37 Text Messages That Book Remodeling Appointments

Copy, paste and personalize. Built for kitchen, bath and general remodelers.

A free swipe file from **GROW 24/7 Remodel**, your 24/7 sales team for remodelers · grow247.com/remodel

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How to use these texts

These 37 texts cover every moment where remodelers lose jobs: missed calls, slow replies, no shows, silent estimates and forgotten customers. Replace the words in [brackets] and send.

4 rules that make them work:

1. **Keep it short.** Under 3 sentences. Texts are read in seconds.
2. **End with a question.** Questions get replies. Replies start conversations.
3. **Sound like a person.** Use your first name and your company name.
4. **Send at reasonable hours.** Between 8am and 8pm in the homeowner's time zone.

The consent rule: replying to someone who just called or wrote to you is part of the conversation they started. Marketing texts, like seasonal offers or reviving old leads, need the homeowner's permission. Ask for it at the visit, note it in your records, and always honor a STOP reply.

Missed calls (texts 1 to 3)

Send within 60 seconds of the missed call.

1. On a job site

> Hi, this is [Name] with [Company]. Sorry I missed your call, I'm on a job site right now. What project can I help you with?

2. After hours

> Hi, [Name] here from [Company]. Our office is closed, but I didn't want you to wait. What are you thinking about remodeling? I can call you first thing tomorrow.

3. Weekend

> Thanks for calling [Company]! Sorry we missed you. Are you planning a kitchen, bathroom or something else? Text me a couple of details and I'll get back to you today.

First reply to new leads (texts 4 to 8)

Send within 60 seconds of a form, ad lead or platform lead.

4. Web form

> Hi [First name], thanks for reaching out about your [project]! I'm [Name] with [Company]. Are you thinking of a full remodel or a smaller update?

5. Facebook or Instagram ad lead

> Hi [First name], [Name] from [Company] here. You asked about [project]. What's the main thing you'd like to change about the space?

6. Angi, Thumbtack or Houzz lead

> Hi [First name], this is [Name] with [Company]. Got your request for [project]. I have openings this week for a quick visit. Would [day] or [day] work better?

7. Referral

> Hi [First name], [Referrer] mentioned you're thinking about a [project]. I'm [Name] with [Company], we did their [project]. Happy to help however I can. When's a good time to chat?

8. Lead with photos attached

> Thanks for the photos, [First name]! That space has a lot of potential. Quick question: what's your ideal timeline for getting it done?

The 10 touch follow up (texts 9 to 18)

For leads who haven't replied. Pair these with calls on days 1, 2 and 7.

9. Same day, evening

> Hi [First name], just following up on your [project]. Still thinking about it? Happy to answer any questions.

10. Day 2, morning

> Good morning [First name]! I tried calling yesterday. Is texting easier for you?

11. Day 2, afternoon (with a photo)

> Here's a [project] we just finished nearby. Something like this, or a different style?

12. Day 3

> Quick question, [First name]: what's the biggest thing bothering you about your current [room]?

13. Day 4 (with a review)

> One of our clients just said: "[short review quote]." We'd love to do the same for your [room].

14. Day 7

> Hi [First name], wanted to make sure my messages didn't get buried. Still interested in updating your [room]?

15. Day 10

> I have two openings next week for a quick, no pressure visit: [day/time] or [day/time]. Would either work?

16. Day 12

> Is budget the main question right now? Most of our [project] projects fall between [range]. Happy to talk options.

17. Day 14

> We offer financing with payments starting around [amount] a month. Would that make your [project] easier to plan?

18. Day 21, the breakup

> Hi [First name], I haven't heard back, so I'll assume the timing isn't right. I'll close your file for now. If you'd still like help, just reply YES.

Qualifying and booking (texts 19 to 22)

Use these once the homeowner replies, before you book the visit.

19. Timeline

> Great! To make sure we're a good fit: when would you ideally like the project finished?

20. Budget range

> Most of our [project] projects range from [low] to [high], depending on finishes. Does that fit what you had in mind?

21. Decision makers

> Will anyone else be part of the decision? I'd love for everyone to be at the visit so all your questions get answered at once.

22. Booking

> Perfect. I can come by [day] at [time] or [day] at [time]. Which works better for you both?

Confirmations and no shows (texts 23 to 26)

23. Confirmation, right after booking

> You're all set for [day] at [time]! I'm [Name], and here's a photo so you know who's coming: [photo]. Reply C to confirm.

24. Reminder, the day before

> Hi [First name], looking forward to seeing you tomorrow at [time]. If you have photos of your [room] or ideas you've saved, feel free to send them ahead!

25. Morning of

> Good morning! I'll be there at [time] today. See you and [spouse name] soon.

26. No show recovery

> Hi [First name], I stopped by at [time] but must have missed you. No worries, life happens! Would [day] or [day] work better to reschedule?

Estimate follow up (texts 27 to 30)

27. Same day as the estimate

> Thanks for having me out today, [First name]! Here's your estimate: [link]. What questions came up after I left?

28. Day 2 (with a photo)

> Here's a finished [project] similar to what we talked about. Picture it in your home!

29. Day 5

> Anything in the estimate I can clarify or adjust? Happy to look at options that fit your budget.

30. Day 14, schedule urgency

> Hi [First name], we're filling our schedule for [month]. I can hold your start date until [date]. Want me to save it for you?

Next year leads and old leads (texts 31 to 34)

These are marketing texts, so send them only to homeowners who agreed to hear from you.

31. "We'll do it next year" check in

> Hi [First name], it's [Name] from [Company]. Is your [project] still on the list for this year? We're planning our schedule now.

32. Seasonal opening

> Hi [First name], we have a few openings for [season] projects. Would you like one of them for your [room]?

33. Reviving an old estimate

> Hi [First name], [Name] from [Company] here. We quoted your [project] back in [month]. Are you still thinking about it? I can send updated pricing.

34. Reviving an old lead with a new idea

> Hi [First name], we just finished a [project] with a design I think you'd love: [photo]. Still dreaming about your [room]?

Reviews and referrals (texts 35 to 37)

35. Review request, day of the final walkthrough

> It was a pleasure working on your [room], [First name]! Would you mind leaving a quick review? It really helps a small business like ours: [link]

36. Review reminder, 3 days later

> Just a friendly reminder in case my last message got buried. Your review would mean a lot to our team: [link]. Thank you!

37. Referral ask, 1 month later

> Hope you're loving the new [room]! If you know anyone thinking about a remodel, we'd be grateful for an introduction. We send a [gift] for every referral who signs.

Want all 37 sent automatically?

Sending the right text at the right moment, to every lead, every day, is a full time job. Our system does it for you: missed call text back in seconds, the full follow up schedule, confirmations, estimate follow up, nurture, reviews and referrals. It stops the moment a homeowner replies and alerts your team.

Book your free 20 minute Results Review and we'll show you how many jobs these texts could bring back to your business.