

Level 3, Module 1 – Initial Contact & First Responses (Answer Patterns) Toolkit

Purpose / Objective

Respond fast, sound professional, and guide the conversation from **question** → **private chat** → **simple next step**.

Intro / Hook

“Welcome to Module One — *Initial Contact and First Responses*.
Most buyers decide in seconds whether to continue the conversation or not.
That’s why your first reply is one of the most important skills you can develop.
It sets the tone — friendly, clear, and action-oriented — and often determines whether the buyer will keep responding.”

Insight 1 – Principles of First Contact

When a message or comment comes in, remember these **five simple principles**:

Principle	Meaning / Application
Speed	Respond as soon as you can — ideally within minutes — because that’s when the buyer is still actively thinking about your post.
Clarity	Directly acknowledge their question, so they know you read it carefully.
Relevant	Match exactly what they asked about.
Brevity	Keep your answer short and easy to read — avoid long blocks of text.
Direction	End your message with a question or simple next step that guides the buyer forward.

Insight 2 – The A-B-Q Pattern (Acknowledge → Brief Answer → Question or Next Step)

To make this easy to remember, use the **A-B-Q pattern**:

Acknowledge, Brief Answer, and Question or Next Step.

This is your magic formula for any inquiry. Here’s how it sounds in action:

Sample Applications

Buyer Question	Suggested Reply (A-B-Q Pattern)
Price	“Thanks for asking! Studios start at ₱X. May I ask if you prefer monthly as low as ₱Y or full spot DP?”
Location	“Yes, it’s in [Barangay/City], around [minutes] to [Landmark]. Are you looking for weekday or weekend site visits?”
Availability	“We have a few units left in [tower/phase]. Do you prefer high floor or near amenities?”

 Each one **acknowledges, answers briefly, and ends with one question** to keep the chat alive.

Insight 3 – Moving from Public to Private Conversation

Your goal is always to **move from public comments to private chat**.

Public Reply Example:

“Hi [Name]! Sent you a PM so I can share exact figures. 

This short, friendly line signals professionalism and invites private communication.

Private Message Example:

“Hi [Name], thanks for your comment! Here are the starting monthly options. What’s your target budget range so I can match units accurately?”

 *This feels helpful and personal — never pushy.*

Insight 4 – Common Situations and How to Respond

Situation	Example Response
Price List Request	“I can send a one-page summary and two options that fit your range. Is your ceiling around ₱__ monthly?”
Promo Inquiry	“Promo is valid until [date]. Are you deciding this month or just exploring?”
Reservation Steps	“Reservation only takes three steps: ID, form, and fee. Would you like a quick checklist?”

 *Each response keeps the tone helpful, conversational, and moving forward.*

Application Activity

Now it's your turn to practice.

1. Choose **real inquiries** — from Facebook comments, messages, or personal leads.
2. Reply using the **A-B-Q pattern** with help from the **AI Prompt Kit** below.
3. Whenever possible, attach a **matching infographic card** (from Level 2).
4. Combine two tools in your message:
 - Your **words** (A-B-Q method)
 - Your **visuals** (infographics)

 *This combination helps you sound complete and credible — the mark of an AI-enabled real estate professional.*

Bridge / Closing

“And that’s Module One — *Initial Contact and First Responses*.

You’ve learned how to start strong, sound professional, and guide the conversation smoothly toward the next step.

In our next module, we’ll talk about **qualifying buyers** — learning how to identify real prospects quickly while making them feel guided and understood.”

First Response Prompt Kit (AI)

Prompt:

“Act as a real estate chat assistant. Draft a 2-sentence reply using the A-B-Q pattern for this question: [insert buyer question].

Project: [name + UVP].

Tone: warm, concise, credible.

End with one specific question that invites a reply.”

Autoresponders for Facebook Ads

Autoresponders are your **first layer of engagement** when a prospect clicks “Send Message” from your ad.

They help you respond instantly — even before you personally reply — so buyers feel acknowledged and guided.

When creating autoresponders, apply the same principles from this module:

- Speed** (instant response)
- Clarity** (directly address what they asked)
- Brevity** (keep it short)
- Direction** (end with a question that continues the chat)
- A-B-Q Pattern** (Acknowledge → Brief Answer → Question or Next Step)

Setup Tip:

Facebook allows **up to 5 automated replies**.

Choose the most **frequent and relevant** ones for your current campaign, then adjust as your projects change.

You can rotate autoresponders every few weeks depending on buyer activity.

Sample Autoresponders (10 Templates)

#	Buyer's Question (Trigger)	Suggested Autoresponder (A-B-Q Pattern)
1	“How much is this unit?”	“Thanks for your message! Studios start at ₱3.9M. 😊 Would you prefer to see the monthly terms or spot cash options?”
2	“Where is this located?”	“Hi! It's in Lahug, just 3 minutes from IT Park. 🚍 Are you usually free on weekdays or weekends for viewing?”
3	“Is this still available?”	“Yes, a few units are still open! 🙌 May I know if you prefer high floor or near the pool area?”
4	“Do you have a promo?”	“Good question! The current promo runs until the end of this month. 🎁 Are you deciding soon or just exploring options for now?”
5	“Can I reserve online?”	“Yes, reservation can be done fully online — fast and secure. 🌐 Would you like me to send you the quick 3-step guide?”
6	“Is this RFO (ready for occupancy)?”	“Hi! Yes, we have both RFO and pre-selling options available. 🏠 Would you like details on ready units or lower downpayment ones?”
7	“Do you offer rent-to-own?”	“Hello! Some units qualify under flexible rent-to-own terms. 📋 May I know your target monthly so I can check which ones fit?”
8	“Can I see pictures or floor plans?”	“Sure! I can send layout photos and sample interiors. 📸 Do you prefer studio, 1-bedroom, or 2-bedroom options?”
9	“What's the downpayment?”	“Thanks for asking! Typical DP starts at 10% to 20% depending on the unit. 💰 Are you more comfortable with light monthly or lump sum DP?”
10	“How can I contact you?”	“You can reach me here anytime! 📞 Would you like me to send you my direct Viber or WhatsApp link for easier updates?”

Recommended Active 5 (for Facebook Ads)

If your campaign focuses on new inquiries, use these five for maximum coverage:

1. **Price Inquiry** – “How much is this unit?”
2. **Location Inquiry** – “Where is this located?”
3. **Availability Inquiry** – “Is this still available?”

4. **Promo Inquiry** – “Do you have a promo?”
5. **Reservation Inquiry** – “Can I reserve online?”

These five cover 80% of first-time questions and immediately start **qualified private chats**.

Pro Tip:

You can add your **infographic cards** or short project reels after the autoresponder message to build credibility fast.

Example:

“Here’s a quick project overview ”
(Attach your 1-page visual)

That combination — **instant autoresponder + visual + your personal follow-up** — is what makes FilAsia sellers look like **AI-enabled professionals**.