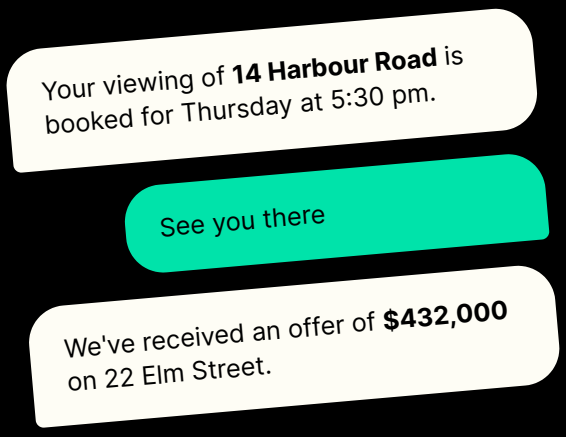
telnyx



TEMPLATE PACK · 17 TEMPLATES

WhatsApp templates for real estate

17 message templates for viewings, offers, tenancies and new listings, written to pass Meta's review. Copy them into Mission Control or the API, swap in your details and submit.

Buyers and applicants	5
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Checked against Meta's template rules and pricing, October 2026. Read the full guide at telnyx.com/resources/whatsapp-for-real-estate

READ THIS FIRST

Before you submit

Meta reviews every template before you can send it, which usually takes a day or two. These are the reasons templates come back rejected, and every template in this pack already passes them.

1. Set a display name for your number and wait for Meta to approve it. Templates submitted from a number without an approved display name are rejected.
2. Write the name in lowercase letters and numbers joined by _, as in viewing_reminder, and leave out words like test, sample and demo.
3. Number the variables in order, `{{1}}`, `{{2}}`, `{{3}}`, and never start or end the body with one. Authentication templates are the exception: Meta's fixed wording starts with the code, as portal_login_code does.
4. Give a sample value for every variable. Reviewers read the message with your samples filled in. A link button has its own `{{1}}`, separate from the body's, so give it its own sample, such as the address or listing slug, or Meta rejects the template.
5. Keep enough words around the variables. A short body with many variables is rejected as too vague.
6. Stay inside the limits: header 60 characters, body 1,024, footer 60, button label 25.
7. Use up to 10 buttons: at most 2 links, 1 call button and 1 copy-code button. Keep quick replies next to each other, never split by a link or call button. The limit of 3 applies to interactive messages inside the 24-hour window, not to templates.
8. Keep utility templates free of promotion. An offer, a recommendation or a nudge to renew makes Meta class the template as marketing.
9. Ask for documents, never for full identity or account numbers. Meta rejects templates that request sensitive identifiers.
10. Don't copy the wording of a template you already have. Duplicate bodies are rejected.

What each message costs

Meta charges per delivered message, by category and by the buyer's country. On Telnyx you pay a platform fee from $0.004 per message, and Meta's fee arrives on the same invoice.

CATEGORY	WHO CAN RECEIVE IT	WHAT META CHARGES
Marketing	Contacts who opted in	Every delivered message
Utility	Leads and clients in an active deal	Every delivered message, inside the 24-hour window too since 1 October 2026
Authentication	Anyone signing in	Every delivered message
Service (free-form reply)	Anyone who messaged you in the last 24 hours	First 1,000 a month per number free, then per message since 1 October 2026

A buyer who starts the chat from a Click-to-WhatsApp ad opens a free entry point window, which may extend up to 7 days, and Meta charges nothing for your messages while it is open. Rates by country are on Meta's WhatsApp pricing page.

UTILITY · 5 TEMPLATES

Buyers and applicants

Send these to a buyer who has asked about a home. They confirm what the buyer booked, so they stay utility.

`viewing_confirmation` UTILITY

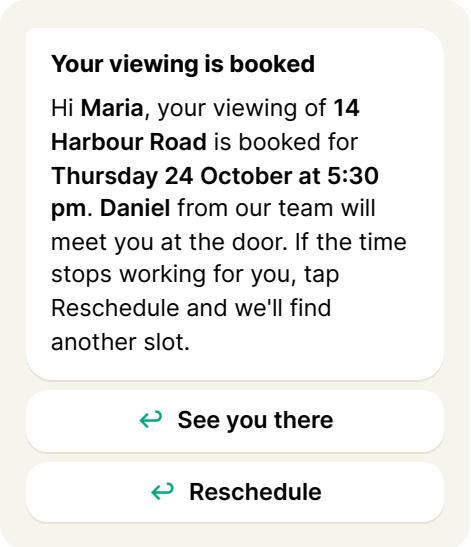
en_US

HEADER Your viewing is booked

BODY Hi `{{1}}`, your viewing of `{{2}}` is booked for `{{3}}`. `{{4}}` from our team will meet you at the door. If the time stops working for you, tap Reschedule and we'll find another slot.

BUTTONS
- QUICK REPLY See you there
- QUICK REPLY Reschedule

SAMPLES
- `{{1}}` Maria
- `{{2}}` 14 Harbour Road
- `{{3}}` Thursday 24 October at 5:30 pm
- `{{4}}` Daniel



TIP Send it as soon as the booking is made.

viewing_reminder UTILITY

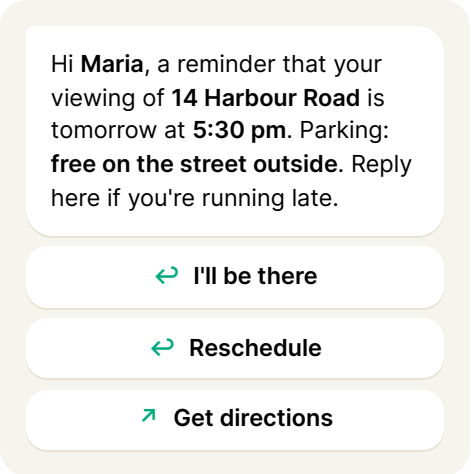
en_US

BODY Hi {{1}}, a reminder that your viewing of {{2}} is tomorrow at {{3}}. Parking: {{4}}. Reply here if you're running late.

BUTTONS
- QUICK REPLY I'll be there
- QUICK REPLY Reschedule
- LINK Get directions https://maps.google.com/?q={{1}}

SAMPLES
- {{1}} Maria
- {{2}} 14 Harbour Road
- {{3}} 5:30 pm
- {{4}} free on the street outside

LINK SAMPLE {{1}} 14+Harbour+Road *in Get directions, not the body's {{1}}*



TIP A tap on Reschedule is a reply, so it opens the 24-hour window and your agent can answer in free text.

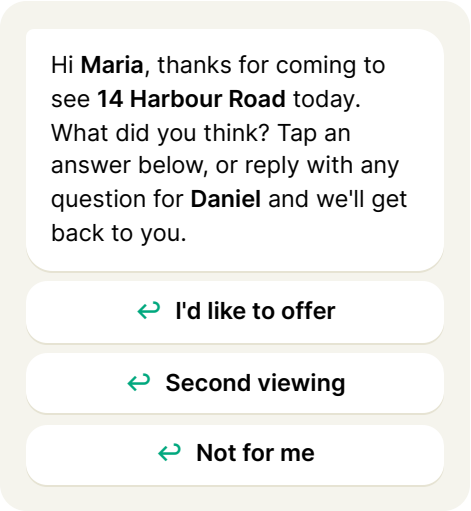
viewing_feedback UTILITY

en_US

BODY Hi {{1}}, thanks for coming to see {{2}} today. What did you think? Tap an answer below, or reply with any question for {{3}} and we'll get back to you.

BUTTONS
- QUICK REPLY I'd like to offer
- QUICK REPLY Second viewing
- QUICK REPLY Not for me

SAMPLES
- {{1}} Maria
- {{2}} 14 Harbour Road
- {{3}} Daniel



TIP Keep it about this viewing. A line pointing to other homes turns it into marketing.

documents_request UTILITY

en_US

BODY

Hi {{1}}, to move your {{2}} for {{3}} forward we still need: {{4}}. You can send photos or PDFs straight into this chat.

SAMPLES

- {{1}} Maria
- {{2}} offer
- {{3}} 14 Harbour Road
- {{4}} proof of funds and a mortgage agreement in principle

> Hi **Maria**, to move your **offer** for **14 Harbour Road** forward we still need: **proof of funds and a mortgage agreement in principle**. You can send photos or PDFs straight into this chat.

TIP Works for rental applications too: use application as the second value.

offer_update UTILITY

en_US

HEADER

News on your offer

BODY

Hi {{1}}, there's news on your offer for {{2}}: {{3}}. {{4}} will call you today to talk through the next steps.

BUTTONS

- QUICK REPLY Call me now
- QUICK REPLY Call me later

SAMPLES

- {{1}} Maria
- {{2}} 14 Harbour Road
- {{3}} the seller has accepted it
- {{4}} Daniel

> **News on your offer**
>
> Hi **Maria**, there's news on your offer for **14 Harbour Road**: **the seller has accepted it**. **Daniel** will call you today to talk through the next steps.
>
> ↩ **Call me now**
>
> ↩ **Call me later**

TIP The call rings on the same Telnyx number the buyer is chatting with.

UTILITY · 3 TEMPLATES

Sellers and landlords

Updates on the client's own sale or letting. Report, don't advise: a suggestion to cut the price belongs in a call.

seller_weekly_update

UTILITY

en_US

BODY

Hi {{1}}, here's this week at {{2}}: {{3}}. Each buyer's feedback is in your full report, and your agent will call you on Friday to go through it.

BUTTONS

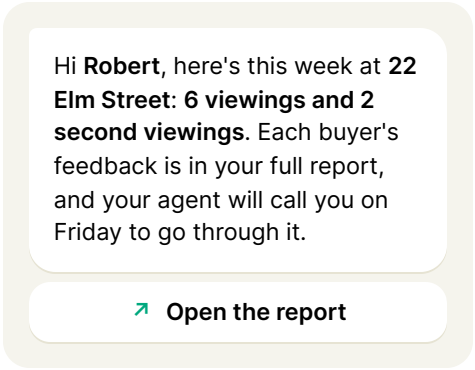
LINK Open the report https://youragency.com/report/{{1}}

SAMPLES

{{1}} Robert
{{2}} 22 Elm Street
{{3}} 6 viewings and 2 second viewings

LINK SAMPLE

{{1}} 8841 *in Open the report, not the body's {{1}}*



TIP The link ends in a variable, so each seller gets their own report page.

offer_received

UTILITY

en_US

HEADER

Offer received

BODY

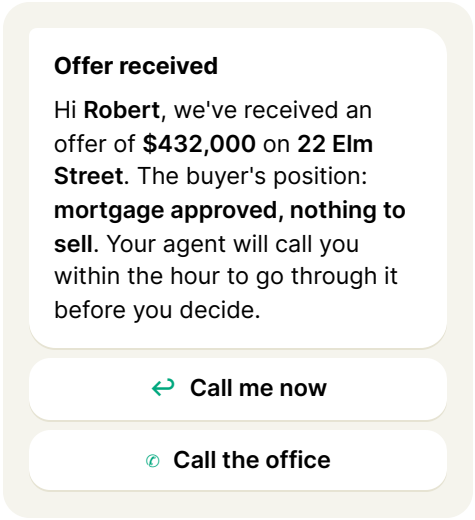
Hi {{1}}, we've received an offer of {{2}} on {{3}}. The buyer's position: {{4}}. Your agent will call you within the hour to go through it before you decide.

BUTTONS

QUICK REPLY Call me now
CALL Call the office +15551234567

SAMPLES

{{1}} Robert
{{2}} $432,000
{{3}} 22 Elm Street
{{4}} mortgage approved, nothing to sell



TIP WhatsApp desktop can't show a quick reply next to a call button. Use two quick replies if your sellers read on a laptop.

`sale_progress` UTILITY

en_US

BODY Hi `{{1}}`, your sale of `{{2}}` has reached a new stage: `{{3}}`. Next: `{{4}}`. We'll message you here each time it moves.

SAMPLES

- `{{1}}` Robert
- `{{2}}` 22 Elm Street
- `{{3}}` contracts exchanged
- `{{4}}` completion on Friday 15 November

> Hi **Robert**, your sale of **22 Elm Street** has reached a new stage: **contracts exchanged**. Next: **completion on Friday 15 November**. We'll message you here each time it moves.

UTILITY · 4 TEMPLATES

Tenants

Rent, repairs and tenancy dates for the people living in the homes you manage.

`rent_reminder` UTILITY

en_US

BODY Hi `{{1}}`, a reminder that your rent of `{{2}}` is due on `{{3}}`. You can pay by your usual method. If you've already paid, thank you, and please ignore this message.

SAMPLES

- `{{1}}` Aisha
- `{{2}}` $1,850
- `{{3}}` 1 November

> Hi **Aisha**, a reminder that your rent of **$1,850** is due on **1 November**. You can pay by your usual method. If you've already paid, thank you, and please ignore this message.

`repair_update` UTILITY

en_US

BODY Hi `{{1}}`, we've logged your repair request `{{2}}`: `{{3}}`. A contractor will contact you by `{{4}}` to arrange access. Reply here with any photos that help.

SAMPLES

- `{{1}}` Aisha
- `{{2}}` R-2291
- `{{3}}` leaking kitchen tap
- `{{4}}` Wednesday

> Hi **Aisha**, we've logged your repair request **R-2291**: **leaking kitchen tap**. A contractor will contact you by **Wednesday** to arrange access. Reply here with any photos that help.

TIP Photos the tenant sends back land in the same thread as the request.

inspection_notice UTILITY

en_US

BODY

Hi {{1}}, we'll carry out the routine inspection of {{2}} on {{3}}. You're welcome to be there, but you don't need to be. Tap below if the date doesn't suit you.

BUTTONS

QUICK REPLY That date works

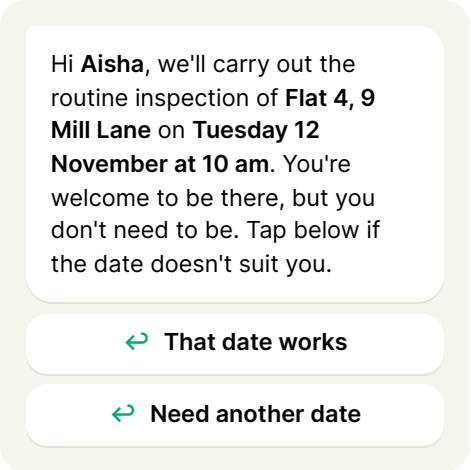
QUICK REPLY Need another date

SAMPLES

{{1}} Aisha

{{2}} Flat 4, 9 Mill Lane

{{3}} Tuesday 12 November at 10 am



tenancy_end_notice UTILITY

en_US

BODY

Hi {{1}}, your tenancy at {{2}} ends on {{3}}. Please let us know by {{4}} whether you plan to stay or move out, so we can prepare the paperwork in time.

BUTTONS

QUICK REPLY I plan to stay

QUICK REPLY I'm moving out

QUICK REPLY Call me

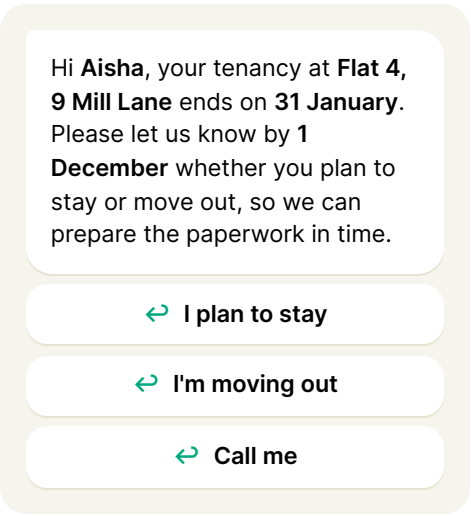
SAMPLES

{{1}} Aisha

{{2}} Flat 4, 9 Mill Lane

{{3}} 31 January

{{4}} 1 December



TIP Keep it to the dates. A discount for renewing makes it a marketing template.

MARKETING · 4 TEMPLATES

New listings and valuations

Only for contacts who opted in to hear from you. Give every one a way out, as the Stop buttons here do.

`listing_alert` MARKETING

en_US

HEADER Image: your own picture

BODY Hi `{{1}}`, a home that matches your search is now on the market: `{{2}}`. Tap below for the photos and floor plan, or reply to book a viewing.

BUTTONS
- QUICK REPLY Book a viewing
- QUICK REPLY Stop alerts
- LINK See the listing https://youragency.com/listings/{{1}}

SAMPLES
- `{{1}}` Maria
- `{{2}}` 14 Harbour Road, 3 bed, $450,000

LINK SAMPLE `{{1}}` 14-harbour-road *in See the listing, not the body's {{1}}*

Hi **Maria**, a home that matches your search is now on the market: **14 Harbour Road, 3 bed, $450,000**. Tap below for the photos and floor plan, or reply to book a viewing.

↩ **Book a viewing**

↩ **Stop alerts**

↗ **See the listing**

TIP The header is the listing's lead photo. This is the template the article's API example sends.

`price_reduced` MARKETING

en_US

BODY Hi `{{1}}`, the price of `{{2}}` has just been reduced to `{{3}}`. You asked about this home earlier, so we wanted you to hear it from us first. Reply to book a viewing.

BUTTONS
- QUICK REPLY Book a viewing
- QUICK REPLY Stop alerts

SAMPLES
- `{{1}}` Maria
- `{{2}}` 8 Orchard Close
- `{{3}}` $415,000

Hi **Maria**, the price of **8 Orchard Close** has just been reduced to **$415,000**. You asked about this home earlier, so we wanted you to hear it from us first. Reply to book a viewing.

↩ **Book a viewing**

↩ **Stop alerts**

open_house_invite MARKETING

en_US

HEADER Image: your own picture

BODY Hi {{1}}, you're invited to the open house at {{2}} on {{3}}. No booking needed: come any time and our team will show you around.

BUTTONS
- QUICK REPLY I'll come
- QUICK REPLY Stop invites
- LINK Get directions https://maps.google.com/?q={{1}}

SAMPLES
- {{1}} Maria
- {{2}} 31 Bay View
- {{3}} Saturday 26 October, 11 am to 1 pm

LINK SAMPLE {{1}} 31+Bay+View *in Get directions, not the body's {{1}}*

Hi **Maria**, you're invited to the open house at **31 Bay View** on **Saturday 26 October, 11 am to 1 pm**. No booking needed: come any time and our team will show you around.

↩ **I'll come**

↩ **Stop invites**

↗ **Get directions**

valuation_offer MARKETING

en_US

BODY Hi {{1}}, homes on {{2}} have sold for {{3}} on average this year. Curious what yours is worth? Book a free valuation and an agent will visit at a time that suits you.

BUTTONS
- QUICK REPLY Book a valuation
- QUICK REPLY Not now
- QUICK REPLY Stop messages

SAMPLES
- {{1}} Robert
- {{2}} Elm Street
- {{3}} $468,000

Hi **Robert**, homes on **Elm Street** have sold for **$468,000** on average this year. Curious what yours is worth? Book a free valuation and an agent will visit at a time that suits you.

↩ **Book a valuation**

↩ **Not now**

↩ **Stop messages**

TIP Put the same offer behind the QR code on your boards. An owner who scans it writes to you first, so your reply is a service message.

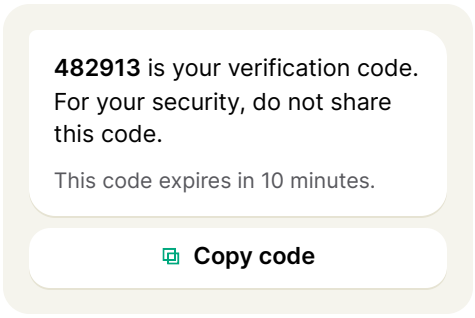
AUTHENTICATION · 1 TEMPLATE

Sign-in codes

For a buyer or tenant portal. Meta writes the wording: you choose the security line, the expiry and the button.

portal_login_code AUTHENTICATION en_US

BODY	`{{1}}` is your verification code. For your security, do not share this code.
FOOTER	Set code_expiration_minutes to 10. WhatsApp then shows: This code expires in 10 minutes.
BUTTONS	COPY CODE	Copy code
SAMPLES	`{{1}}`	482913



TIP URLs, media and emoji are not allowed in authentication templates.

BEFORE THE FIRST SEND

Opt-in wording you can use

Marketing templates need a recorded opt-in. Utility messages about a deal the person started don't, but the record protects your number either way.

ON YOUR WEBSITE FORM, AS AN UNTICKED BOX

Send me new listings and viewing updates on WhatsApp at this number. I can reply STOP at any time.

YOUR FIRST REPLY AFTER A BUYER SCANS A BOARD'S QR CODE

Thanks for getting in touch about 14 Harbour Road. Want us to message you when a similar home comes on the market? Reply YES and we will.

WHAT TO STORE FOR EACH CONTACT

The number, the exact wording they agreed to, the date and time, and where it happened: form, QR code or ad.

When someone replies STOP or taps a Stop button, end marketing to that number at once and record the date. Spam reports count against your number's quality rating.

Submitting a template through the Telnyx API

Create templates in Mission Control, or POST each one to /v2/whatsapp/message_templates. Only templates in APPROVED status can be sent. Save the body as viewing_confirmation.json and send it:

```
{
  "waba_id": "YOUR_WABA_ID",
  "name": "viewing_confirmation",
  "category": "UTILITY",
  "language": "en_US",
  "components": [
    {"type": "HEADER", "format": "TEXT", "text": "Your viewing is booked"},
    {"type": "BODY", "text": "Hi {{1}}, your viewing of {{2}} is booked for {{3}}. {{4}} from our team will meet
you at the door. If the time stops working for you, tap Reschedule and we'll find another slot.", "example":
{"body_text": [["Maria", "14 Harbour Road", "Thursday 24 October at 5:30 pm", "Daniel"]]}},
    {"type": "BUTTONS", "buttons": [{"type": "QUICK_REPLY", "text": "See you there"}, {"type": "QUICK_REPLY",
"text": "Reschedule"}]}
  ]
}
```

```
curl -X POST https://api.telnyx.com/v2/whatsapp/message_templates \
  -H "Authorization: Bearer YOUR_API_KEY" \
  -H "Content-Type: application/json" \
  -d @viewing_confirmation.json
```


Run listings, viewings and calls on one number

WhatsApp messaging on Telnyx starts at $0.004 per message, with Meta's fee on the same invoice. WhatsApp calls ring on the SIP or Voice API connection your agents already use.

See the WhatsApp API