

TURN EVERY LISTING INTO A MARKETING ASSETS!



CONTENT MARKETING PACKAGE

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

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

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

TURN EVERY LISTING INTO A MARKETING ASSETS!

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

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

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

Free Stock Photos to compliment your marketing:

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

Free Open House Marketing Planning Guide

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

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

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

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

What This Guide Includes

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

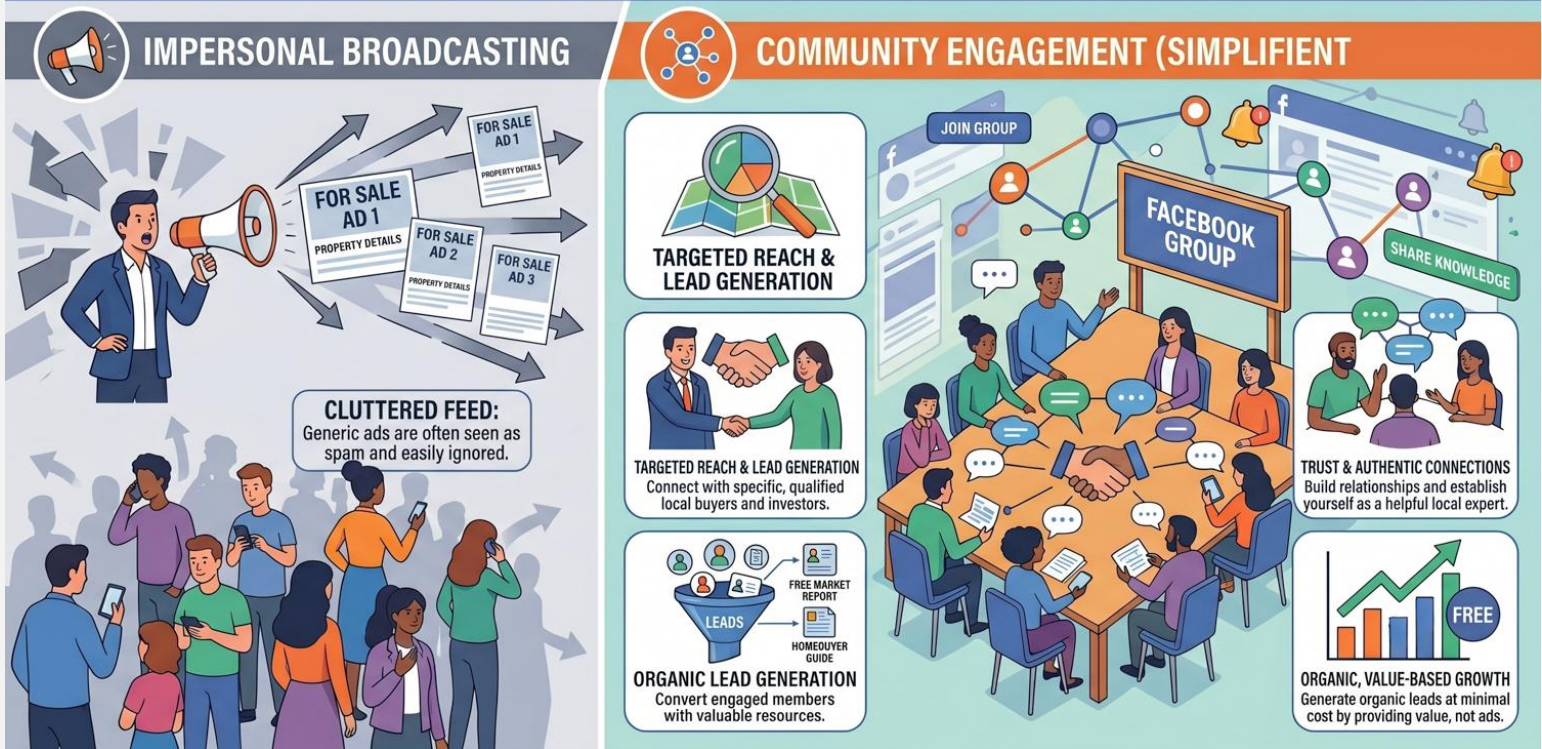
How This Saves You Time (And Money)

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

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

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

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



Why You Should Be Posting Your Listings in Local Facebook Groups

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

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

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

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

GROUPS

Murfreesboro Real Estate

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

Giles County Trade and Sale

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

Middle Tennessee Homes For Sale or Rent

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

Middle Tennessee Homes for Sale

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

Sell Middle TN Real Estate

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

TN Real Estate

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

TENNESSEE HOMES & REAL ESTATE - FOR SALE ONLY

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

Posting Tips

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

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

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

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

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

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

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

Why This Matters When Paired with Premium Media

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

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

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

GROW YOUR REAL ESTATE BRAND

SOCIAL MEDIA MANAGEMENT

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

READY TO GROW?

AI VIDEO AVATAR

GET STARTED!

CONTACT US

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

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

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

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

**2837 Americus Dr
Thompson's Station, TN**

Property Description Overview

2837 Americus Dr is a single-family home in Thompson's Station, Tennessee. It offers 2,100 square feet of space with 3 bedrooms and 3 bathrooms. The home sits inside Tollgate Village, right at Columbia Pike and Tollgate Boulevard.

Living here means you can leave your car in the garage. Walk directly to local restaurants, coffee shops, grocery stores, and medical offices inside the neighborhood. Tollgate Village acts as a true town center for the community. The location puts you halfway between downtown Franklin and Spring Hill. You are 10 minutes from Cool Springs and have quick access to I-65 for an easy Nashville commute.

Travis Baron | RE/MAX Choice Properties 615-961-3102 | travisbaron@remax.net | www.travisbaronrealestate.com

MLS Listing Services

Public Remarks: Location and convenience meet at 2837 Americus Dr in Thompson's Station. This 2,100-square-foot single-family home features 3 bedrooms and 3 bathrooms in Tollgate Village. Walk to dining, coffee shops, grocery shopping, and professional services without driving. Located along Columbia Pike, this home offers a quick drive to both downtown Franklin and Spring Hill. Cool Springs retail is 10 minutes away with easy access to I-65. Schedule your tour today.

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Google Business Profile

Just Listed in Thompson's Station, TN! Check out 2837 Americus Dr in Tollgate Village. This 2,100 sq ft home features 3 bedrooms and 3 bathrooms. Walk to restaurants, shops, and services right inside your neighborhood. Located between Franklin and Spring Hill with fast access to I-65. Contact Travis Baron at RE/MAX Choice Properties today to view this home.

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LinkedIn

New Listing Announcement: Thompson's Station Growth Corridor

Location drives real estate value. 2837 Americus Dr in Thompson's Station presents a strong residential opportunity in Williamson County.

Key Property Details:

- Address: 2837 Americus Dr, Thompson's Station, TN 37179
- Specs: 2,100 Sq Ft | 3 Bedrooms | 3 Bathrooms
- Community: Tollgate Village

Tollgate Village offers an integrated mixed-use setup. Residents walk to retail, coffee shops, dining, and offices within the development. Situated on Columbia Pike between Franklin and Spring Hill, it provides quick access to the Cool Springs commercial corridor (10 minutes) and I-65 into Nashville.

Reach out directly for showing details or professional real estate inquiries in Middle Tennessee.

#TennesseeRealEstate #WilliamsonCounty #ThompsonsStation #RealEstateInvestment #REMAX

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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 Thompson's Station, and I couldn't resist sharing a quick behind-the-scenes look. Staging is underway, the photographer is working their magic, and this home 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!

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Sneak Peek The details in this upcoming Thompson's Station listing are simple and solid. 😊 Here is a quick sneak peek at the open main floor space at 2837 Americus Dr in Tollgate Village. You can walk to coffee and dinner right outside your front door. 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!

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Coming Soon 🛑 STOP YOUR SCROLL 🛑 Coming soon to Tollgate Village in Thompson's Station! This 3 Bed, 3 Bath gem hits the market soon. From the 2,100 square feet of layout to the walkable neighborhood amenities, it checks all the boxes. Want the details before anyone else? Send me a message right now!

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Phase 2: The Launch (Active)

Just Listed 🌟 IT'S OFFICIAL! 🌟 Welcome to your new home at 2837 Americus Dr in Thompson's Station. This single-family home is officially on the market and ready for its next chapter.

✨ 3 Bedrooms ✨ 3 Bathrooms ✨ 2,100 Sq Ft ✨ Walkable Tollgate Village Location

Listed at \$[Price]. Tag someone who is looking to move to Williamson County, and DM me to view the full details!

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Property Website Live Want to take a spin through my newest listing without leaving your couch? 📺 The details for 2837 Americus Dr are officially live! DM me to get the link to explore the layout, view photos, and see every detail up close. Let me know what your favorite part of Tollgate Village is in the comments!

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Virtual Tour / Walkthrough Come tour this home with me! 🏠 From the moment you walk through the door at 2837 Americus Dr, the smart 2,100 sq ft floor plan shines. Watch until the end to see how close you are to coffee shops and restaurants in Tollgate Village. Ready to see it in person? DM me the word "TOUR" and let's get you on the schedule!

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Phase 3: The Push (Marketing & Engagement)

Open House Announcement Cancel your weekend plans! 📅 Join me this Saturday from 2:00 PM to 4:00 PM for an open house at 2837 Americus Dr in Thompson's Station. Explore this 3 Bed, 3 Bath home and walk around Tollgate Village while you are here. Stop by, grab a treat, and let's talk real estate!

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Open House Reminder 🕒 Happening TODAY! I will be holding the doors open at 2837 Americus Dr from 2:00 PM to 4:00 PM. Come see this 3 Bed, 3 Bath home in Thompson's Station for yourself. Just plug the address into your GPS and come say hi!

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Feature Spotlight Let's take a moment to appreciate the location of 2837 Americus Dr. 🥰 Imagine walking out your door to get morning coffee, grab lunch, or visit local shops without driving. Living in Tollgate Village gives you pure convenience every day. DM me for photos and pricing details!

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Schedule Your Viewing Today This Thompson's Station home won't wait around forever! ⌚ 2837 Americus Dr is clean, easy to show, and ready for you to walk through. Don't rely on photos alone—you have to feel the walkability of Tollgate Village in person. Send me a direct message right now or call me at 615-961-3102 to book your private showing.

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Price Improvement 📈 PRICE IMPROVEMENT on 2837 Americus Dr in Thompson's Station! This 3 Bed, 3 Bath home just became an even better opportunity. Now offered at \$[New Price]. If you have had your eye on Tollgate Village, now is the time to make your move. DM me "UPDATED" to schedule your tour today!

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Back on Market 🔄 SECOND CHANCE ALERT! 🔄 2837 Americus Dr is back on the market through no fault of the home! Financing fell through for the buyer, which means a big opportunity for YOU. This 3 Bed, 3 Bath home in Tollgate Village won't last long. DM me right away to get inside!

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Phase 4: The Milestone (Escrow)

Under Contract / Pending 📝 UNDER CONTRACT! We have an accepted offer on 2837 Americus Dr and are officially in escrow. A huge congratulations to my sellers! 🎉 If you missed out on this Tollgate Village home, don't worry—I am always hunting for opportunities in Thompson's Station and Franklin. DM me what you are looking for!

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Multiple Offers Received 🔥 The market is moving! We received multiple offers on 2837 Americus Dr in Thompson's Station, and the sellers are reviewing them. Thank you to everyone who toured this Tollgate Village home. Thinking of selling? A strong plan creates real demand. Send me a DM and let's talk about your home!

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Phase 5: The Close (Sold & Authority)

Just Sold 🥂 JUST SOLD! 🥂 The keys have officially been handed over, and 2837 Americus Dr in Thompson's Station is closed! I am thrilled for my clients as they start their next chapter in Tollgate Village. Thinking about buying or selling in Williamson County? Let's chat today!

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Case Study / The Numbers Numbers don't lie! 📊 Here is how we got 2837 Americus Dr sold:

- Days on Market: [Number]
- Showings Booked: [Number]
- Sale Price: [Percentage]% of Asking Price

Clear pricing, clean presentation, and strong exposure make the difference. If you want results like this for your home, DM me the word "STRATEGY" to set up a quick chat.

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Client Testimonial Nothing makes me happier than a client review like this! ★★★★★

"Travis made our home sale clear and easy. He knows Thompson's Station and Tollgate Village inside and out. We felt supported every step of the way!"

Ready to make your move in Middle Tennessee? Let's talk. DM or call me today!

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1. The 1500+ Word Detailed Blog Post

Metadata & Technical Preliminaries

- **Title Tag:** Living in Tollgate Village: 2837 Americus Dr Guide
- **URL Slug:** /living-in-tollgate-village-2837-amicus-dr
- **Author Bio:** Travis Baron is a trusted real estate agent with RE/MAX Choice Properties, specializing in Williamson County, Thompson's Station, and Franklin residential markets.

Living in Tollgate Village: What You Need to Know About 2837 Americus Dr in Thompson's Station, TN

TL;DR Summary: 2837 Americus Dr is a 2,100-square-foot home featuring 3 bedrooms and 3 bathrooms in Tollgate Village, Thompson's Station. The neighborhood allows you to walk directly to restaurants, coffee shops, grocery shopping, and offices. It sits along Columbia Pike, putting you 10 minutes from Cool Springs and offering easy access to Franklin, Spring Hill, and I-65.

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The Tollgate Village Lifestyle

Tollgate Village is located at Columbia Pike and Tollgate Boulevard in Thompson's Station, Tennessee 37179. Most suburban neighborhoods require a car ride for every small errand. Tollgate Village works differently. It functions as an active town center.

Retail stores, coffee spots, eateries, and medical offices operate inside the subdivision. Sidewalks connect the homes straight to these businesses. You can walk to get your morning coffee or meet friends for dinner without driving onto a main road.

Property Breakdown: 2837 Americus Dr

This single-family home offers 2,100 square feet of functional living space. The layout features 3 full bedrooms and 3 full bathrooms.

- **Square Feet:** 2,100
- **Bedrooms:** 3
- **Bathrooms:** 3
- **Property Type:** Single Family Home
- **Location:** Tollgate Village

The open-concept layout connects the kitchen, dining, and living areas cleanly. Large windows let in plenty of natural daylight. The three bathrooms mean privacy for residents and guests alike.

Location Advantage in Williamson County

Location controls daily driving times. 2837 Americus Dr sits halfway between downtown Franklin to the north and Spring Hill to the south.

- **Cool Springs:** 10 minutes away for major retail and corporate hubs.
- **Interstate 65:** Fast connection for commuters driving north into Nashville.
- **Columbia Pike:** Quick arterial access to regional dining and commerce.

Local Context: Schools, Dining, and Recreation

Thompson's Station is part of the Williamson County school network. Residents live near key local destinations:

Dining & Shopping

You do not have to leave the neighborhood for meals or daily goods. Local coffee shops and casual dining options sit directly inside Tollgate Village. For broader retail, Cool Springs Galleria and downtown Franklin shops are minutes down the road.

Parks & Outdoor Recreation

Thompson's Station Park and Sarah Benson Park offer walking trails, open green spaces, playgrounds, and community events. Preservation Park features rolling hills and historic battlefield walking routes.

Real-World Market Snapshot

Homes in walkable mixed-use developments hold steady buyer interest. In Williamson County, properties that combine living space with built-in neighborhood services stand out. 2837 Americus Dr offers that balance. You get a single-family residential layout with town-center walkability.

Frequently Asked Questions

Where is 2837 Americus Dr located?

The home is located in Tollgate Village at Columbia Pike and Tollgate Boulevard in Thompson's Station, TN 37179.

How big is the home at 2837 Americus Dr?

The home is 2,100 square feet. It includes 3 bedrooms and 3 full bathrooms.

What amenities can you walk to in Tollgate Village?

You can walk to local restaurants, coffee shops, grocery offerings, and professional medical or business offices within the development.

How far is Tollgate Village from Cool Springs and Nashville?

Cool Springs is about 10 minutes away. I-65 access nearby makes driving into downtown Nashville straight forward.

Next Steps to Take

If you are evaluating homes in Thompson's Station, 2837 Americus Dr deserves a close look.

- **Schedule a Private Tour:** Call or text Travis Baron at 615-961-3102.
- **Review Full Property Details:** Reach out for complete floor plans and specs.
- **Get Neighborhood Insights:** Request a full tour of Tollgate Village and nearby amenities.

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

Title Options:

1. Inside Tollgate Village: 2837 Americus Dr Tour | Thompson's Station TN
2. Walkable Living in Williamson County! 2837 Americus Dr Home Tour
3. Thompson's Station TN Real Estate: Tour 2837 Americus Dr

SEO Description: Tour 2837 Americus Dr in Thompson's Station, TN! This 2,100 sq ft single-family home features 3 bedrooms, 3 bathrooms, and an unbeatable walkable location in Tollgate Village. Walk to coffee shops, restaurants, and shopping right inside the community. Minutes to Franklin and Cool Springs with fast I-65 access to Nashville.

Contact Travis Baron at RE/MAX Choice Properties for a private showing: 615-961-3102.

[SCENE START]

[0:00 - 1:00] HOOK (*Visual: B-Roll sweeping shot of the exterior of 2837 Americus Dr, transitioning quickly to walking along the sidewalks of Tollgate Village toward local shops.*) **VOICEOVER:** What if you could leave your car keys on the kitchen counter and walk to dinner, coffee, or grocery shopping? Welcome to 2837 Americus Drive in Thompson's Station, Tennessee. This is Tollgate Village, where convenience is built right outside your front door.

[1:00 - 1:30] INTRO (*Visual: Camera pans to Travis Baron standing in front of the home.*) **TRAVIS BARON:** Hey everyone, Travis Baron with RE/MAX Choice Properties. Today we are looking at a 2,100-square-foot home with 3 bedrooms and 3 bathrooms right here in the heart of Tollgate Village. Let's head inside and check it out.

[1:30 - 6:00] INTERIOR & EXTERIOR TOUR (*Visual: B-Roll showing the entrance, moving into the main living room, highlighting open space and natural lighting.*) **VOICEOVER:** Step inside to an open living area designed for daily comfort. The main floor flows smoothly from room to room.

(*Visual: Camera pans around the kitchen, showing storage, counter space, and appliances.*) **VOICEOVER:** The kitchen anchors the space. You get functional prep space, clean finishes, and an easy connection to the dining area.

(*Visual: Camera transitions to the bedrooms and primary bath.*) **VOICEOVER:** Down the hall, the bedrooms offer privacy and clean lines. With 3 full bathrooms across 2,100 square feet, morning routines stay smooth for everyone in the house.

[6:00 - 8:00] COMMUNITY PROFILE (*Visual: B-Roll clips of Tollgate Village town square, coffee shops, sidewalks, and nearby streetscapes along Columbia Pike.*) **VOICEOVER:** Now let's talk about where you are. Tollgate Village sits at Columbia Pike and Tollgate Boulevard. You are halfway between downtown Franklin and Spring Hill. Cool Springs is only 10 minutes away. But the big win is right here in the neighborhood. Walk to local eateries, coffee, and offices without getting on the highway.

[8:00 - 9:30] VALUE SUMMARY & CTA *(Visual: Travis back on camera in the main living space.)* **TRAVIS BARON:** If you want a solid home in Williamson County with true walkability, 2837 Americus Drive is ready for you. Call or text me at 615-961-3102 to set up your private tour today.

[SCENE END]

Travis Baron | RE/MAX Choice Properties 615-961-3102 | travisbaron@remax.net | www.travisbaronrealestate.com

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

(Visual Cues: Vertical 9:16 Video format. Fast cuts.)

[0:00 - 0:03] HOOK *(Visual: Quick snap cut showing the street view of 2837 Americus Dr.)* **VOICEOVER:** Look at this walkable home in Thompson's Station, Tennessee!

[0:03 - 0:20] TOP FEATURES *(Visual: Fast cut to living area, then kitchen, then primary bedroom.)* **VOICEOVER:** Feature 1: 2,100 square feet with 3 beds and 3 baths. Feature 2: Open floor plan with great daylight. Feature 3: Walk directly to coffee and dining in Tollgate Village!

[0:20 - 0:25] VIBE SHOT *(Visual: Smooth walking shot along the Tollgate Village sidewalk past local storefronts.)* **VOICEOVER:** No car needed for quick errands or Saturday morning coffee.

[0:25 - 0:30] CTA *(Visual: Text overlay with address and contact info.)* **VOICEOVER:** 2837 Americus Dr is available now. Text or call Travis Baron at 615-961-3102 to see it today!

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

Address: 2837 Americus Dr, Thompson's Station, TN 37179

Specs: 3 Beds | 3 Baths | 2,100 Sq Ft

Property Type: Single Family Residence

Public Remarks:

This 2,100-square-foot single-family home offers 3 bedrooms and 3 bathrooms in Tollgate Village. Enjoy an open living floor plan that maximizes usable space and natural light. The primary suite features a dedicated full bathroom and generous closet storage.

Living in Tollgate Village provides lifestyle convenience with neighborhood retail, dining, coffee shops, and professional services located within walking distance. Positioned along Columbia Pike, the property offers simple access to downtown Franklin, Spring Hill, Cool Springs shopping (10 minutes away), and I-65 for commuting into Nashville. Contact Travis Baron at 615-961-3102 for showing details.

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5. LinkedIn-Optimized Post

Middle Tennessee Real Estate Market Spotlight: Thompson's Station

Walkability continues to show strong demand across Williamson County residential real estate. 2837 Americus Dr in Thompson's Station highlights this trend.

Property Overview:

- 2,100 Sq Ft Single-Family Home
- 3 Bedrooms | 3 Bathrooms
- Location: Tollgate Village (Columbia Pike corridor)

Strategic Location Value: Situated directly between downtown Franklin and Spring Hill, Tollgate Village operates as an integrated community hub. Residents walk to on-site dining, retail, and medical services. The location provides a short 10-minute drive to the Cool Springs commercial center with fast access to I-65 into Nashville.

For complete details or professional real estate inquiries, connect with Travis Baron at RE/MAX Choice Properties.

#WilliamsonCounty #ThompsonsStation #RealEstate #MiddleTennessee #REMAX

Travis Baron | RE/MAX Choice Properties 615-961-3102 | travisbaron@remax.net | www.travisbaronrealestate.com

6. Google Business Profile Post

Just Listed: 2837 Americus Dr, Thompson's Station, TN 37179

New single-family home opportunity in Tollgate Village! This 3-bedroom, 3-bathroom home features 2,100 sq ft of clean living space. Enjoy true neighborhood walkability with coffee shops, dining, and retail steps away. Convenient to Franklin, Spring Hill, and I-65.

Contact Travis Baron at RE/MAX Choice Properties today at 615-961-3102 to view full listing details or schedule your tour!

Travis Baron | RE/MAX Choice Properties 615-961-3102 | travisbaron@remax.net | www.travisbaronrealestate.com

7. Five (5) Business Facebook Posts

Post 1: Launch Post Fresh on the market in Thompson's Station! 🏡 2837 Americus Dr offers 2,100 sq ft, 3 bedrooms, and 3 full bathrooms right inside Tollgate Village. Imagine walking out your front door straight to coffee, lunch, or local shopping. Send me a message or call 615-961-3102 to schedule your private walk-through today!

Post 2: Open House Teaser Open House Alert! 🏠 Join me this Saturday at 2837 Americus Dr in Thompson's Station. Come tour this 3 Bed, 3 Bath home and check out the walkable Tollgate Village neighborhood while you are here. I will be on site to answer all your real estate questions!

Post 3: Feature Spotlight Let's talk about convenience. 2837 Americus Dr sits in Tollgate Village, putting local restaurants, grocery options, and professional offices within walking distance. Leave your car in the garage and enjoy simple neighborhood living in Williamson County. Call 615-961-3102 for pricing and tour details.

Post 4: Local Insight Positioned right along Columbia Pike, 2837 Americus Dr puts you halfway between downtown Franklin and Spring Hill. You are just 10 minutes from Cool Springs shopping and dining, with easy access to I-65 for your Nashville drive. Reach out today for more details!

Post 5: Under Contract / Just Sold Tease Demand stays steady in Thompson's Station! 2837 Americus Dr in Tollgate Village is making moves. If you are looking to buy or sell in Williamson County, strong marketing and proper pricing get results. Reach out to Travis Baron today to discuss your real estate plans!

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8. Five (5) Business Instagram Posts

Post 1 (Reels Focus): Launch Caption: Just Listed in Thompson's Station! 📍 2837 Americus Dr features 3 Beds, 3 Baths, and 2,100 Sq Ft in Tollgate Village. Tap the link in bio or DM me for all details! ➡️📱 (Format: Reels walkthrough video)

Post 2 (Carousel Focus): Feature Spotlight Caption: Swipe through to see inside 2837 Americus Dr! 🏠 2,100 sq ft of clean living space with 3 beds and 3 full baths in Thompson's Station. Which room is your favorite? DM me for a private showing! (Format: Photo Carousel)

Post 3 (Reels Focus): Neighborhood Vibe Caption: Walkable neighborhood living in Williamson County! ☕ Walk to local dining and coffee right from 2837 Americus Dr in Tollgate Village. Save this post for your home search! (Format: Reel showing walkability)

Post 4 (Static Post): Location Focus Caption: Location matters! 📍 Halfway between Franklin and Spring Hill, 10 minutes to Cool Springs, and easy I-65 commute access. DM "INFO" for full listing details on 2837 Americus Dr! (Format: Exterior photo or map graphic)

Post 5 (Static Post): Call to Action Caption: Ready to tour 2837 Americus Dr? 🗝️ 3 Beds | 3 Baths | 2,100 Sq Ft in Thompson's Station. DM or call me at 615-961-3102 to set up your private walkthrough today! (Format: Hero exterior image)

10 Hyper-Local Hashtags: #ThompsonsStationTN #TollgateVillage #WilliamsonCountyRealEstate #FranklinTNRealEstate #SpringHillTN #NashvilleSuburbs #MiddleTNRealEstate #ThompsonsStationHomes #REMAXChoiceProperties #TravisBaronRealtor

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9. 1-Minute Voice-Over Script

(Read time: ~60 seconds. Simple, conversational tone.)

Welcome to 2837 Americus Drive in Thompson's Station, Tennessee.

This home has 3 bedrooms and 3 full bathrooms. It offers 2,100 square feet of space. The floor plan is open and bright.

The best part is the neighborhood. You live right inside Tollgate Village. You can walk to coffee shops, restaurants, and grocery stores. You do not need to drive to enjoy local food and services.

You are halfway between Franklin and Spring Hill. Cool Springs is 10 minutes away. I-65 gives you an easy commute to Nashville.

Call Travis Baron at 615-961-3102 to schedule your private tour today!

Travis Baron | RE/MAX Choice Properties 615-961-3102 | travisbaron@remax.net | www.travisbaronrealestate.com

10. Five (5) Personal Facebook Posts

Post 1: Excited to share my newest listing at 2837 Americus Dr in Thompson's Station! 3 beds, 3 baths, and you can walk to coffee and food in Tollgate Village. Let me know if you know anyone looking in Williamson County!
#ThompsonsStation #TollgateVillage #WilliamsonCounty #TNRealEstate #REMAX Choice

Post 2: Spending the day showing 2837 Americus Dr in Tollgate Village. Love how walkable this neighborhood is. You can grab lunch without touching your car keys! #WalkableLiving #ThompsonsStation #WilliamsonCountyHomes #MiddleTennessee #REMAX

Post 3: If you want to live between Franklin and Spring Hill, check out 2837 Americus Dr. 2,100 square feet with 3 beds and 3 baths. DM me if you want to pop in and see it! #FranklinTN #SpringHillTN #ThompsonsStation #TennesseeHomes #REMAX

Post 4: Weekend open house prep at 2837 Americus Dr! Come by and say hi if you are out in Thompson's Station this weekend. #OpenHouse #ThompsonsStation #TollgateVillage #WilliamsonCounty #REMAX Choice

Post 5: Another great day helping clients in Williamson County! 2837 Americus Dr in Tollgate Village is such a solid home in a fantastic location. Reach out anytime if you have real estate questions! #WilliamsonCountyRealEstate #ThompsonsStation #MiddleTN #REMAXAgent #TravisBaron

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11. Five (5) Personal Instagram Posts

Post 1: New listing day! 🗝️ 2837 Americus Dr in Thompson's Station. 3 Beds, 3 Baths, 2,100 Sq Ft. DM me for details! #ThompsonsStation #TollgateVillage #WilliamsonCounty #TNRealEstate #REMAX

Post 2: Walkability in Williamson County! 🍷 Walk straight to local shops from 2837 Americus Dr. #WalkableNeighborhood #ThompsonsStation #MiddleTennessee #REMAXChoice #TNRealtor

Post 3: 10 minutes to Cool Springs, right between Franklin and Spring Hill. Location is everything at 2837 Americus Dr! #LocationLocationLocation #FranklinTN #SpringHillTN #ThompsonsStation #REMAX

Post 4: Checking out the bright layout at 2837 Americus Dr today. Clean 3-bed, 3-bath setup in Tollgate Village. 📸 #HomeTour #ThompsonsStation #WilliamsonCountyRealEstate #REMAXAgent #TravisBaron

Post 5: Grateful to do what I do in Middle Tennessee! Reach out if you ever want to chat about real estate in Thompson's Station or Franklin. 📱 #MiddleTNRealEstate #WilliamsonCounty #ThompsonsStation #REMAX #TravisBaron

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12. Agent-to-Agent Email Announcement

Subject Line Options:

1. New Listing: 3 Bed / 3 Bath in Tollgate Village (Thompson's Station)
2. Easy Sell in Williamson County: 2837 Americus Dr (2,100 Sq Ft)
3. Walkable Tollgate Village Home for Your Buyers - 2837 Americus Dr

Hi Everyone,

I know you are busy, so I will keep this quick. Here are the fast facts on my new listing in Thompson's Station:

- **Address:** 2837 Americus Dr, Thompson's Station, TN 37179
- **Price:** \$[Price]
- **Specs:** 3 Bed | 3 Bath | 2,100 Sq Ft | Single Family

Why your buyers will love this home:

- **True Walkability:** Located in Tollgate Village where buyers can walk to coffee, restaurants, and local services.
- **Prime Location:** Situated between Franklin and Spring Hill, 10 minutes from Cool Springs with fast I-65 access.
- **Turn-Key & Clean:** 2,100 sq ft layout with 3 full bathrooms.

SHOWING INSTRUCTIONS: Vacant - Go and Show via ShowingTime.

View MLS listing and photos here: [Link to MLS Listing]

Reach out if you have any questions or need access details!

Best regards,

Travis Baron | RE/MAX Choice Properties 615-961-3102 | travisbaron@remax.net | www.travisbaronrealestate.com

13. VIP Sneak Peek & Referral Newsletter

Subject Line Options:

1. Thought of you + Quick sneak peek in Thompson's Station
2. First look at my newest Tollgate Village listing!
3. Quick favor for a new Thompson's Station home

Hi [Client Name],

I hope you are doing well and enjoying your home! I always love staying in touch with past clients like you.

I wanted to share a new listing with you before we launch a massive public marketing push.

Here are the quick facts on the property:

- **Address:** 2837 Americus Dr, Thompson's Station, TN 37179
- **Price:** \$[Price]
- **Specs:** 3 Bedrooms | 3 Bathrooms | 2,100 Sq Ft
- **Highlights:** Walkable location in Tollgate Village, close to Franklin and Spring Hill.

If you have any friends, family members, or coworkers looking to move to Thompson's Station or Williamson County, I would truly appreciate it if you forwarded this email to them.

If anyone you know wants to see it in person, tell them to reply directly to this email or call me at 615-961-3102 for a private tour.

Thanks as always for your support!

Warmly,

Travis Baron | RE/MAX Choice Properties 615-961-3102 | travisbaron@remax.net | www.travisbaronrealestate.com

14. Master YouTube Optimizer Output

3 Title Options:

- **SEO-Focused:** 2837 Americus Dr Thompson's Station TN | Tollgate Village Home Tour
- **Click-Worthy:** Living in Thompson's Station TN: Tour This Walkable Tollgate Village Home!
- **Short & Punchy:** Tour 2837 Americus Dr | Thompson's Station

Description Hook Paragraph: Take a complete video tour of 2837 Americus Dr in Thompson's Station, TN! This 2,100-square-foot home offers 3 bedrooms and 3 full bathrooms inside the walkable community of Tollgate Village. Walk straight to local dining, coffee shops, and services without leaving the neighborhood. Watch the full tour to explore the floor plan and surrounding community!

Hashtags: #ThompsonsStationTN #TollgateVillage #WilliamsonCountyRealEstate #FranklinTN #NashvilleSuburbs #TravisBaronREMAX

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15. Radio Ad Scripts

30-Second Version

[TIMING]: 30 Seconds

[MUSIC]: Upbeat, modern acoustic guitar track starting soft and building energy.

[SFX]: Subtle ambient outdoor noise transitioning to quiet indoor acoustics.

[VO (Warm and direct)]: Looking for a home where you can leave your car in the garage? Welcome to 2837 Americus Drive in Thompson's Station. This three-bedroom, three-bathroom home gives you twenty-one hundred square feet of clean living space. But the best part? It's located in Tollgate Village. Walk to coffee shops, restaurants, and shopping right outside your front door. Located just ten minutes from Cool Springs with fast I-65 access.

[VO (Urgent/Action-oriented)]: Call Travis Baron with RE/MAX Choice Properties today at 615-961-3102. That's 615-961-3102 or visit travisbaronrealestate.com.

60-Second Version

[TIMING]: 60 Seconds

[MUSIC]: Warm, inviting acoustic theme throughout.

[SFX]: Morning coffee shop background sounds fading into soft home ambient sound.

[VO (Conversational and warm)]: Tired of getting in your car every single time you need a cup of coffee or a quick dinner? Imagine walking out your front door and having local dining, coffee spots, and shops right down the sidewalk.

[VO (Informative and clear)]: That is daily life at 2837 Americus Drive in Thompson's Station. Located inside Tollgate Village, this three-bedroom, three-bathroom home features twenty-one hundred square feet of modern layout. It sits right along Columbia Pike, halfway between downtown Franklin and Spring Hill. You are just ten minutes from Cool Springs shopping and moments from Interstate 65 for an easy commute into Nashville.

[VO (Enthusiastic)]: Get single-family comfort paired with true neighborhood convenience in Williamson County.

[VO (Clear Call to Action)]: Schedule your private showing today at 2837 Americus Drive. Call Travis Baron with RE/MAX Choice Properties at 615-961-3102. Again, that's Travis Baron at 615-961-3102 or visit travisbaronrealestate.com.

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16. Hyperlocal Postcard Engine

SCENARIO 1: JUST LISTED

POSTCARD FRONT NEW NEIGHBOR ALERT AT 2837 AMERICUS DR! Choose your next neighbor in Tollgate Village!

- 3 Bedrooms | 3 Bathrooms | 2,100 Sq Ft
- Walkable to neighborhood dining & coffee
- 10 minutes to Cool Springs **Scan the QR code to view photos and price!**

POSTCARD BACK (Address Side) A New Home Is Listed in Tollgate Village Know a friend or family member who wants to move to Thompson's Station? Have them check out 2837 Americus Dr today! **Call 615-961-3102 or scan the code for full details.**

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SCENARIO 2: JUST SOLD

POSTCARD FRONT JUST SOLD NEXT DOOR AT 2837 AMERICUS DR! Curious what your Tollgate Village home is worth?

- Sold in Tollgate Village!
- High buyer demand for Thompson's Station homes
- Multiple buyers still searching in Williamson County **Scan the QR code to see your home's current market value!**

POSTCARD BACK (Address Side) Homes Are Selling in Thompson's Station! We just sold 2837 Americus Dr and still have active buyers looking in Tollgate Village. **Call 615-961-3102 today to get a free home value report.**

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17. Agent-to-Agent Open House Feedback Email

Subject: Feedback Request: 2837 Americus Dr Open House

Body: Hi [Other Agent's Name],

Thanks again for stopping by my open house at 2837 Americus Dr 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,

Travis Baron

RE/MAX Choice Properties

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18. Investor "Deal Summary" Pitch Email

Subject Line Options:

- Option 1: 2837 Americus Dr: Tollgate Village Asset Summary
- Option 2: Single-Family Rental Opportunity | Thompson's Station Corridor
- Option 3: New Middle TN Property | 2,100 SF in Williamson County

Email Body:

Single-Family Residential Asset - Thompson's Station, TN

The Fast Facts:

- **Property Type:** Single-Family Residence
- **Address:** 2837 Americus Dr, Thompson's Station, TN 37179
- **Asking Price:** \$[Price]
- **Key Specs:** 3 Bedrooms | 3 Bathrooms | 2,100 Sq Ft
- **Current Status:** Vacant / Clean
- **Market Context:** Williamson County Growth Corridor (Columbia Pike / I-65)

The Investment Narrative: 2837 Americus Dr represents a clean buy-and-hold residential asset in Williamson County. The property features a 2,100-square-foot footprint inside Tollgate Village, a mixed-use community with established retail anchor amenities. Located between Franklin and Spring Hill, long-term tenant demand is backed by regional job growth and proximity to Cool Springs. Vacant status allows immediate market-rate leasing or immediate operational execution.

Showing & Disclosure Instructions: Vacant - Call/Text Travis Baron at 615-961-3102 for access code and showing clearance.

Reply directly to this email or call 615-961-3102 to request full property details or schedule an on-site evaluation.

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END+++

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