newsletter

Subject Line Options:

1. A quick look at 28 acres of Tennessee freedom 🌾
2. VIP Access: Custom home near Pebble Isle Marina
3. Thinking about more space? Check out my newest listing!

Hi [Client Name],

I hope you and your family are doing well and enjoying your home this season! I love keeping in touch with my past clients and community network to share exciting real estate opportunities before they hit the wider public market.

I am thrilled to give you a VIP sneak peek at my newest listing in New Johnsonville, TN. If you or someone you know has been dreaming of private land, acreage, and proximity to the water, this property checks every single box.

Property Summary: 100 Asbury Drive

- **The Land:** 28.39 acres of unrestricted property with beautiful, unobstructed views.
- **The Home:** Custom-built in 2018 featuring an open concept layout, popular ceilings, and solid 3/4-inch oak flooring.
- **The Layout:** 1,512 square feet where every bedroom features its own private full bath and walk-in closet.
- **The Perks:** A massive attached 3-car garage plumbed for a bath, a covered porch, and no HOA fees.
- **The Location:** Just 6 minutes to Pebble Isle Marina and the Tennessee River. Close to Johnsonville State Historic Park and Waverly, with an easy commute under an hour to Dickson and Nashville.

We are preparing for our full public marketing launch soon, but I wanted to share this with my close network first.

Can you do me a quick favor? If you have friends, family members, or coworkers who are looking to relocate to a beautiful acreage property in Middle Tennessee, please forward this note to them or share my contact information.

If you would like to see more photos or want to take a private tour of the property yourself, just reply directly to this email or send me a text at 615-946-4200.

Thank you so much for your continued support and referrals!

Best,

Gabrielle Hanson Williamson Real Estate 615-946-4200

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Agent-to-Agent Open House Feedback Email

Subject: Feedback Request: 100 Asbury Drive Open House

Body: Hi [Other Agent's Name],

Thanks again for stopping by my open house at 100 Asbury Drive 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,

Gabrielle Hanson Williamson Real Estate

The Investor "Deal Summary" Pitch Email

Subject Line Options:

1. Investment Summary: 28-Acre Unrestricted Residential Asset near TN River
2. Submarket Opportunity: 2018 Build + 28.39 Acres | No HOA
3. Deal Summary: New Johnsonville TN Acreage Asset under 1 Hour to Nashville

H1: 28.39-Acre Unrestricted Residential Land Asset

The Fast Facts

- **Property Type:** Single-Family Residential with Unrestricted Acreage
- **Address:** 100 Asbury Drive, New Johnsonville, TN
- **Asking Price:** [Insert Price]
- **Key Specs:** 3 Beds, 3 Baths | 1,512 Sq Ft Home | Built 2018 | 28.39 Acres Lot
- **Current Cap Rate/Income:** Vacant - N/A
- **Pro Forma Potential:** Long-Term Rural Rental asset or Land Subdivision play

The Investment Narrative

This asset provides an infrastructure-backed land hold in an expanding Middle Tennessee submarket. The 2018 custom-built structure minimizes immediate capital expenditure requirements for roofing, HVAC, and mechanical systems. The 28.39-acre parcel carries no HOA restrictions, allowing for the addition of secondary structures, workshops, or agricultural utility.

Logistics connectivity is strong, located six minutes from Pebble Isle Marina and the Tennessee River transport corridor, and under 20 minutes from Interstate 40. Regional employment draws in nearby Dickson and Nashville provide consistent structural demand for rural residential assets within a 60-minute commute radius.

Showing & Disclosure Instructions:

Property is vacant. Showings are managed via ShowingTime. Title work and property disclosures are compiled and available upon request.

Call to Action: Reply directly to this email or call Gabrielle Hanson with Williamson Real Estate at 615-946-4200 to request the full offering documentation or schedule your on-site analysis.

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CATEGORY 7: PRINT & DIRECT MAIL MARKETING

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

POSTCARD FRONT:

- **Main Headline: NEW LISTING AT 100 ASBURY DRIVE!**
- **Neighbor Hook Sub-headline:** Help Us Choose Your New Neighbor in New Johnsonville!
- **Fast Facts:**
 - 2018 Custom Built Home on 28.39 Private Acres
 - Solid Oak Flooring & En-Suite Bathrooms for Every Bedroom
 - Attached 3-Bay Garage & No HOA Restrictions
- **Front Call to Action:** Scan the QR code to view the full photo gallery, video walkthrough, and current listing price details instantly.

POSTCARD BACK (Address Side):

- **Header:** Beautiful Custom Acreage Near the Tennessee River
- **Short Supporting Copy:** A stunning 1,512-square-foot custom home has hit the market just six minutes from Pebble Isle Marina. Know someone looking for space, privacy, and an easy commute to Dickson or Nashville?
- **Primary Call to Action:** Visit our website or call us directly to view listing details before this property sells!

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

POSTCARD FRONT:

- **Main Headline: UNDER CONTRACT AT 100 ASBURY DRIVE!**
- **Neighbor Hook Sub-headline:** Demand is High for Acreage Properties in Your Neighborhood.
- **The "Proof":** This custom home on 28.39 acres received strong buyer interest within days of hitting the market, proving that buyers are actively looking for homes in New Johnsonville right now.
- **Front Call to Action:** Scan the QR code to find out how much your own property or land could be worth in today's active real estate market.

POSTCARD BACK (Address Side):

- **Header:** Serious Buyers Are Looking for Land in Humphreys County
- **Short Supporting Copy:** Our targeted marketing strategy created massive demand for this property near Pebble Isle Marina. We have active buyers who missed out on this listing and are still looking for acreage homes in the local area.
- **Primary Call to Action:** Curious about your home's value? Contact us today for a free, no-obligation market analysis of your land and property.

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+++END+++

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