SHANE YOUR MORTGAGE GUY · OPEN HOUSE RESOURCE CENTER

Open House Follow-Up Message Templates

Email and text templates for visitors who gave consent, with opt-out language and no rates or payments.



Shane Thomas, Senior Loan Officer I Ease Mortgage · NMLS #444451 · Company NMLS #2273319

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Use these templates only with visitors who gave consent to be contacted, and only on the channel they checked. Do not add a person to a text or email list because they toured the home. Replace every item in [brackets]. Do not insert rates, APRs, or monthly payments.

Email: thank you

Subject: Thank you for visiting [Property Address]

Hello [Visitor First Name],

Thank you for coming to the open house at [Property Address] on [Date]. I hope the visit was useful.

If you would like more information about the property or to schedule another walk-through, just reply to this email. If you asked for educational financing resources, I am sharing a link to a buyer page with guides and a way to reach Shane Thomas, Senior Loan Officer I Ease Mortgage, NMLS #444451: https://shaneyourmortgageguy.com/homebuyers/open-house/

This email is being sent by [Agent Name], [Brokerage Name], [Brokerage Address]. If you no longer wish to receive emails from me, reply with "unsubscribe" or use [unsubscribe instructions].

Sincerely,
[Agent Name]
[Brokerage Name]
[Agent Phone] · [Agent Email]

Email: financing resource share

Subject: Educational financing resources you asked for

Hello [Visitor First Name],

As you requested at the open house, here are educational resources on down payments, monthly-payment pieces, and how to start a conversation with a loan officer: https://shaneyourmortgageguy.com/homebuyers/open-house/

I am not quoting a rate or a payment, and this is not a preapproval. Shane Thomas, Senior Loan Officer I Ease Mortgage, NMLS #444451, can be reached at 586-260-2289 or sthomas@easemortgage.com if you would like to talk through your situation.

[Agent Name], [Brokerage Name], [Brokerage Address]
To unsubscribe from emails from me, reply "unsubscribe" or use [unsubscribe instructions].

CAN-SPAM basics for email: Identify the sender, include a valid physical postal address, tell the recipient how to opt out, honor opt-outs promptly, and do not use deceptive subject lines. If

Text: thank you (consent required)

Hi [Visitor First Name], this is [Agent Name] with [Brokerage Name]. Thank you for visiting [Property Address] on [Date]. If you would like to schedule another look or have questions about the home, you can reply to this text. Reply STOP to opt out. Msg & data rates may apply.

Text: resource share (consent required)

Hi [Visitor First Name], [Agent Name] with [Brokerage Name]. Here is the educational financing page you asked for: https://shaneyourmortgageguy.com/homebuyers/open-house/ This is not a rate quote or a preapproval. Reply STOP to opt out. Msg & data rates may apply.

Text: next-step reminder (consent required)

Hi [Visitor First Name], [Agent Name] with [Brokerage Name]. Just a reminder that I am available if you want to discuss [Property Address] or your next tour. Reply STOP to opt out. Msg & data rates may apply.

Text-message rules. Send texts only if the visitor gave prior express consent for informational texts from the agent (and, separately, from Shane if he is the sender). Include "Reply STOP to opt out" and a message-and-data-rates notice. Honor STOP immediately. Consent is not a condition of purchase. Follow TCPA, carrier rules, and brokerage policy. This template is not legal advice.

If a visitor opted in to hear from Shane, Shane (not the agent) should send that financing follow-up using approved language, or the agent may share Shane's phone and email and let the visitor reach out.

the message is commercial, it must be identifiable as such.
Follow your brokerage policy as well.



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Equal Housing Opportunity

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Educational resource only; not a loan offer, rate quote, rate lock, Loan Estimate, preapproval, approval, or commitment to lend, and not tax, legal, or commission advice. Actual eligibility, pricing, and terms depend on the buyer, the property, the loan program, investor or agency guidelines, lender overlays, and underwriting. Licensed in Michigan and Indiana. Equal Housing Opportunity. Last reviewed November 10, 2026. nmlsconsumeraccess.org