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@jimmymackin



Competition Index Trend (2009-2024)



Competition Index Trend (2009-2024)



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Competition Index Trend (2009-2024)



Who's winning right now?



**Agents who prioritize
marketing and sales**

Who's winning right now?



**Agents who prioritize
marketing and sales**



**Agents who embrace
new ideas**

Who's winning right now?



**Agents who prioritize
marketing and sales**



**Agents who embrace
new ideas**



**Agents who have a
plan**

SHRIMP



CRAB

SEAFOOD

FISH

SHRIMP

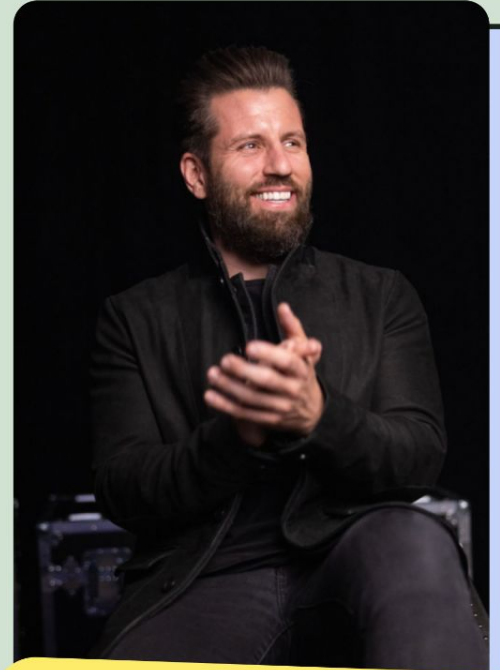
LOBSTER

#1 coach in Real Estate



TOM FERRY

100k in 100 Days



Real Estate Marketing Expert

JIMMY MACKIN

Last Month (One weeks results)

439

Agents
Participated

Last Month (One weeks results)

439

Agents
Participated

684

Buyer
Consultations

Last Month (One weeks results)

439

Agents
Participated

684

Buyer
Consultations

572

Listing
Appointments

Last Month (One weeks results)

439

Agents
Participated

684

Buyer
Consultations

572

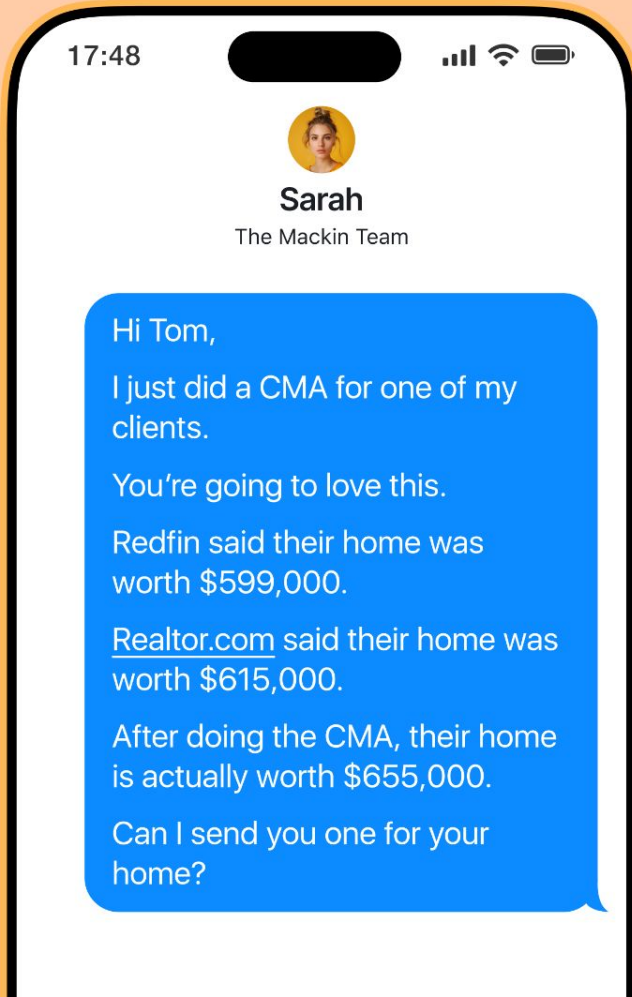
Listing
Appointments

\$198,000,000

In signed contracts



Comparison Text

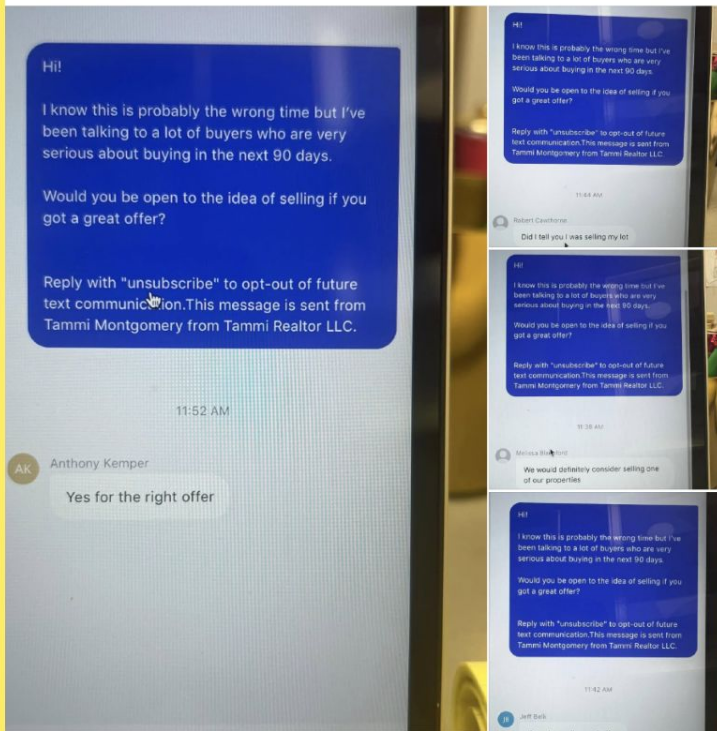




Tammi Montgomery

December 10, 2024 · 🌐

Update - 13 responses and 3 listing appts! Set those appointments 🚀🔥
Just a little motivation - I have a listing appt at 1:30 today and here are some responses 🥳
I have 6 more responses just didn't want to flood the feed 🚀🔥
[#winningwithjimmy](#)



👍❤️ You, Jimmy Mackin, Nik Shewmaker and 44 others

25 comments



Love



Comment



Send

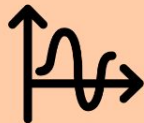
Destroy the Objections



I don't want to give up
my low-interest rate.



I'm worried I won't find
a new home to buy.



The market is
too volatile.

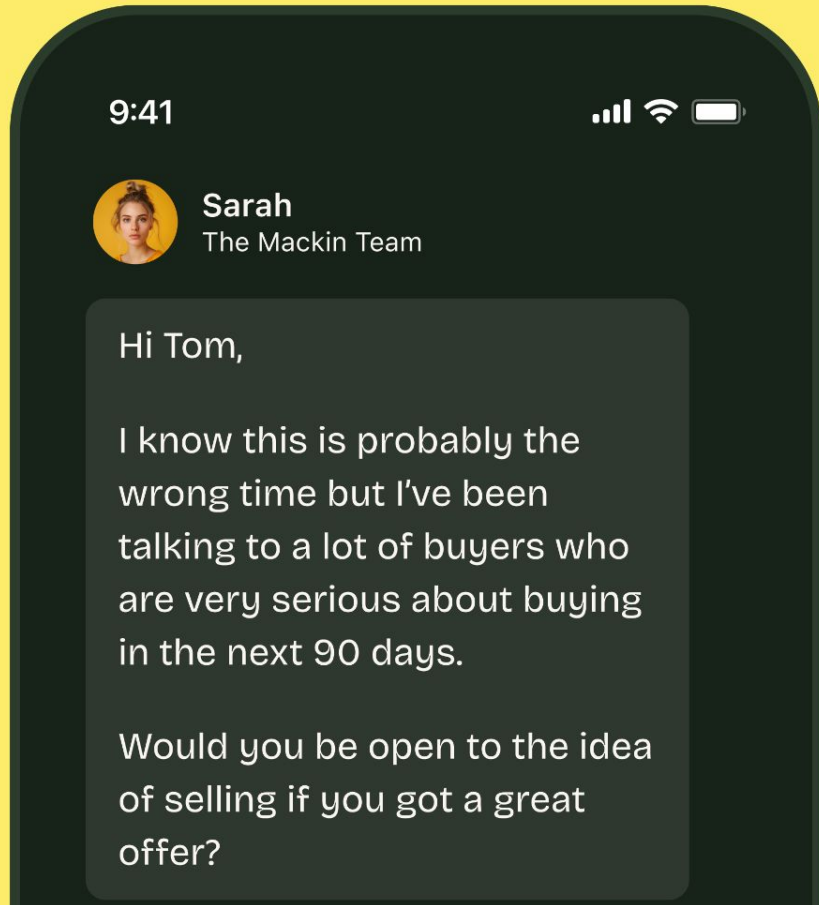


I'm concerned
about a slow sale.



I want to wait and
see what happens.

Bad Timing Text



Use any of these hooks.

Just had a client get 8 offers on their home last week.

Just had a client receive [\$] over the ask price.

Just sold a home that had been on the market for [#] months with another agent.

Just had a client go under contract in only [#] days after listing.

Just had a client receive a full-price cash offer last week.

Hi Tom,

I shared this with a few of my clients and it's causing them to rethink their timeline on selling.

Have you noticed what's been going on in our market?

Mortgage Rate Drop



The Conversion Gap



COCOON
by INKAS

SHOP V REVIEWS OFFERS ADDRESS

SAVE
35%
ENDS MONDAY
11/27/23 12:00 PM EST

HALLOWEEN SALE - ENDS MONDAY!
SAVE 35%
UP TO \$400 OFF
CHILL MATTRESS SAVINGS

SHOP NOW

FREE SHIPPING - HASSLE FREE RETURNS - 10 YEAR WARRANTY

\$3.49/INCH FOR 12 MONTHS WITH EQUAL PAYMENTS¹

Buy the world's most comfortable mattress and get up to \$208 in free bedding. [Details](#)

MATTRESSES PILLOWS SEAT CUSHIONS BEDDING BED FRAMES KIDS SALE

STORES REVIEWS BLOG CONTACT US CART

Limited Time
**Up to \$350 off
Mattress +
Sleep Bundle**

Get up to \$208 in free bedding when you buy the only mattress* that cushions and supports, adapts as you move, and dissipates body heat. [Details](#)

SHOP MATTRESSES

#1 In Customer Satisfaction, 2 Years in a Row With Mattresses Online by J.D. Power [Award Details](#)

Casper

Mattresses Pillows Bed Frames Bedding Gifts Bundles Sale

Free, no-contact delivery*

100-night risk-free trial*

10-year limited warranty*

DAYLIGHT SAVINGS SALE
**15% off
all mattresses***
Plus 10% off dreamy sheets, pillows, and more.
[Shop now](#)

Save 20%
with bundles.
[Shop bundles](#)

¹Offer expires 10/23/23 at 11:59pm PT. Excludes the Casper Element Bundle and sale items. See Terms

Save 10% sitewide with the Sweet Dreams Sale. [Shop now](#)

Pages Stores FAQ (877) 842-2384

TUFT & NEEDLE

Mattresses Bedding Furniture Compare About

Sign In

10% off
sitewide.
Sweet Dreams. Extended through 11/1.
[Shop Now](#) [Exclusions apply. See details.](#)

Sleep off the sugar coma.
[Shop mattresses](#)

Mid Mattress now has antimicrobial protection.
[Read more on the blog](#)

Shop our family of products.

Mattresses

Mattress Accessories



Beds should look like beds.
I ordered this when I was high
because I thought it was a giant ice cream
sandwich. It's not. It's a bed and not the
\$150 ice cream sandwich I wanted.

disappointed!



Jimmy Mackin

December 18, 2023 · 🌐



I predict we will see a rise in cancellations not because the market is softening but rather because inexperienced and unskilled agents have not set proper expectations with their clients.

After a home is on the market for 4-6 weeks, the seller will likely lose confidence and start exploring other options.

This is good news for agents who:

1. Have a 90-day listing marketing plan
2. Plan to market/sell to Expires in 2024

What do you think?



Terry Mackin, Peter Raider and 115 others

56 comments 3 shares



Like



Comment



Copy



Share

The number of
EXPIREDS has
doubled in the
last 12 months.

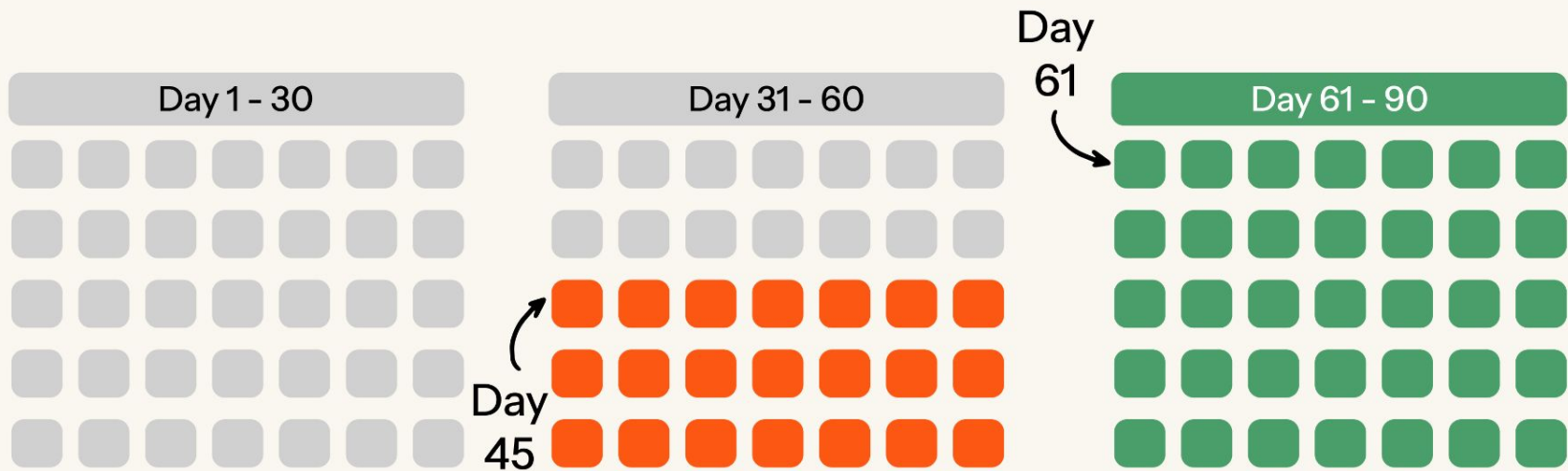
Source: **REDX**




2023



2024





-  Day 1-45 **Expectation:** when the seller thinks the home will sell
-  Day 46-60 **Danger Zone:** when the seller loses confidence
-  Day 61-90 **Reality:** When the home will **actually sell**

Reengaging Homeowners: A Strategic Timeline

Letter 1 – "The Frustration of an Unsold Home"

Week 1, Day 1

Letter 3 – "Persistence and Proven Results"

Week 2, Day 8

Letter 5 – "Before You Relist, Do This First"

Week 4, Day 22

Letter 7 – "A Lot Has Changed"

Week 8, Day 50



Week 1, Day 4

Letter 2 – "The Biggest Mistake Expired Listings Make"

Week 3, Day 15

Letter 4 – "Why Your Home Didn't Sell— and How to Fix It"

Week 6, Day 36

Letter 6 – "Let's Reimagine How Your Home Is Sold"

Dear Matthew,

I noticed that your property listing at 654 Elmwood Street has

▶ **expired** and ▶ **I am sorry to hear** that it has not yet been sold.

▶ **I would like to offer my services** in an effort to ease the burden and anxiety of the home selling process.



Tammi Montgomery

Ok LL friends here is one for you!

I executed my version of the expired letter to 54 expireds in our market. (see copy below)

Two responses - listing appointment Jan 8th for \$499k house and one next week for \$999k

In a market where our average price is \$230k!

Get your campaigns going! You won't regret it:)

I hand address my envelopes 😊

I called many of them too and had 13 conversations and no luck from the conversations YET!

But the two appts contacted me from my letter.

I uploaded my list into Lofty under a segment titled "expired" so I can continue to market to them. See the disclaimer at the bottom of my letter so I don't have to worry if they relist with someone else 😊 let's go? 🚀🚀🚀

[#2025Ready](#)

[#execute](#)



Khristian Schlemmer

Just set an appointment with a \$3 million dollar expired for tomorrow off of a mailer!! Originally hung up on me, texted my crm number not interested, and then texted me personally off of the mailer.



Lori Donnelly - Weichert

sent out 92 expired letters so far in past 10 days - got my 1st listing appt on saturday!!

5d Like Reply



Orion



Just got my first booked appointment from the expireds playbook!



Just got my first expired call from letter - \$499k



Orion Moquin

Got my first call from the expired letters I posted a photo of the other day, they only received one letter, and it's a \$1.2 million opportunity



5d Like Reply



Khristian Schlemmer

Success Story!

Sent out my first batch of letters last week and have been doing at least 20 "letter 1s" a day

followed by Jimmy's recommended follow up. I had an expired tell me no over my crm number,

text me back not interested BUT he texted me yesterday that he received my mailer and was

interested in having a conversation concerning what I found missing. This wasn't for just any

expired but a 3 MILLION DOLLAR listing!! I had a phone call today with him and we are meeting

Friday! 🙌 MAILERS WORK! Don't give up, trust the process.

Ps I didn't do anything crazy extra with the template, I just threw my information on it so I could hurry and get started.



Pete Deininger

Just finished a Zoom with an expired seller. Walked him through 4 marketing ideas we have to improve his exposure to buyers.

He's out of state and giving us access to see it in person in the next couple days.

He's the only one I've had answer a call so far and super receptive!!!

One guy told me something about how I should abuse myself...

Next!!!!



SMELL LIKE A MAN, MAN.

Old Spice

**THE MAN YOUR MAN
COULD SMELL LIKE**

SITUATION



Now that your home didn't sell, you've had a wave of agents promising you "they can get the deal done."

You've heard this story before.

You're not buying it.

At this point, you're frustrated, disappointed and likely pretty annoyed because your phone hasn't stopped ringing for the last two weeks.

If a home doesn't sell, it's for three reasons:

- 1. It was priced incorrectly**
- 2. It didn't get enough exposure**
- 3. It wasn't presented properly**

Now, if you believe the reason your home didn't sell is because of #1...

You don't need another agent, you just need a lower price.

But if you believe the reason the home didn't sell is because of #2 and #3, this is where we can help.

To sell for top dollar, there are 10 essential marketing tactics.

I've reviewed your home on the Multiple Listing Service and you're missing 6 of them. I'm confident that if we fix them, you could sell your home for \$865,000.



SITUATION

Now that your home didn't sell, you've had a wave of agents promising you "they can get the deal done."

You've heard this story before.

FEELING

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FEELING

To sell for top dollar, there are 10 essential marketing tactics.

I've reviewed your home on the Multiple Listing Service and you're missing 6 of them. I'm confident that if we fix them, you could sell your home for \$865,000.

Even if you're not planning on re-listing your home, I'd love the opportunity to share with you my insight on what to do to ensure that you don't have to experience this again.



Get the Expired Marketing Blueprint



If your home didn't sell, you might be wondering: was it the price? The marketing? Or something else?

Before you relist, here's what I recommend:

1. Get a detailed analysis of comparable homes that sold while your home was on the market.
2. Identify whether the issue was pricing, marketing, or presentation.
3. Create a plan to address those gaps.

In my experience selling 159 homes in the past 36 months, it's rarely a problem with the home. It's almost always a marketing and strategy issue — and that's where I can help.

If you haven't received a comprehensive market analysis, I'd be happy to prepare one for you. **No cost, no obligation** — just the facts to help you make your next move with confidence.

Call or text me at [\[555-555-5555\]](tel:555-555-5555), and I'll have your report ready today.

Sincerely,

[Your Full Name]

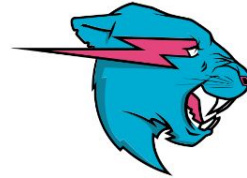
[Your Phone Number]

[Your Real Estate Brand/Tagline]

Mr. Beast Leaked Memo



HOW TO SUCCEED IN MRBEAST PRODUCTION



1

2

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at

“Creativity saves money.”



MrBeast

Thursday



Curiosity-Driven Hooks

- “You won’t believe what’s behind these doors...”
- “This \$50K house has a surprise you’d never expect!”
- “Wait until you see the hidden feature in this home...”

Problem-Solution Hooks

- “Thinking of buying in [City]? Watch this before you decide...”
- “Don’t make this common mistake when buying a home!”
- “Here’s why your home isn’t selling and how to fix it...”

Value Proposition Hooks

- “I’ll show you how to make \$100K a year with this one property...”
- “How to buy a home with zero down payment—yes, it’s possible!”
- “These 5 home upgrades will double your property value...”

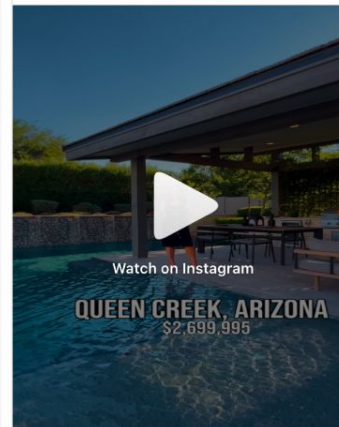
Viral Leaderboard

This Month 30 Staff Picks 23



paulinamattes...
Original audio

View profile



View more on Instagram



9,821 likes

Add a comment...



162K Engagement February 16, 2025

Stunning Queen Creek Home

Paulina Matteson • paulinamattesoncreator

Featured Creators

- 1 Ryan Hawkins
Calgary
- 2 Kate Brookfield
London
- 3 Jen Hunter
Seattle, WA
- 4 Erin Charlotte
Portland
- 5 Marie Lee
Nashville, TN



realestate...
SZA · BMF

View profile

283K Engagement February 14, 2025

Things You Didn't Know

Reel

Bold or Contrarian Statement Hooks

- “Buying a home now? Here’s why it might be a huge mistake...”
- “Why selling your home in 2024 could be the worst decision...”
- “The truth about the housing market nobody’s telling you...”

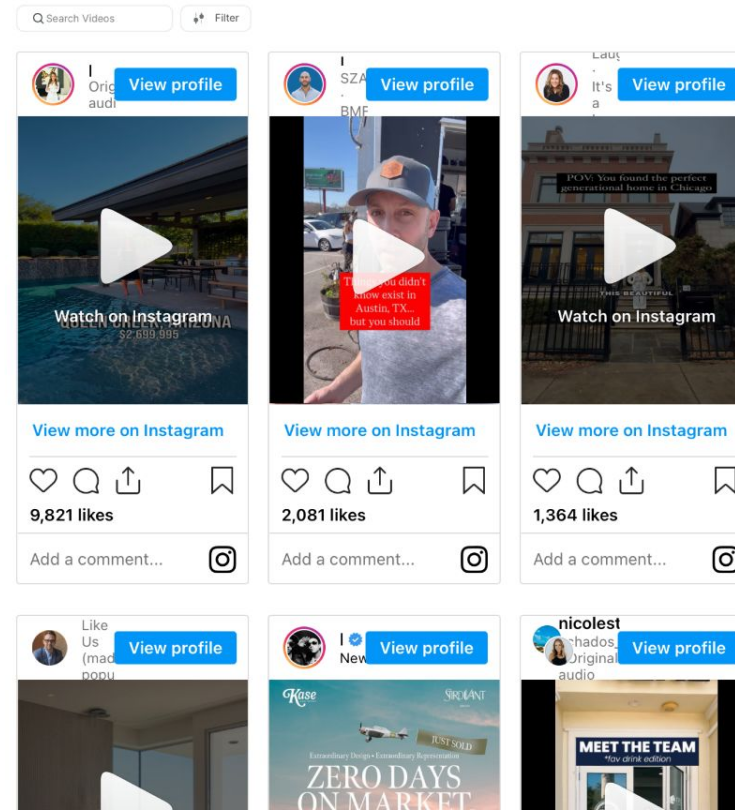
FOMO (Fear of Missing Out) Hooks

- This neighborhood is about to explode in value—don’t miss out!”
- “Only a few days left to lock in this mortgage rate!”
- “These deals won’t last—here’s what’s available in [City]...”

Transformation and Before-and-After Hooks

- “This tiny home went from \$10K to \$200K—here’s how!”
- “You’ll be amazed at this property makeover on a \$5,000 budget...”
- “From abandoned warehouse to luxury loft—check out the transformation”

Best Instagram Reels



Local Insights Hooks

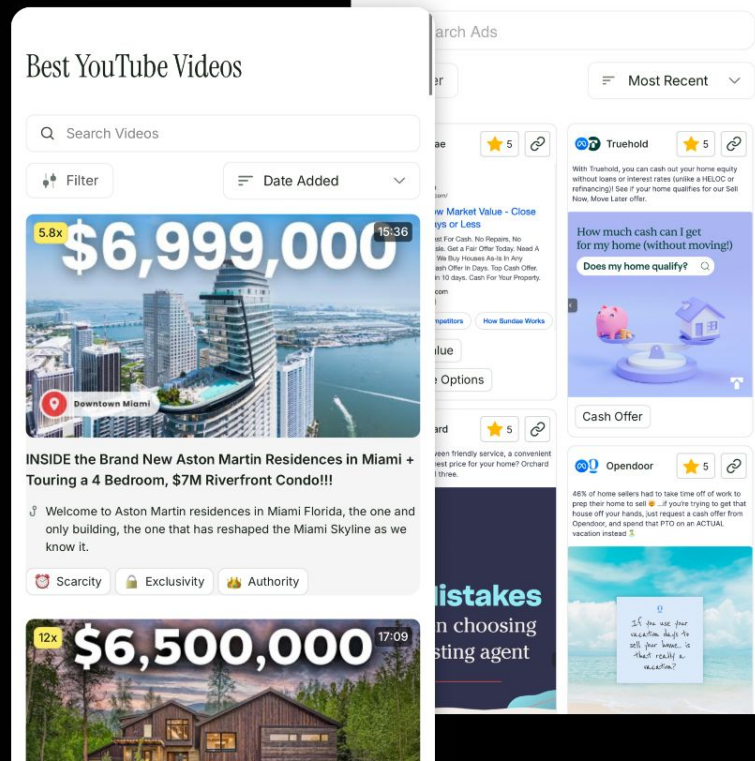
- “Moving to [City]? Here’s what you need to know about the area!”
- “These are the best neighborhoods to invest in [City] right now...”
- “Avoid these areas if you’re moving to [City]...”

Mistake Prevention Hooks

- “Top 5 mistakes home buyers make—don’t let this be you!”
- “Here’s why your property might not be worth what you think...”
- “Avoid these costly renovation mistakes before selling your home...”

Comparison and Ranking Hooks

- “The 5 best (and worst) places to buy a home in 2024...”
- “Top 10 most affordable neighborhoods in [City] right now...”
- “The 3 upgrades that add the most value—and the 3 that don’t...”



New Creators I'm Following



Roland East Bay Realtor
roland_osage



Chesley McCarty
chesleymccarty



Esther Ko
estherk.therealtor



Emily McAllister
realtoremilymcallister



Elio Alanis
eliorealtor



Ashley Ballezzi
ballezzi_lane



Sam Reifman-Packett
samrp



Hilary Burich Wierengo
charlestonrealtor_hilary



Shaneé Dunbar
soldbbyshanee



Tyler Drinkwater
tyler.drinkwater



Tanya Baker
tanyabaker.co.uk



Natalie Perez-Benitoa
nattypb



Morgan Wininger
morganewininger



Molly Rodham
mollyrodhamrealtor



Austin Klar
austin.klar

We bought this ad space to
give you 30 seconds of silence.
Yep, just silence.



Evan Whaley

This email was gold! 10 responses, 9 CMA requests, and one highly interested seller so far.



April Aberle

Got 5 CMA requests in the first hour!



Toni Draxler Laurich

Our team has set 9 appts so far from the email! We sent to engaged leads and past clients, all of our appointments set so far have been from past clients.



Brad Winter

7 responses, 7 CMAs, 2 Scheduled meetings 🔥🔥🔥



Naomi Selik

Hi Jimmy - I have to admit, I was skeptical that it could be that easy, but i just sent this email and got 2 responses within 5 minutes! That's 2 listing leads over \$2M in a very tight market!



Nick Slocum

5 Responses, 4 CMA requests so far!
Great email, @Jimmy Mackin!



Brian Slivka

🌟 Let's do it Jimmy Mackin! As a follow up to the "how much equity " email I sent to 527 people yesterday. So far...6 CMA requests with 2 folks thinking about selling and buying...Pure gold 🏆



\$100,000,000 Email

\$100M Email



Subject: How much equity did you gain in 2024?

I'm setting aside a few hours this week to put together equity reports for my clients.

These reports are more comprehensive and accurate than what you'd get from an online tool.

Can I send you one for your home?

Let me know!

Sincerely,
Jimmy

Name your price

Subject: Name your price

Hi Tom,

Could you finish this sentence for me?

"If I could sell my house for _____, I would list my home this fall.

I can't wait to hear your answer. 🙏

Sincerely,

Jimmy



Seller activation campaigns



Subject: Would you sell if..?

I just read that the annual cost of maintaining a home is 26% higher than four years ago.

This is why many sellers are cashing in on the equity they've gained recently.

I know this is probably a crazy question—but if you got a great offer, would you consider selling?

Described their Timeline as...	2022	2023	2024
Short: I had to sell my home quickly	18%	16%	18%
Medium: There was some urgency, but I was not rushed	42%	45%	47%
Relaxed: I was able to take my time and wait for the best offer	40%	39%	35%

ALL NEW COROLLA SEDAN

FOR A LIFETIME OF
GOODTIMES



ZR Sedan shown.

If you're on this journey called 'life', an economical 1.8L VVT-i engine, Smart Entry, Smart Start and auto rain sensing wipers will make all the difference. With its sleek, eye-catching design and dynamic handling, all new Corolla Sedan will excite from the very first drive.

toyota.com.au/corolla



ALL NEW COROLLA SEDAN FOR A LIFETIME OF GOODTIMES



ZR Sedan shown.

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toyota.com.au/corolla



1999 Toyota Corolla - Fine AF - \$2500

image 1 of 23



1999 toyota corolla

VIN: 1NXBR12E6XZ20862

condition: good

cylinders: 4 cylinders

drive: fwd

fuel: gas

odometer: 208000

paint color: silver

size: mid-size

title status: clean

transmission: automatic

type: sedan

You want a car that gets the job done? You want a car that's hassle free? You want a car that literally no one will ever compliment you on? Well look no further.

The 1999 Toyota Corolla.

Let's talk about features.

Bluetooth: nope

Sunroof: nope

Fancy wheels: nope

Let me tell you a story. One day my Corolla started making a strange sound. I didn't give a shit and ignored it. It went away. The End.

You could take the engine out of this car, drop it off the Golden Gate Bridge, fish it out of the water a thousand years later, put it in the trunk of the car, fill the gas tank up with Nutella, turn the key, and this puppy would fucking start right up.

This car will outlive you, it will outlive your children.

Things this car is old enough to do:

Vote: yes

Consent to sex: yes

Rent a car: it IS a car

This car's got history. It's seen some shit. People have done straight things in this car. People have done gay things in this car. It's not going to judge you like a fucking Volkswagen would.

Interesting facts:

This car's exterior color is gray, but it's interior color is grey.

In the owner's manual, oil is listed as "optional."

When this car was unveiled at the 1998 Detroit Auto Show, it caused all 2,000 attendees to spontaneously yawn. The resulting abrupt change in air pressure inside the building caused a partial collapse of the roof. Four people died. The event is chronicled in the documentary "Bored to Death: The Story of the 1999 Toyota Corolla"

You wanna know more? Great, I had my car fill out a Facebook survey.

Favorite food: spaghetti

Favorite tv show: Alf

Favorite band: tie between Bush and the Gin Blossoms

This car is as practical as a Roth IRA. It's as middle-of-the-road as your grandpa during his last Silver Alert. It's as utilitarian as a member of a church whose scripture is based entirely on water bills.

When I ran the CarFax for this car, I got back a single piece of paper that said, "It's a Corolla. It's fine."

Let's face the facts, this car isn't going to win any beauty contests, but neither are you. Stop lying to yourself and stop lying to your wife. This isn't the car you want, it's the car you deserve: The fucking 1999 Toyota Corolla.

• do NOT contact me with unsolicited services or offers

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Donna Merrill
www.donnamerrill.com
donna.merrill@exp Realty.com
603-493-8309
603-310-4619 ext 7238

Dear homeowner,

If you are thinking of taking advantage of this seller's market you should do so before things level off! I have buyers looking in all price ranges just waiting for homes like yours to come on the market.

I would love to talk with you about the possibility of getting these buyers some information on your property. If you want to get the most money from your sale, you should work with an experienced agent. I've been in Real Estate for 22 years and this is the best market I've seen for sellers.

These times are not so easy, you need some creative ways to handle this fast market and make it work for you. If you are thinking of selling at this time or in the near future, please call me.

Sincerely,
Donna Merrill
Donna Merrill

Note: If you are currently under exclusive agency contract with a real estate broker, please disregard this mailing. It is not my intention to solicit clients of other real estate brokers.

Dear homeowner,

If you are thinking of taking advantage of this seller's market you should do so before things level off! I have buyers looking in all price ranges just waiting for homes like yours to come to the market.

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Tiffany Vasquez

Responses 15

Interested Parties 10

Tours Completed 6

Potential Listings 5

Dear Awbrey Butte Homeowner,

I hope this message finds you well. I am Tiffany Vasquez, a real estate broker with Stellar Realty NW. I'm reaching out on behalf of my clients, **Dana and Livia**, who moved to Bend this past summer with their two kids and their Great Dane, Athena. They've fallen in love with Awbrey Butte for its peaceful setting and spacious lots.

They've explored the market but haven't found anything that fits their needs. They are currently renting and are eager to find a place where they can stretch out and truly call home. **I promised I would do everything I can to help them find their new home, and that's why I'm reaching out to you.**

Your property stood out as a potential fit for their needs. While I understand your home may not be on the market, I wanted to see if the timing might be right for you to consider selling. There's no pressure—just an invitation to have a conversation.

Dana and Livia are well-qualified, preapproved, and open to making updates if necessary. If you're open to a conversation, I'd love to connect! You can reach me at (541) 728-3668 by call or text.

If selling isn't on your mind right now, I'd appreciate a reply so I can keep Dana and Livia informed.

Thank you for your time, and I look forward to hearing from you!

Regards,



Tiffany Vasquez
Real Estate Broker
541.728.3668
tiffany@LifeinBend.com
LifeinBend.com



2025 Magic Buyer Letter



I know, I know.

You're probably not even thinking about selling your home in 2025.

But if you believe there might be a serious buyer out there willing to pay top dollar for a house like yours in a neighborhood like yours...you're absolutely right.

My client(s), [NAME(S)], are exclusively looking to buy a home in [AREA] within the next [TIMELINE].

And your home stood out as a potential fit for their needs.

- They're pre-approved for up to \$XXX,XXX
- They're comfortable with homes that need minor updates
- They're even flexible on the closing date

I promised I would do everything I can to help them find their new home, and that's why I'm reaching out to you.

Even if selling your home isn't in your immediate plans, but you're open to a conversation, please don't hesitate to reach out.

My personal cell is 555-555-5555.

I look forward to hearing from you.
[Your Name]

p.s. If you're not sure of your home's worth because it's been awhile since you've had a professional evaluation, I can prepare a customized report for you today. **Call or text me at 555-555-5555.**

Who's winning right now?



**Agents who prioritize
marketing and sales**



**Agents who embrace
new ideas**



**Agents who have a
plan**



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Listing Attraction Plan

Feb 17 - Feb 21
 [Print Version](#)
Monday
Feb 17

 Social Shareables

DOTW - Too Soon to preview

 Direct Mail Templates

Deal of the Week Letter
Tuesday
Feb 18

 Email Campaigns


Timing the Market

 Email Campaigns


Timing the Market (CA)
Wednesday
Feb 19

 Phone & Text Scripts

On-The-Fence Buyers
Thursday
Feb 20

 Social Shareables

A Lot Of Clients Are Cashing Out Their...

 Social Shareables

Seller Lead Activation
Friday
Feb 21

 Direct Mail Templates

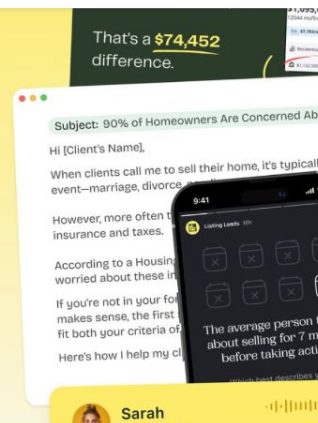
Zillow Is Good, We're Better

 Social Shareables

Neighborhoods with...

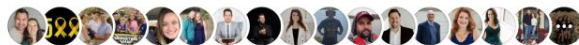


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