

Stay connected
with me



FOLLOW ME ON INSTAGRAM

@jimmymackin

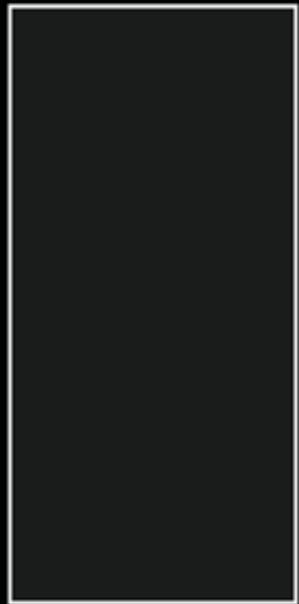


Uber

lyft

Uber's valuation

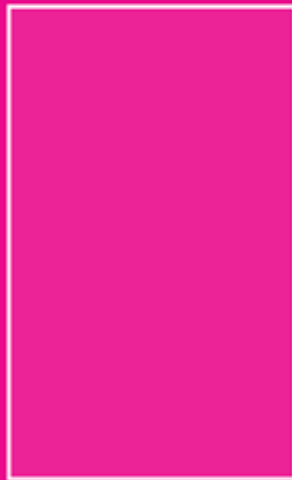
Uber



\$362M

Lyft's valuation

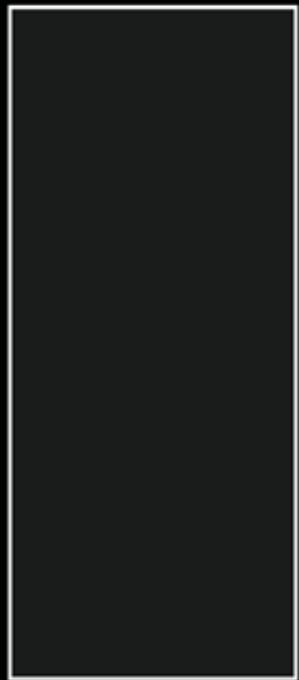
lyft



\$275M

Uber's valuation

Uber



\$178B

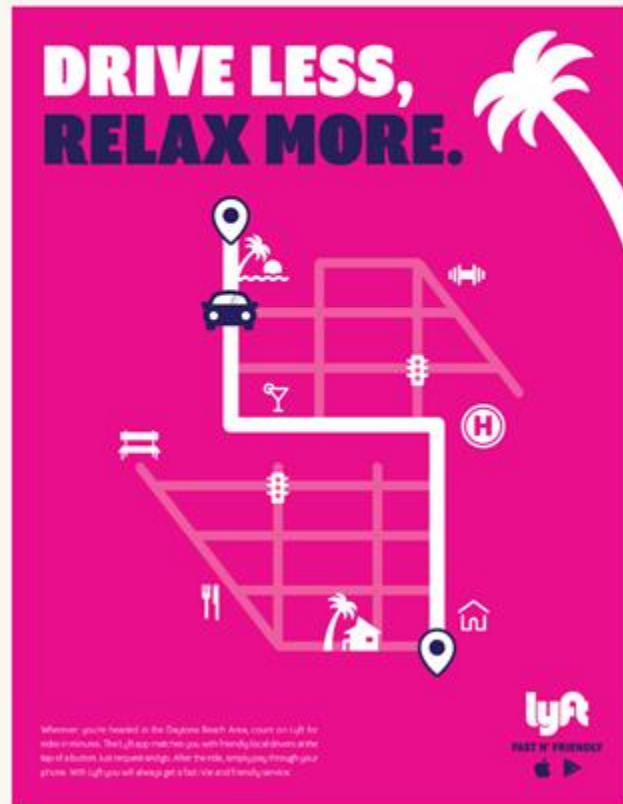
Lyft's valuation

lyft

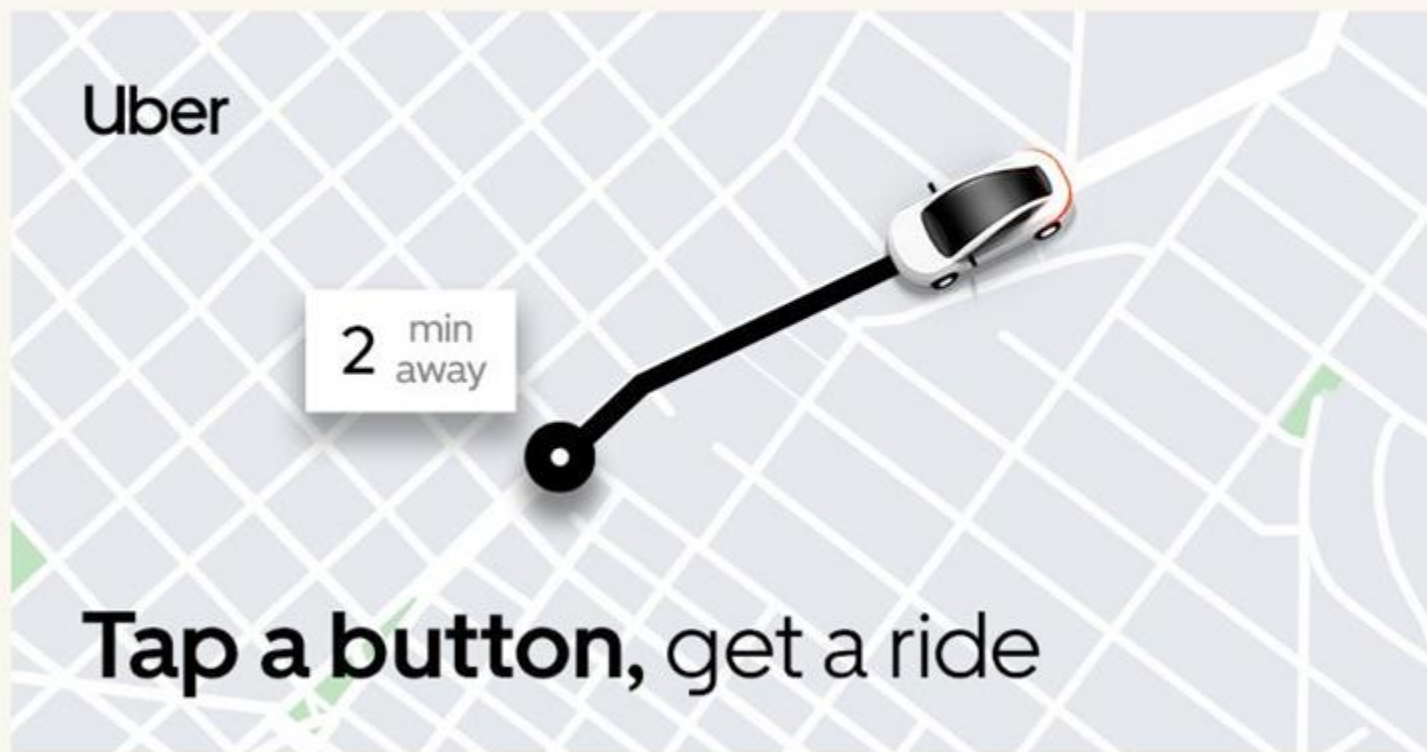


\$5.3B

Lyft's Messaging



Uber's Messaging





www.wrar.org

It is the mission of the Worcester Regional Association of REALTORS®, Inc. to be the leading real estate advocate and resource for our members and the communities we serve, to promote ethical standards through the enforcement of the REALTOR® Code of Ethics, provide education and safeguard private property rights.







A marketing system is a repeatable set of tasks designed to help you attract more customers.

Your marketing system defines:

- 1 Audience
- 2 Channel
- 3 Messaging
- 4 Frequency

Early Lessons

Without a great marketing system...

Early Lessons

Without a great marketing system...

Planning > Doing

Early Lessons

Without a great marketing system...

Planning > Doing

Inconsistent Execution

Early Lessons

Without a great marketing system...

Planning > Doing

Inconsistent Execution

Unpredictable Results

Today's Goal:

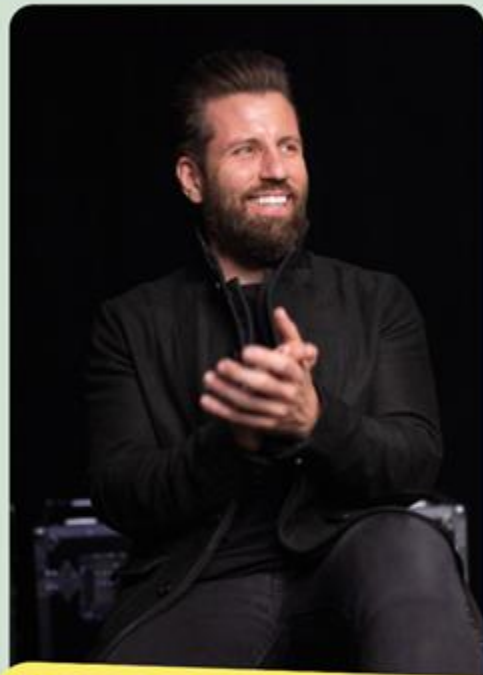
**3-5 additional listing
appointments every month**

#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



ListingLeads.com Members Only

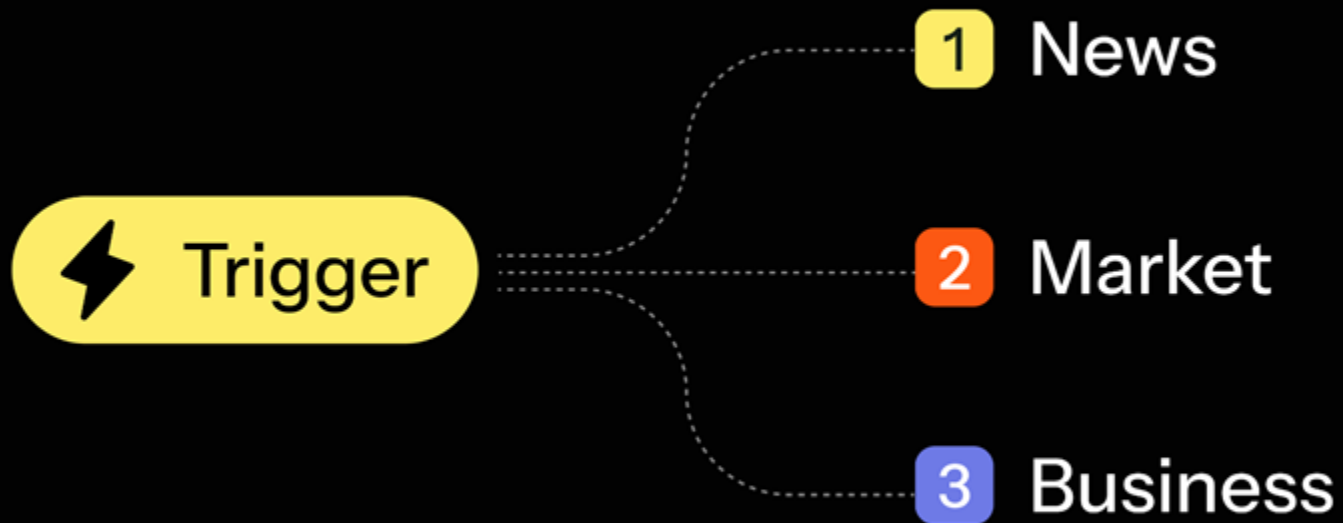


Tammi Montgomery · ★ Rising contributor · December 10, 2024 · 🌐

Update - 13 responses and 3 listing appts! Set those appointments 🚀🔥

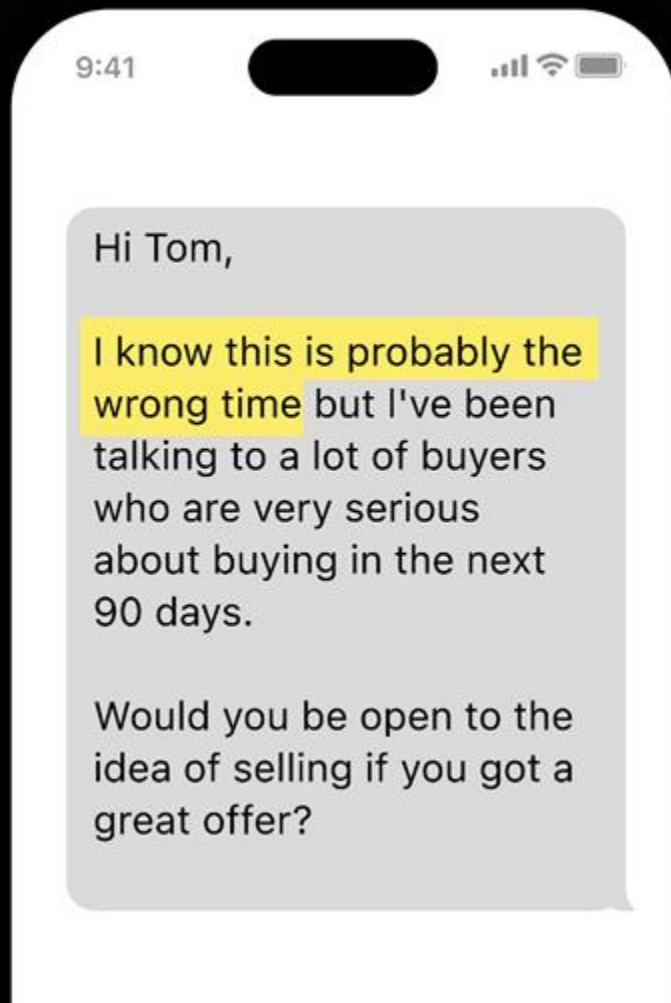
Just a little motivation - I have a listing appt at 1:30 today and here are some responses! I have 6 more responses just didn't want to flood the feed 🚀🔥

[#winningwithjimmy](#)



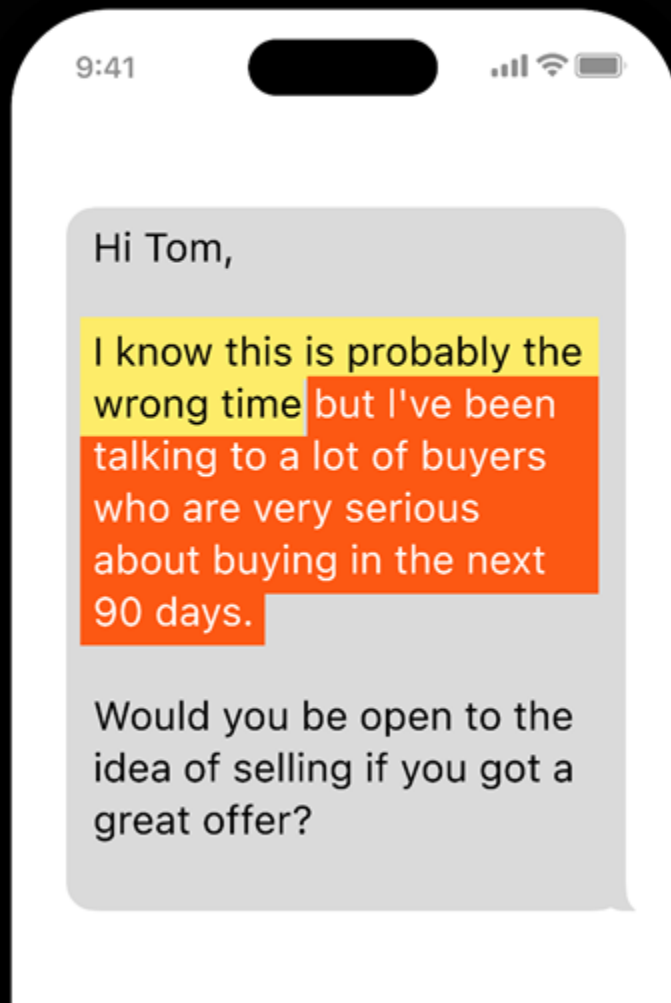
The Perfect Text

- Destroy The Objection



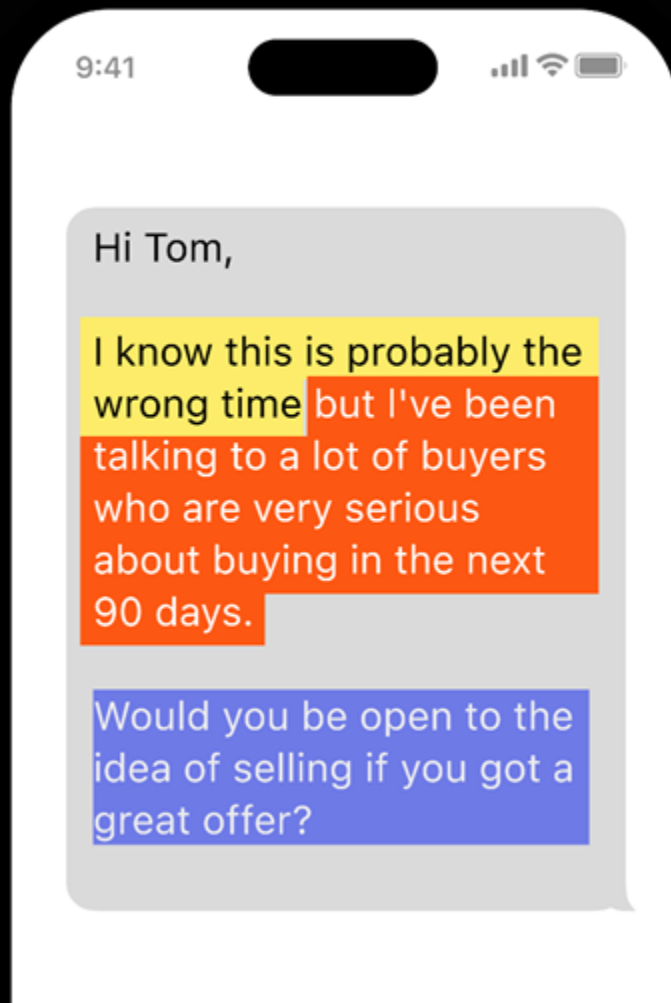
The Perfect Text

- Destroy The Objection
- Psychological Trigger



The Perfect Text

- Destroy The Objection
- Psychological Trigger
- Smart Offer



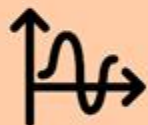
Destroy the Objections



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.



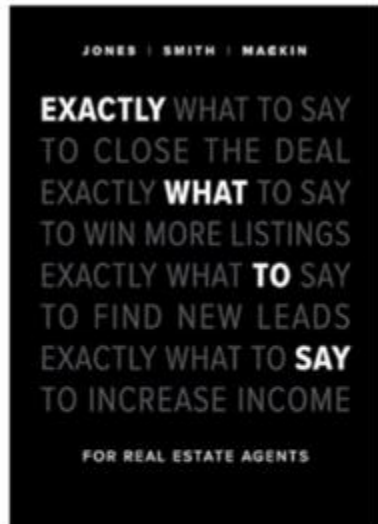
I'm concerned
about a slow sale.



I want to wait and
see what happens.

Attention | All the things you can do to capture people's attention.

Pattern Interrupt	   
Scarcity, FOMO, Loss Aversion	  
Priming	  
Surprising Statistic	 
Comparison	 
Contrarian	 
Personalization	 
Curiosity	



[Read sample](#)

Exactly What to Say: For Real



Estate Agents Paperback – September 30,

2019

by [Phil M Jones](#) (Author), [Chris Smith](#) (Author), & 1 more

4.7 ★★★★★ ✓ 2,055

[ratings](#)

#1 Best Seller in Real Estate
[Sales](#)

[See all formats and editions](#)

The real estate industry desperately needs new tools and ideas to stay relevant to the modern consumer. The modern consumer is more educated and has more choices than ever before. Counterintuitively, this has led to more confusion, doubt, and frustration in their real estate journey.

Therein the opportunity lies.



[Read sample](#)

Exactly What to Say: For Real Estate Agents

Paperback – September 30,

2019

by [Phil M Jones](#) (Author), [Chris Smith](#) (Author), & [1 more](#)

4.7 ★★★★★  2,055

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Therein the opportunity lies.



AUTHOR

Jimmy Mackin

Listing Centric Calendar

Monday	Tuesday	Wednesday	Thursday	Friday
Listing Email		Value-Based Email		Local Newsletter
Listing Email		Value-Based Email		Local Newsletter
Listing Email		Value-Based Email	Direct Response	Local Newsletter
Listing Email		Value-Based Email		Local Newsletter

Bonus

Automated &
Listing Lifecycle



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

\$100,000,000 Email



Subject: How much equity have you gained in the last 12 months?

I'm setting aside some time this week to prepare equity reports for my clients.

My clients love these reports because they are more detailed and accurate than online tools.

Can I create one for your home?

Let me know!
Jimmy

P.S. I just completed a report for a client, and they were surprised to learn they gained \$49,000 in equity.

Your competition is getting 90% of the listings that are in *your database*

Your database	
111 Elm Dr, Springfield, IL 60284	✓ Your Listing
953 Elm St, Springfield, IL 60589	✗ Competitor
453 Spruce Ave, Springfield, IL 60017	✗ Competitor
831 Ash Rd, Springfield, IL 60414	✗ Competitor
209 Cherry Way, Springfield, IL 60851	✗ Competitor
185 Oak Pl, Springfield, IL 60564	✗ Competitor
590 Pine Ln, Springfield, IL 60882	✗ Competitor
352 Oak Pl, Springfield, IL 60625	✗ Competitor



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, Josh Dawson and 115 others

56 comments 3 shares



Like



Comment



Send



Share

View more comments



Kirk R. Simmon

I think you may be right

1y

Love

Reply



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

Source: **REDX**

2023



2024



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.





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

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.

VALUE

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 you're 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.

PERSONALIZED CTA

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.

My personal cell is 555-555-5555.

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"

A man with a beard and short hair, shirtless, stands on a sandy beach. A blue and white striped towel is draped over his left shoulder. He holds a red can of Old Spice deodorant in his right hand, from which a spray of white foam is emerging. A white horse is partially visible in the foreground on the right. The background shows the ocean and a cloudy sky. The text "SMELL LIKE A MAN, MAN." is in the upper right, "Old Spice" is in a script font below it, and "THE MAN YOUR MAN COULD SMELL LIKE" is in large bold letters at the bottom.

SMELL LIKE A MAN, MAN.

Old Spice

**THE MAN YOUR MAN
COULD SMELL LIKE**



**I've always
identified as a
digital marketer**





COLEY GROUP

RESIDENTIAL OF COMPASS

GRETCHEN COLEY
THE COLEY GROUP
4350 LASSITER AT NORTH HILLS AVE STE 250
RALEIGH, NC 27609-5792

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If you want to sell your home in North Hills but are concerned that it's a bad time,
we've got good news:

We're actually seeing a lot of strong activity in the North Hills market.

Now might be a great time to sell and here's why:

1. Rates have stabilized

Buyers are regaining confidence now that we're in a more balanced market.

2. Buyers will pay a premium for turnkey, move-in-ready homes

The average home sale price in North Hills reached \$1,266,375 in June.

3. Homes in North Hills are selling fast

In fact, the Median Days on Market is only 4 days.

We've helped more than 100 people sell their home already this year, and we'd love to help you, too.
To set up a professional consultation to see what we can do for you, text or call us today at
919-873-4946.

We look forward to hearing from you!

Sincerely,

Gretchen Coley
The Coley Group of Compass

ALL NEW COROLLA SEDAN

FOR A LIFETIME OF
GOODTIMES



©2014 Toyota Motor Sales, U.S.A., Inc.

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/mrta



Go what a feeling!

ALL NEW COROLLA SEDAN FOR A LIFETIME OF GOODTIMES



©A Toyota Motor

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



1999 Toyota Corolla - Fine AF - \$2500

Image 1 of 25



1999 Toyota Corolla

VIN: 1G8N0100000000000

condition: good

engine: 4 cylinders

drive: fwd

fuel: gas

transmission: manual

year: 1999

mile: 100,000

title status: clean

transmission: automatic

type: sedan

"You want a car that gets the job done? You want a car that's been here? 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

Nav: 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 car up with Nuts, turn the key, and the 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

Commit to sex: yes

Run a car: it IS a car

This car's got history. It's seen some shit. People have done strange 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 interior color is grey, but it's interior color is grey.

In the event's interest, it is listed as "optional."

When this car was unveiled at the 1999 Detroit Auto Show, it caused all 1,000 attendees to spontaneously pee. The resulting stink change is all present inside the building caused a partial collapse of the roof. Five people died. The event is chronicled in the documentary "Shred to Death: The Story of the 1999 Toyota Corolla."

You wanna know more? Good. I had my car 55 on a Facebook survey.

Favorite food: spaghetti

Favorite to drive: AF

Favorite band: the Beatles and the Gin Blossoms

This car is as practical as a Roth IRA. It's an asshole off the road so your grandpa during his last Silver Alert. It's as utilitarian as a member of a church whose worship is based entirely on water pills.

When I use the Carfax on this car, I get 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.

* All NOT related to my unrelated services or offers

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.

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,



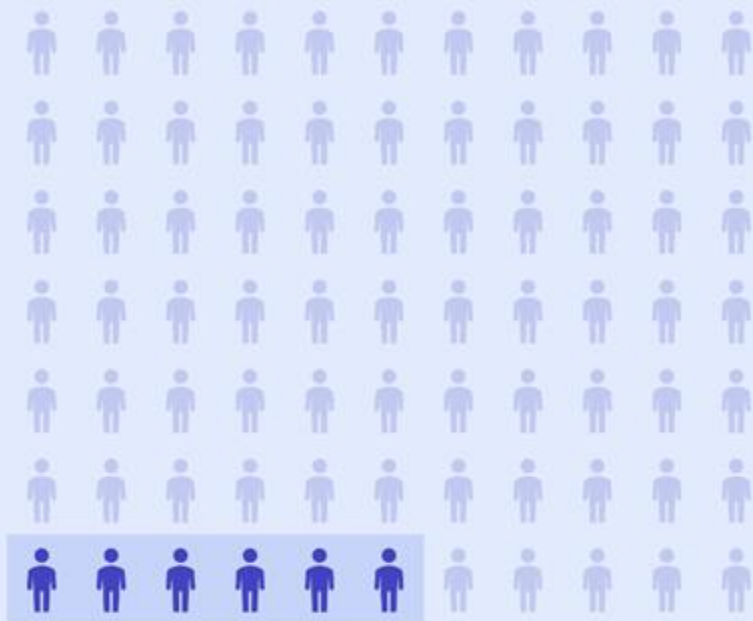
Tiffany Vasquez
Real Estate Broker
541.728.3668
tiffany@LifeInBend.com
LifeInBend.com



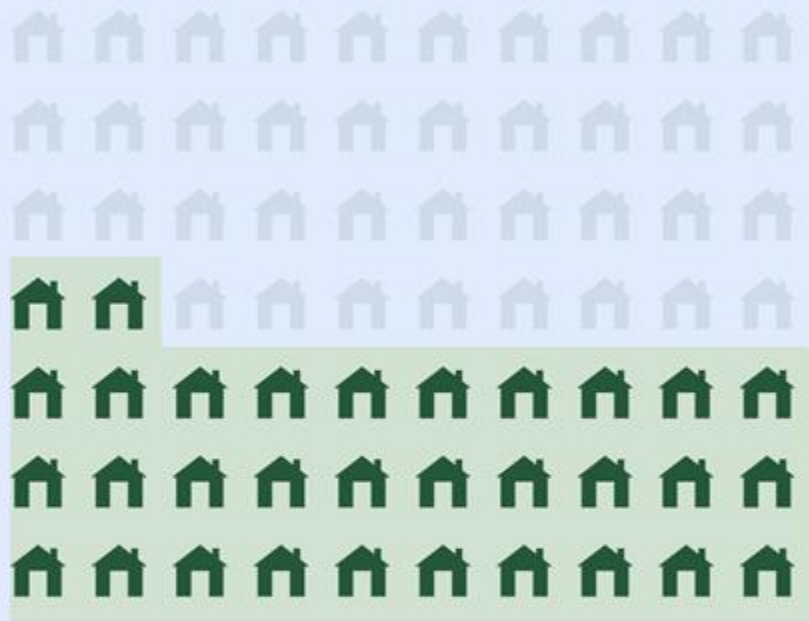
We bought this ad space to
give you 30 seconds of silence.
Yep, just silence.

6% of homeowners age
60 and older said they
were planning to sell
their home in 2025.

Source: Bright MLS



6% of homeowners aged 60



53% of all sales

Silver Tsunami Fact Sheet

~73M

Total
Boomers

80%+

Homeownership
Rate

41%

Homes Owned
Free & Clear

\$18T

Control of U.S.
Home Value

45 years

Age of Typical
Home

Magic Buyer Letter



I just spoke to my clients Adam and Brooke who are hoping to find a home in [Neighborhood].

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.

Adam and Brooke aren't looking for new construction or a polished, turn-key property.

You bought a home in a great area which is why they're comfortable — even excited — by the idea of making upgrades and handling repairs if needed.

What matters most to them is finding a 4-bedroom, 3-bathroom home within about 15 minutes of Willow Creek Elementary.

They're pre-approved for \$725,000 and have the flexibility to work with the right seller's timeline — whether that's moving quickly or taking some extra time.

I know you're probably not even thinking about selling — and we're certainly not expecting you to sell your house today. But if you'd be open to the idea, I'd love to have a quick conversation.

Call or text me anytime at 555-555-5555.

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



Get Access to The Expired Marketing Blueprint

ListingLeads.com
7-Day Free Trial



Expired Real Estate Engagement

- Initial Contact
- Strategy Reinforcer
- Trust Building
- Professional Review
- Market Analysis
- Creative Strategy

Expired Letter Sequence

- DAY 1 Letter: The Frustration of an Unsold Home
- DAY 5 Letter: The Biggest Mistake Expired Listing
- DAY 10 Letter: Persistence and Proven Results
- DAY 15 Letter: Why Your Home Didn't Sell—and How to Fix It
- DAY 20 Letter: Before You Relist, Do This First
- DAY 25 Letter: Let's Reimagine How Your Home Is Sold
- DAY 30 Letter: Corresponding Follow-up