

Stay connected
with me



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@jimmymackin





Cody Sanchez



Frank Kern



Seth Godin



Gary Halbert



Estée Lauder



Frank Kern



Dara Denney



Gary
Vaynerchuk



Jane Maas



Claude
Hopkins



David Ogilvy

Marketing Greats



Worcester Regional Association
of REALTORS®

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

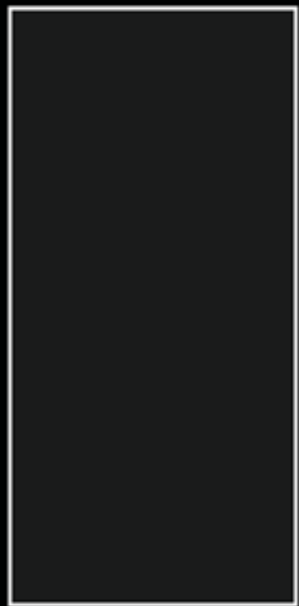
Unpredictable Results

Uber

lyft

Uber's valuation

Uber



\$362M

Lyft's valuation

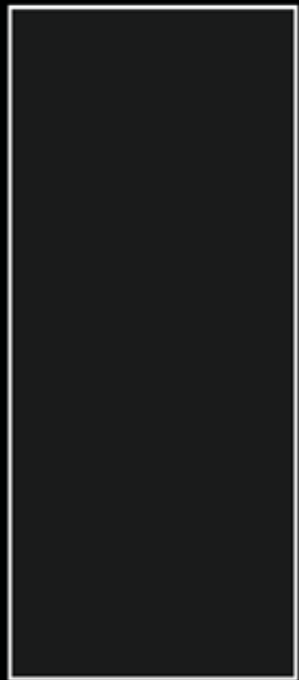
lyft



\$275M

Uber's valuation

Uber



\$178B

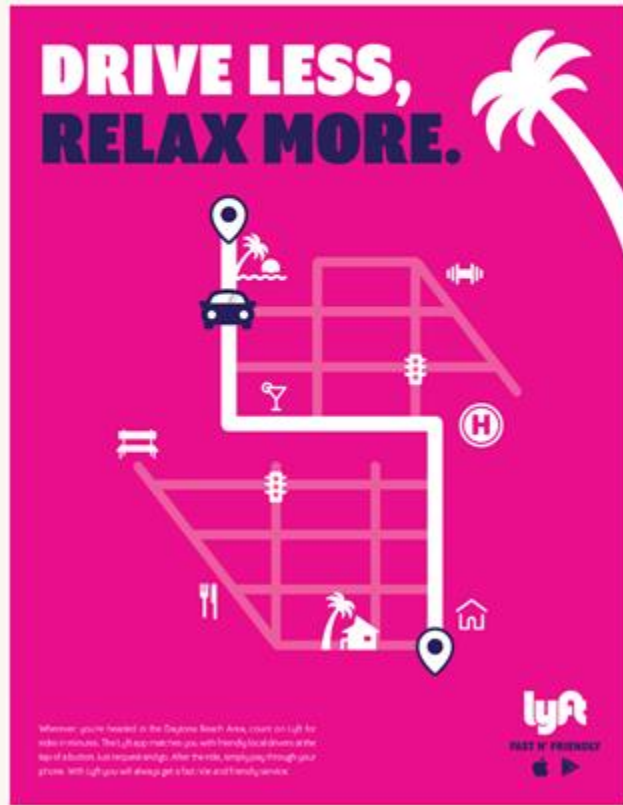
Lyft's valuation

lyft

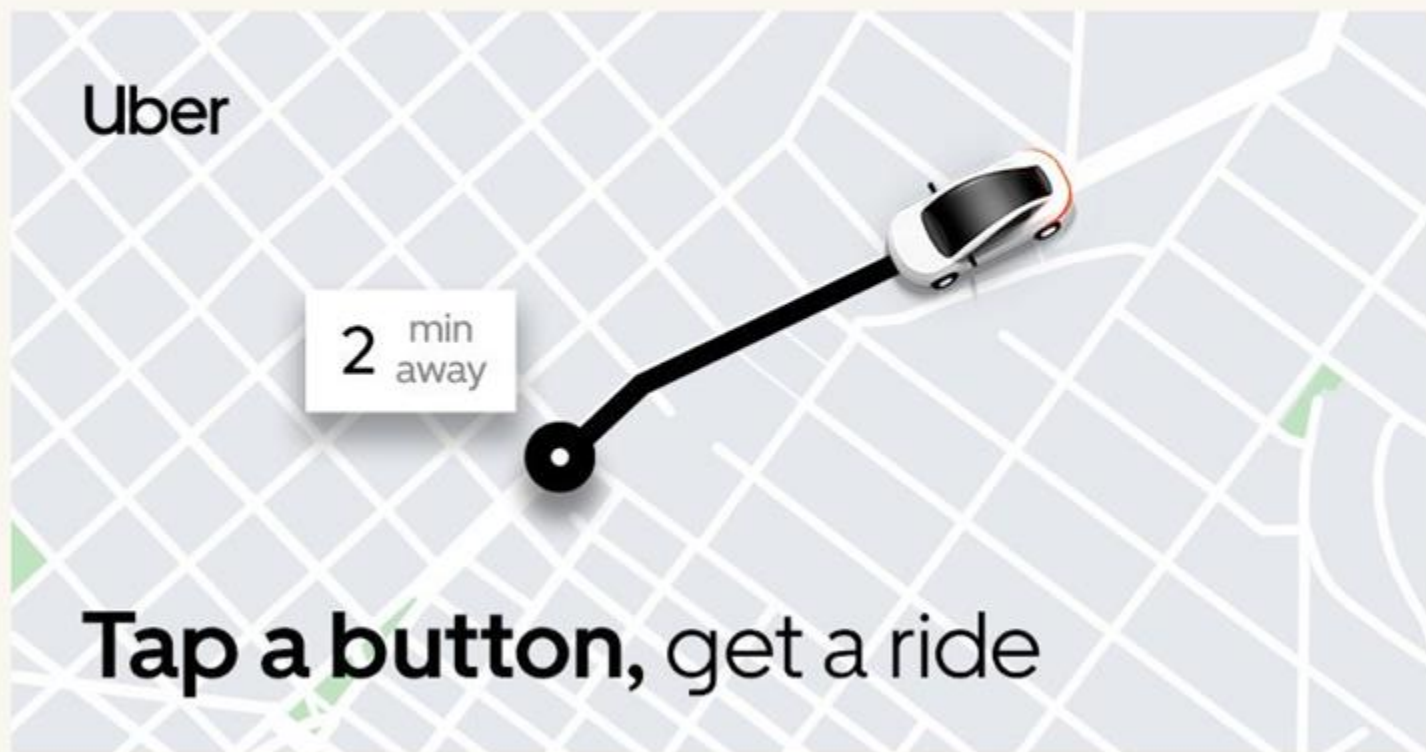


\$5.3B

Lyft's Messaging



Uber's Messaging



Messaging

Your Friend with a Car

Tap a **button**, get a ride.

Today's Goal:

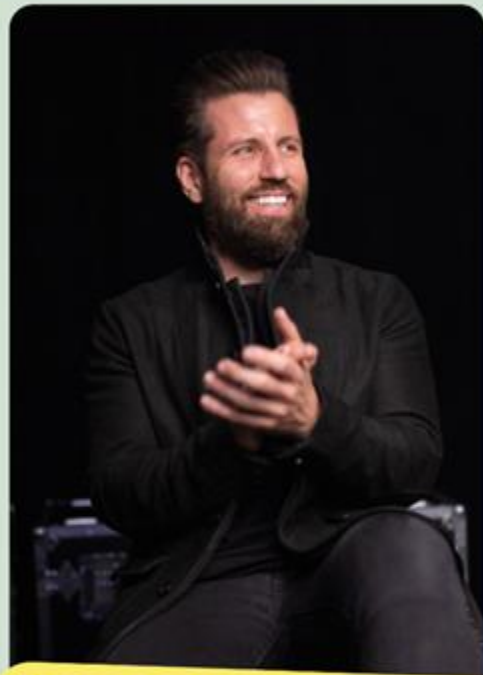
**3-5 additional listing
appointments every month**

#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



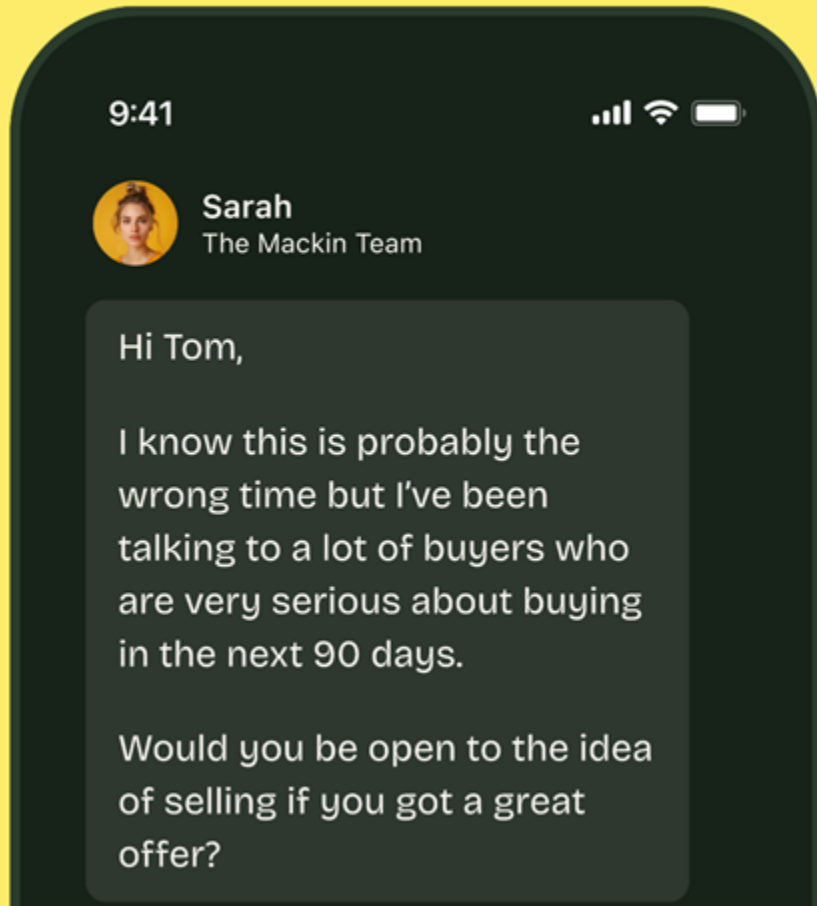
Tammi Montgomery · ★ Rising contributor · December 10, 2024 · 🌐

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](#)

Bad Timing Text



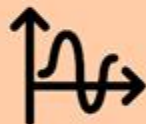
Destroy the Objections



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.

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,

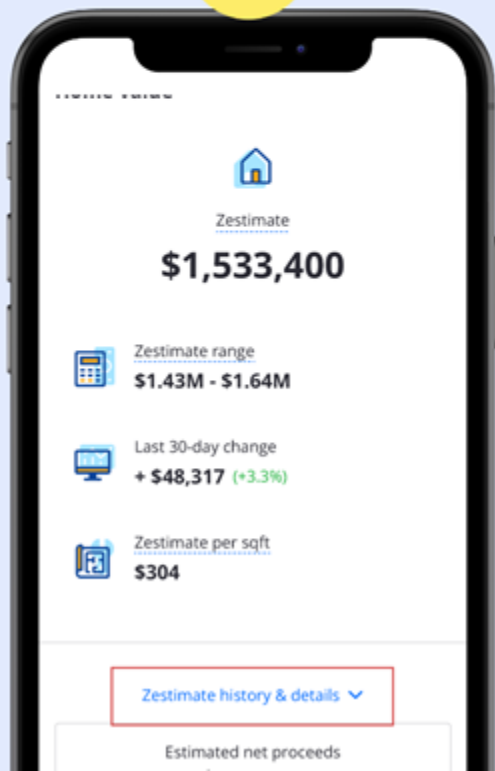
I shared this with a few of my clients and it's causing them to rethink their timeline on selling.

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



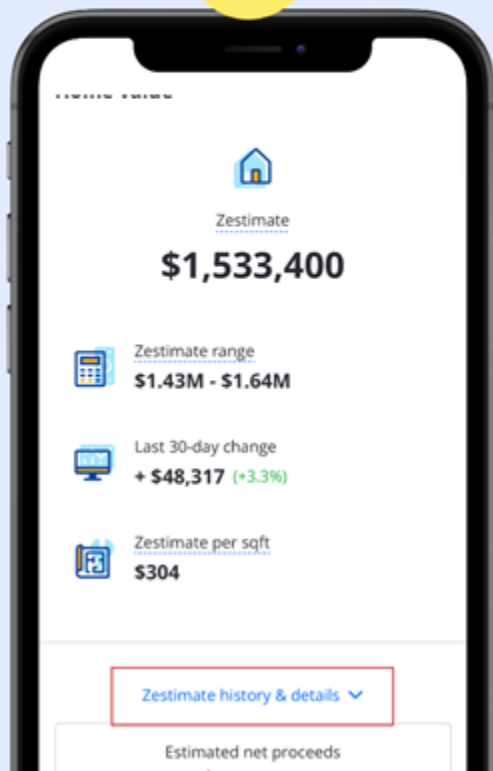
2025  MA

1

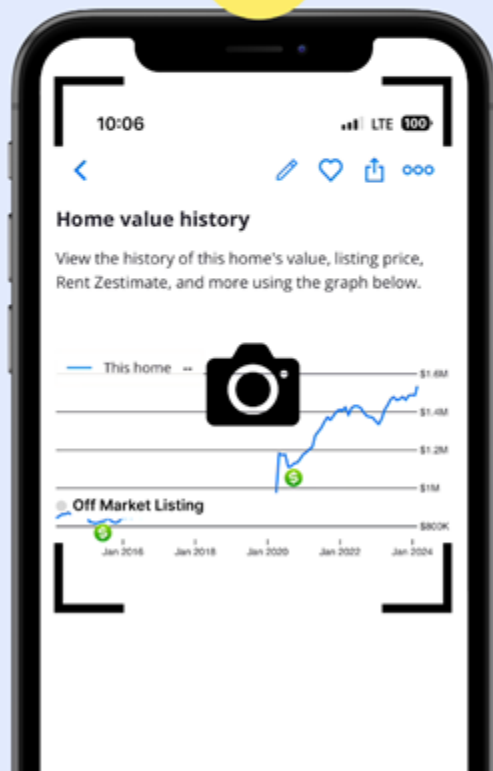


2025 MA

1

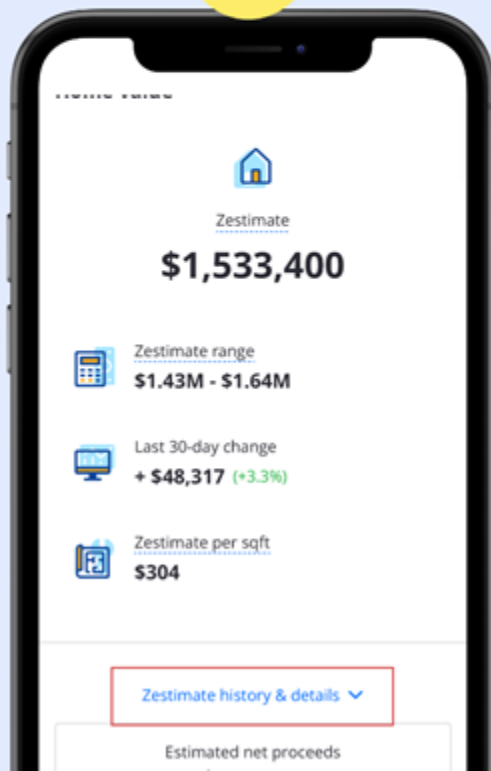


2

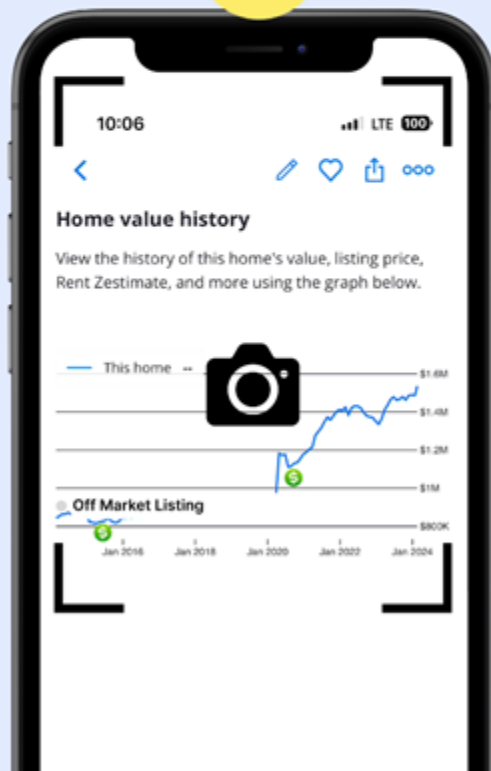


2025 MA

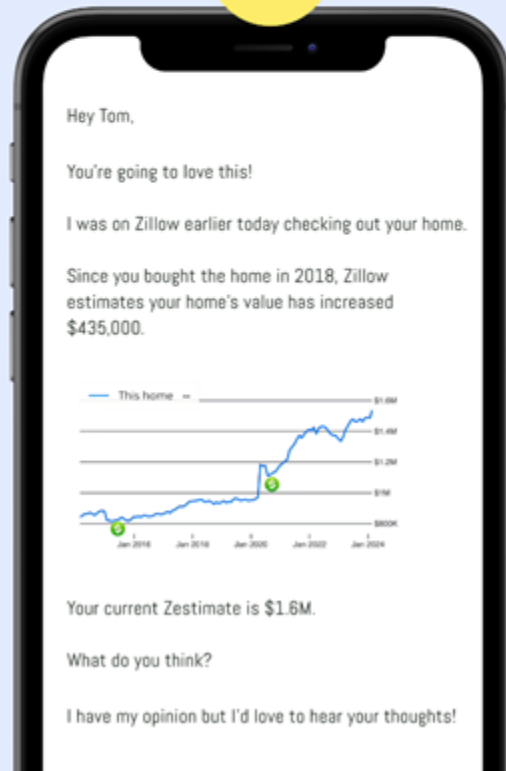
1



2



3



[HOME](#)
[SHOP](#)
[ARTICLES](#)
[OFFER](#)
[ABOUT](#)

[W](#)

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

[SHOP NOW](#)

FREE SHIPPING - HASSLE FREE RETURNS - 10 YEAR WARRANTY

\$3,499.00 (2 MONTHS WITH \$0 DOWN PAYMENT)

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[BEDDING](#)
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[BUNK](#)
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**Up to \$350 off
Mattress +
Sleep Bundle**

Get up to \$308 in free bedding when you buy the only mattress* that cools 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 [Learn Details](#)

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[Gifts](#)
[Bundles](#)
[Sale](#)

[Free, no contact delivery*](#)
[100-night risk-free trial*](#)
[\\$1 per year limited warranty*](#)

**15% off
all mattresses***

Plus 10% off brand's sheets, pillows, and more

[Shop now](#)

Save 20%
with bundles

*See coupon 15OFF15 or 20OFF20. Excludes all Casper Pillow Bundles and all other New Year Deals.

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[Furniture](#)
[Casper](#)
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**10% off
sitewide.**

Sweet Dreams. Extended through 10/31

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Shop off the edge today
[Shop Mattresses](#)

What Mattress size has unbeatable protection.
[Read more on the site](#)

Shop our family of products.

[Mattresses](#)



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, 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.

 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!



1



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



5



3




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!!!!



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 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.

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.

SITUATION



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VALUE

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VALUE

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- 2. It didn't get enough exposure**
- 3. It wasn't presented properly**

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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

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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.

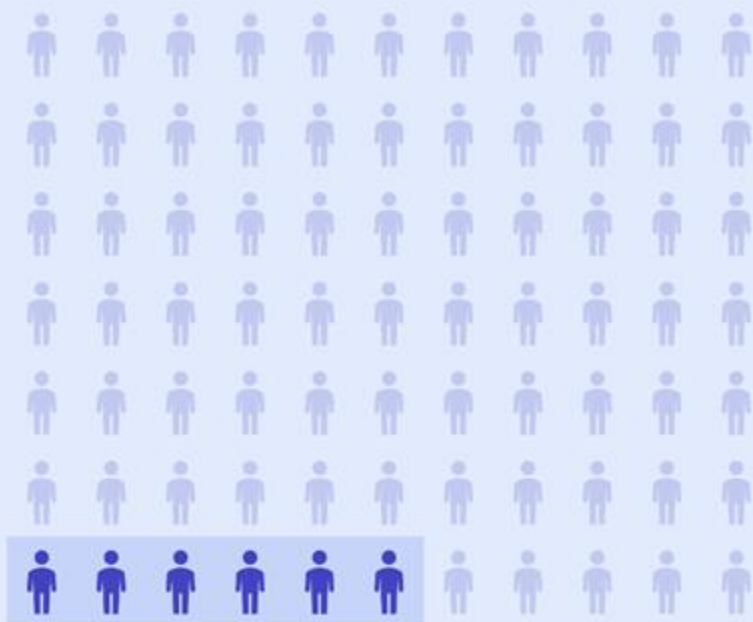
SMELL LIKE A MAN, MAN.

Old Spice

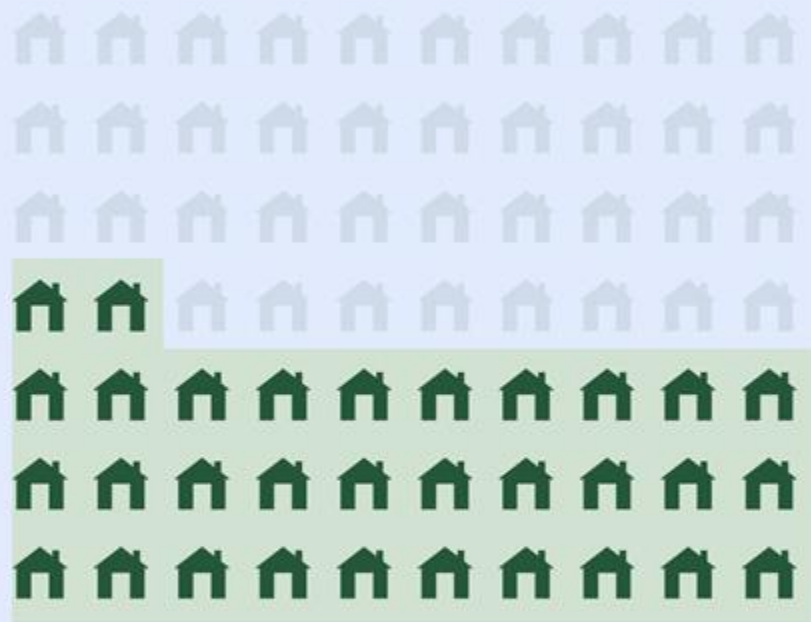
**THE MAN YOUR MAN
COULD SMELL LIKE**

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

Source: Bright MLS

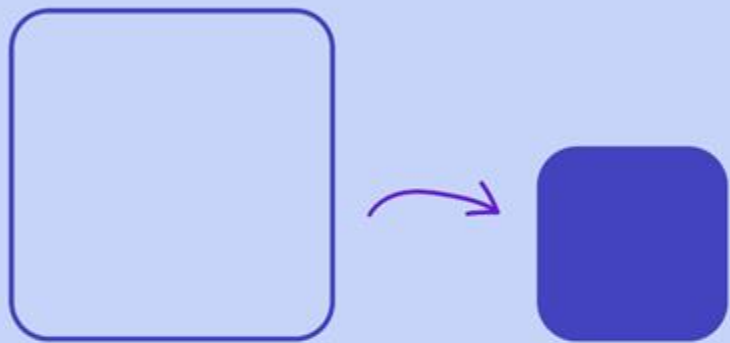


6% of homeowners aged 60



53% of all sales

The #1 Reason



Downsizing

Downsize Display Ads



IF YOU'VE EVER SAID:

"This house feels way too big for just us now..."

It might be time to downsize.

[Learn More](#)



IF YOU'VE EVER SAID:

"Most of these rooms just sit empty these days."

It might be time to downsize.

[Learn More](#)

IF YOU'VE EVER SAID:

"Our utility bills are way higher than they need to be."

It might be time to downsize.

[Learn More](#)



IF YOU'VE EVER SAID:

"Keeping up with all the maintenance—it's just too much."

It might be time to downsize.

[Learn More](#)



IF YOU'VE EVER SAID:

"Most of these rooms just sit empty these days."

It might be time to downsize.

Flip for more info

6% of homeowners over 60 years old are planning on selling this year.

But how do you know if you're ready? Here are five signs it might be time:

1. Your monthly costs feel unnecessarily high.
2. You're tired of cleaning a big house.
3. Your spare rooms are being used for storage.
4. Your utility bills have increased significantly
5. You'd rather spend time traveling than maintaining your property.

If you're debating whether or not to downsize, a professional financial analysis can help.

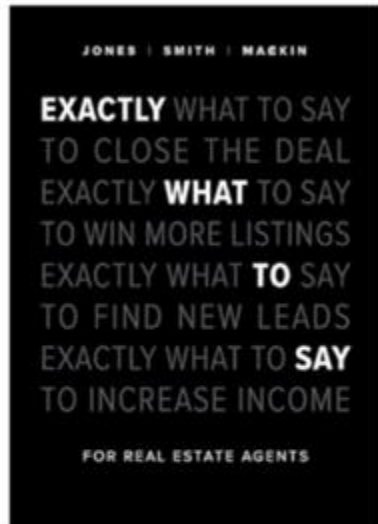
This report includes a detailed comparison of your current monthly expenses versus potential costs in a smaller home, an estimate of your home's net proceeds after a sale, and more insights to help you make an informed decision.

If you'd like me to prepare one for you (at no cost), text or call me today at 555-555-5555.

I look forward to hearing from you.

[Your Name]

P.S. Even if you're not ready to sell yet, I think you'll find this report incredibly helpful.



[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

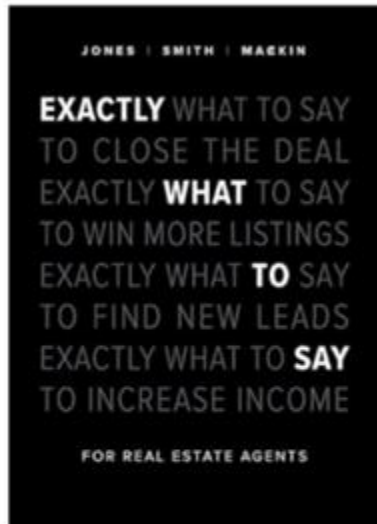
[ratings](#)

#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

[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.



AUTHOR

Jimmy Mackin



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



**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



Appointment Sales Letter

DO NOT CONVERT TO ACH

JOHNSON BANK
KENDOSHA, WI 53142

VOID 90 DAYS AFTER ISSUANCE

6/21/2024

\$ **19,980.00

..... DOLLARS

MP

MP

6/21/2024

19,980.00

Security Features. Details on back

Hi,
My name is Steve Robe, I am the Broker/Owner of The Real Estate Elite.

The reason I'm reaching out is because I'm actually meeting with one of your neighbors on Tuesday at 1pm to discuss selling their home.

I'm reaching out to everyone in the neighborhood because I'm offering a FREE Home Equity Update while I'm in the area to folks who are exploring the idea of selling.

I'm not sure if it's for you, but I'm happy to swing by after my appointment and provide you any insight on how much you could get for your home in today's market.

If that's something you'd be interested in, text me at (262)705-8125.

**REAL ESTATE REINVENTED...INTEGRITY...SERVICE
AND RESULTS**



STEVE ROBE | BROKER/OWNER
✉ STEVE@STEVEROBE.COM
📞 (262)705-8125



9:24 🌙

📶 5G 70

◀ Facebook



Tre Serrano



Yup! 50 doors 2 listings



We're sending to 100 more

2 Listing from it?



Yes



Dear [Homeowner's First Name],

I know we haven't met in person yet but I thought you should know this. This past weekend we held a couple of open houses that saw 7 people come through!

We are reviewing offers now, but my clients can only choose to move forward with one offer.

I promised the families that came through the open house that I would follow up with the neighbors to see if they are in their forever home, or considered moving out of the neighborhood.

These 7 other families that are currently looking at purchasing a home here as soon as one comes on the market.

If this is your forever home, throw this letter in the trash. Everyone is saying incredible things about this community. I don't blame you for staying.

Now, If it's something you've considered, I may have a buyer!

All I need is a quick text letting me know what you've updated in the home and I can whip up an updated value.

If you're interested in knowing what the 7 families are looking for, I'm happy to share!

Sincerely,



Tre Serrano

 San Antonio, TX | Real Estate

ALL NEW COROLLA SEDAN

FOR A LIFETIME OF
GOODTIMES



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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



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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: 1N8000000000000000

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 and a Facebook survey.

Favorite food: spaghetti

Favorite to share: AF

Favorite band: the Beatles and the Gin Blossoms

This car is as practical as a Ruth B. 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



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.**



Get Access to The Expired Marketing Blueprint

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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 Listings
- 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

Stay connected
with me



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@jimmymackin

