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LOBSTER

Why isn't my marketing working?

My To-Do's

(39 items)





Inaction

Why isn't my marketing working?

My To-Do's

(39 items)



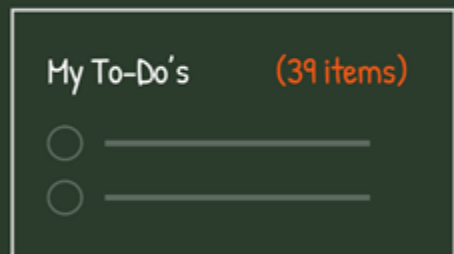


Inaction



Inconsistency

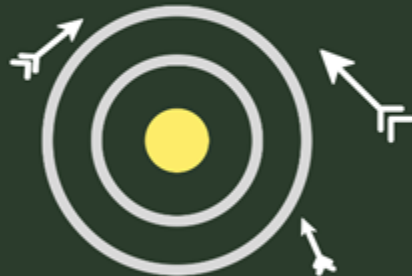
Why isn't my marketing working?



Inaction



Inconsistency



Ineffectiveness

RXBAR[®]



Revenue

2 Million

2014

RXBAR[®]



Revenue

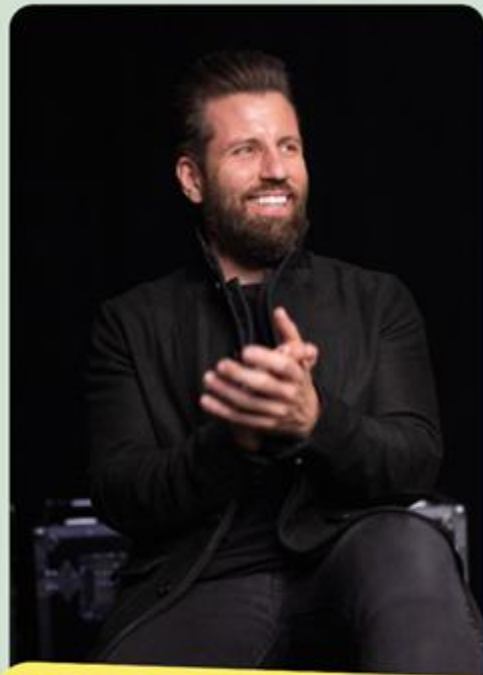


#1 coach in Real Estate



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

Start Here

Listing Attraction Plan

Phone & Text Scripts

Direct Mail Templates

Email Campaigns

Social Shareables

Viral Leaderboard

new

Best Ads

Best Instagram Reels

Best YouTube Videos

Listing Attraction Plan

Feb 10 - Feb 14

Print Version

Monday
Feb 10

Tuesday
Feb 11

Wednesday
Feb 12

Thursday
Feb 13

Friday
Feb 14



Direct Mail Templates

Deal of the Week Letter



Email Campaigns

Do you need to fix up
your house before yo...



Phone & Text Scripts

Unsolicited CMA: Home
Improvement



Social Shareables

Worried about fixing up
your home before you...



Social Shareables

You Won't Find This Info
On Zillow...



Email Campaigns

Deal of the Week Email



Email Campaigns

Client Success Story:
Do you need to fix up...



Phone & Text Scripts

Unsolicited CMA:
Comparison Text (US)



Social Shareables

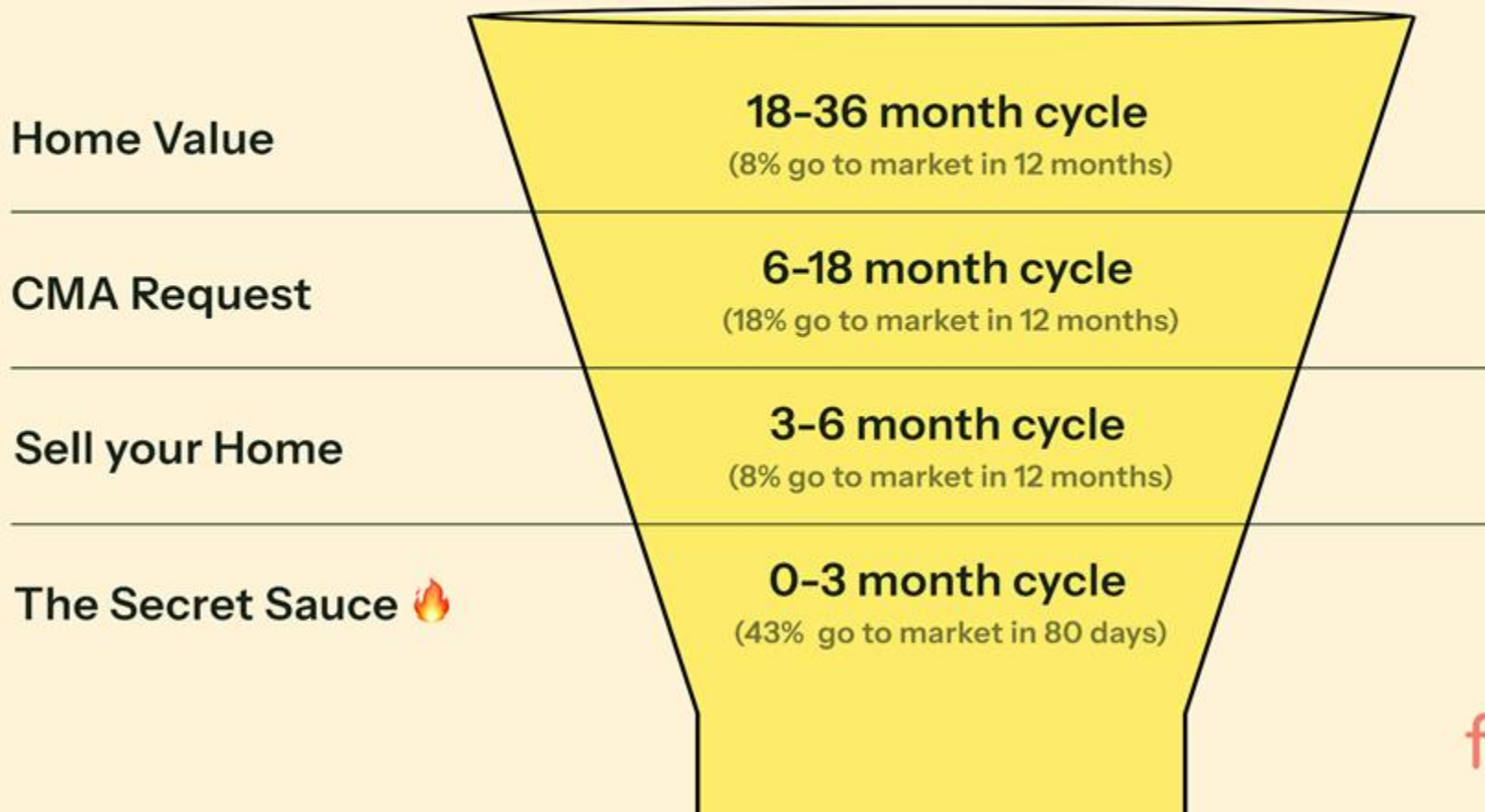
Client Success Story:
Worried about fixing u...



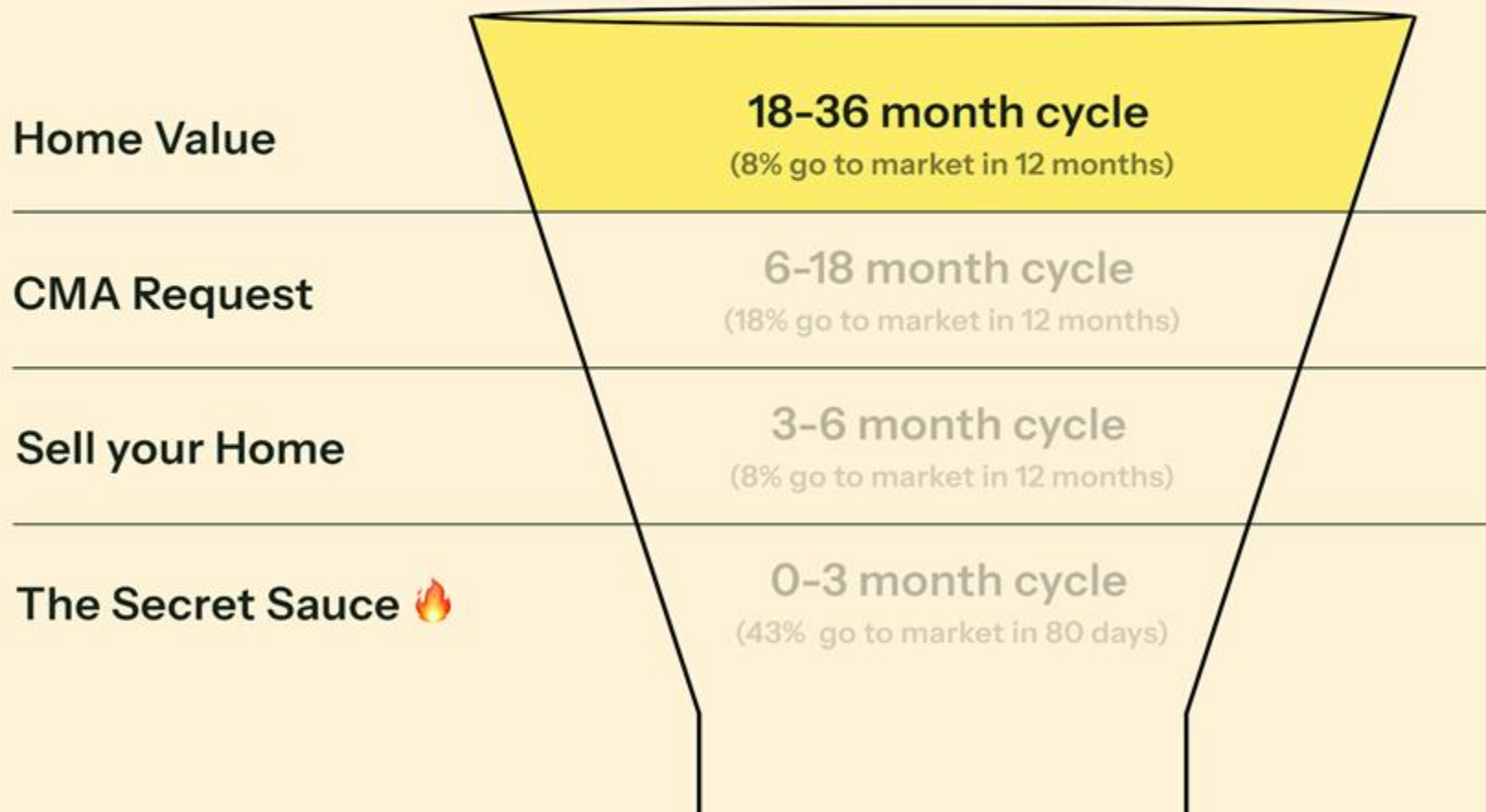
Direct Mail Templates

Better Than An iBuyer
(Sell As-Is)

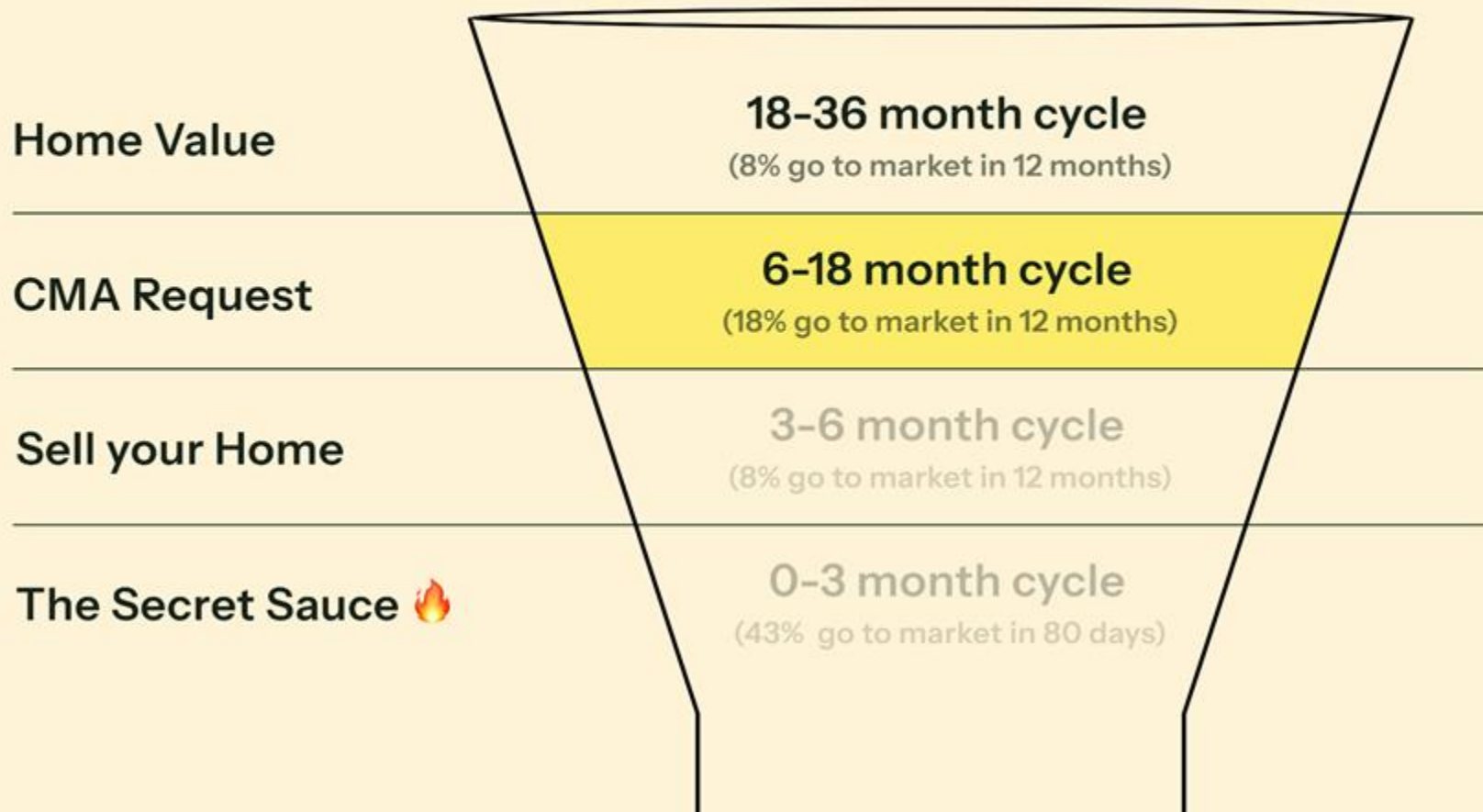
The Listing Funnel



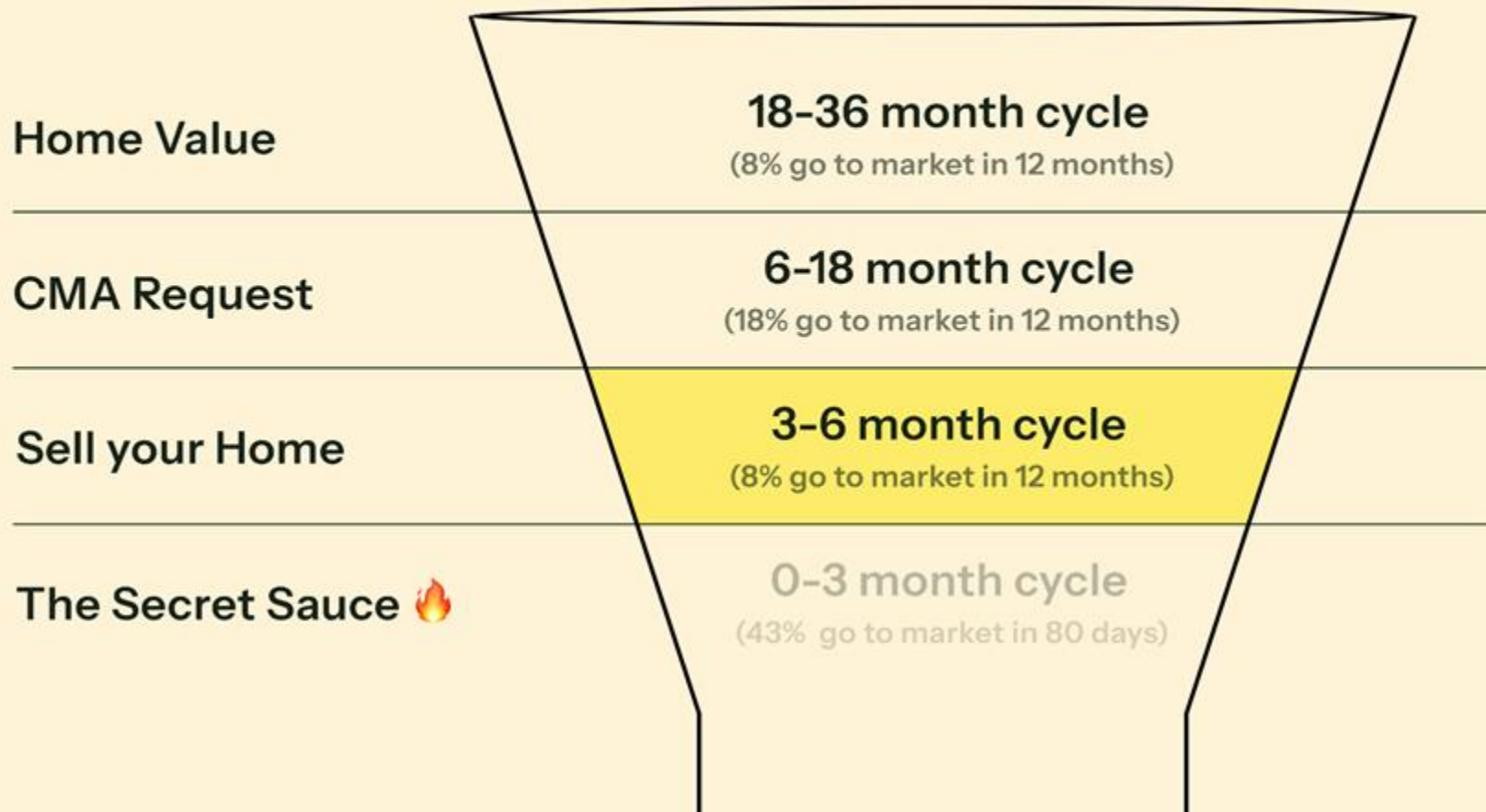
The Listing Funnel



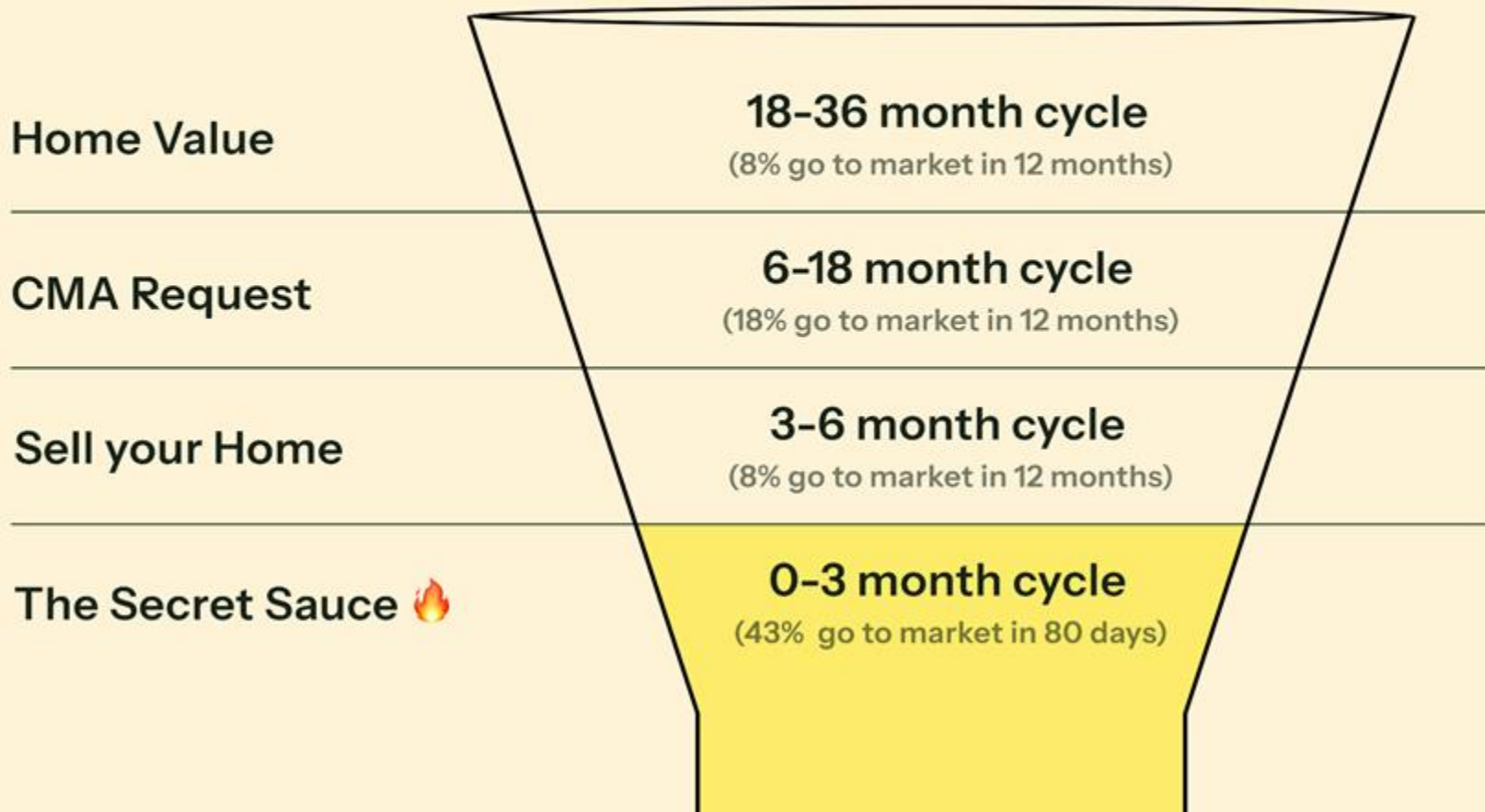
The Listing Funnel



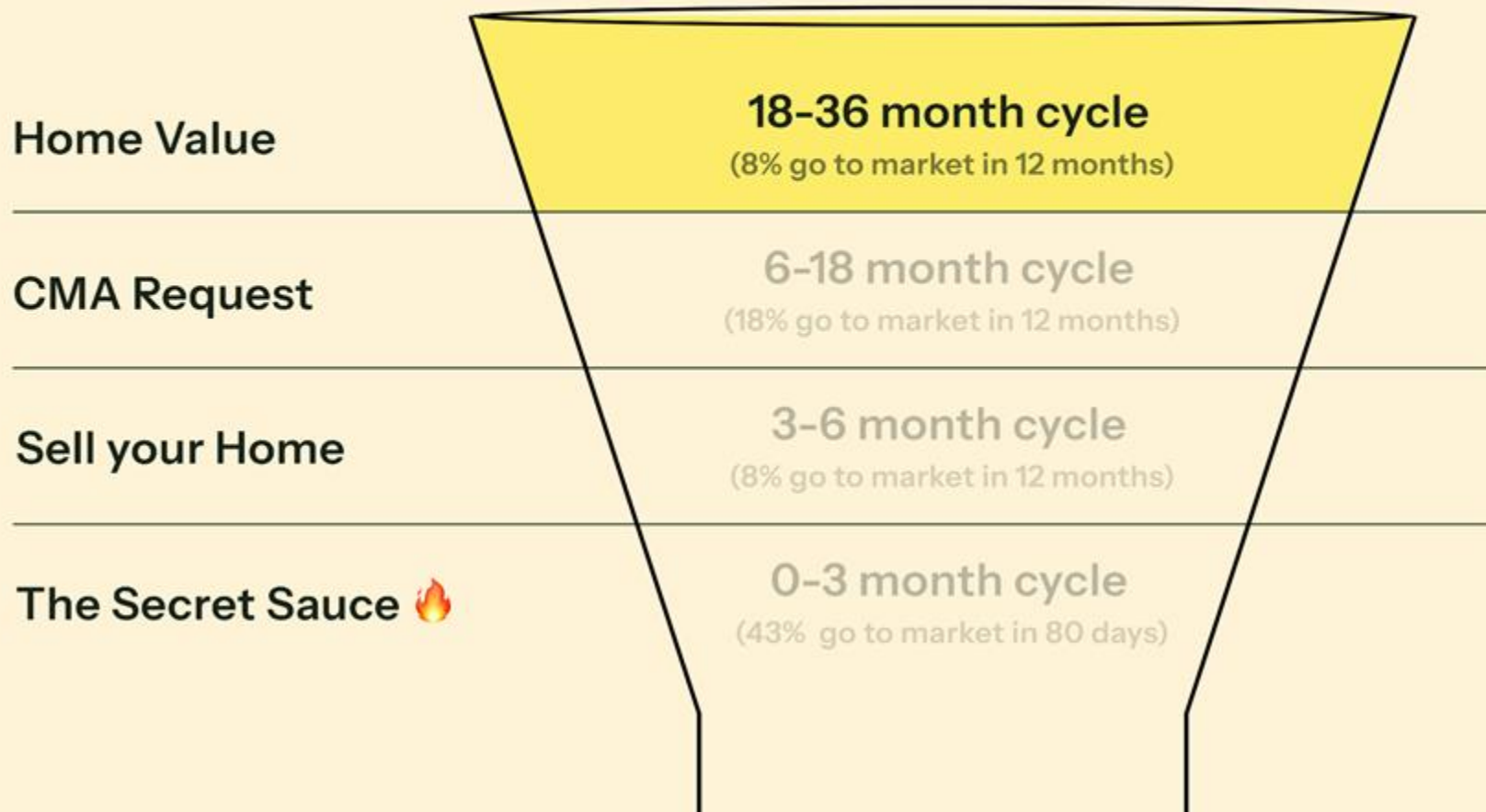
The Listing Funnel



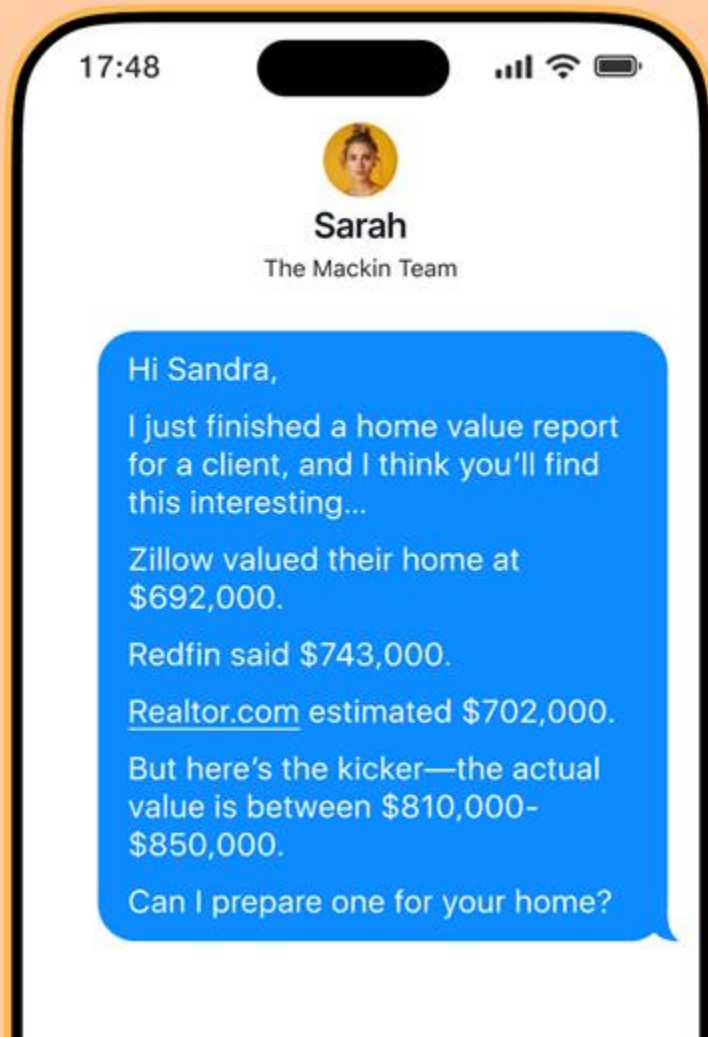
The Listing Funnel



The Listing Funnel



Comparison Text



Rethinking timeline to sell

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.

17:48



Sarah

The Mackin Team

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?

Mr. Beast Leaked Memo



HOW TO SUCCEED IN MRBEAST PRODUCTION



1

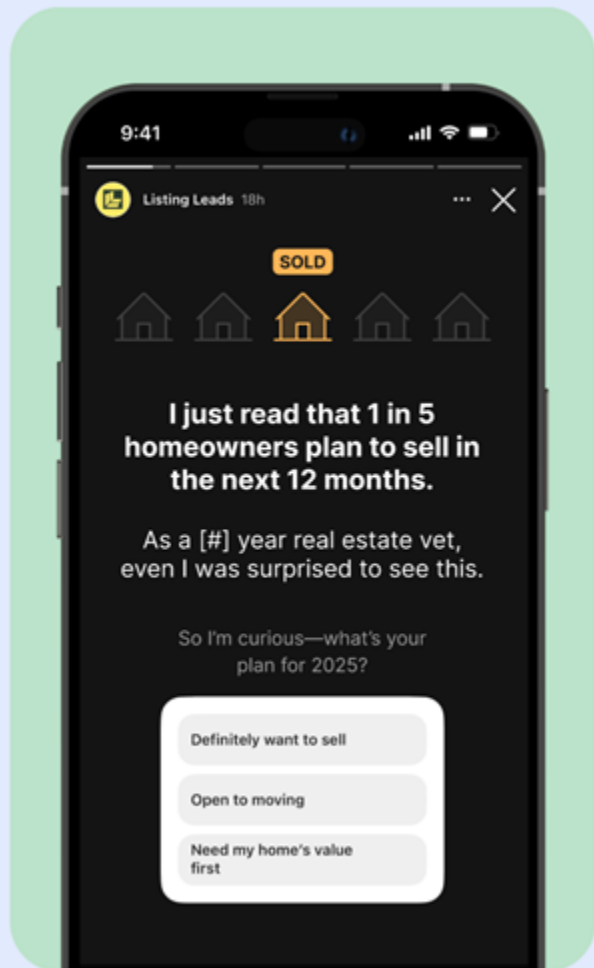
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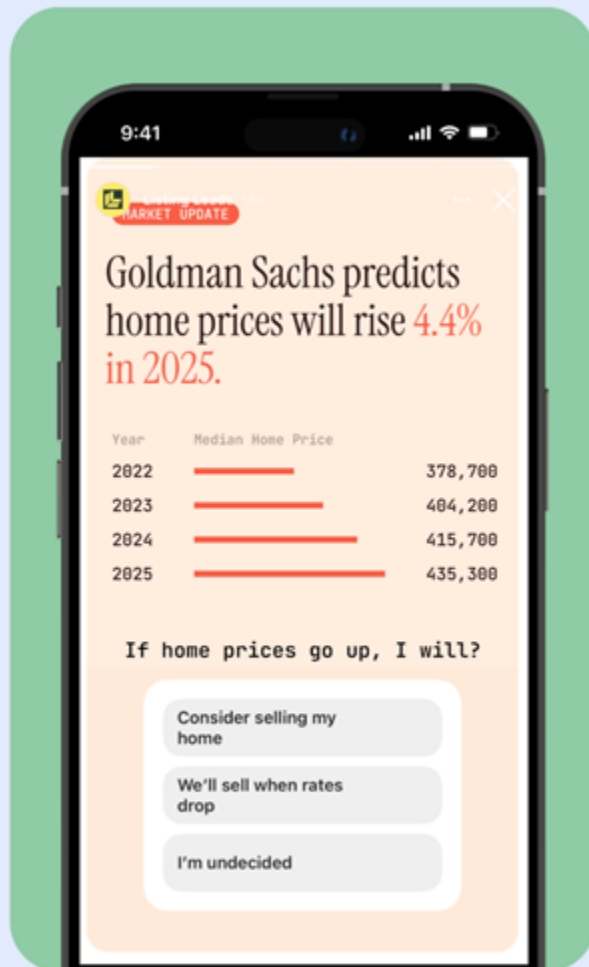
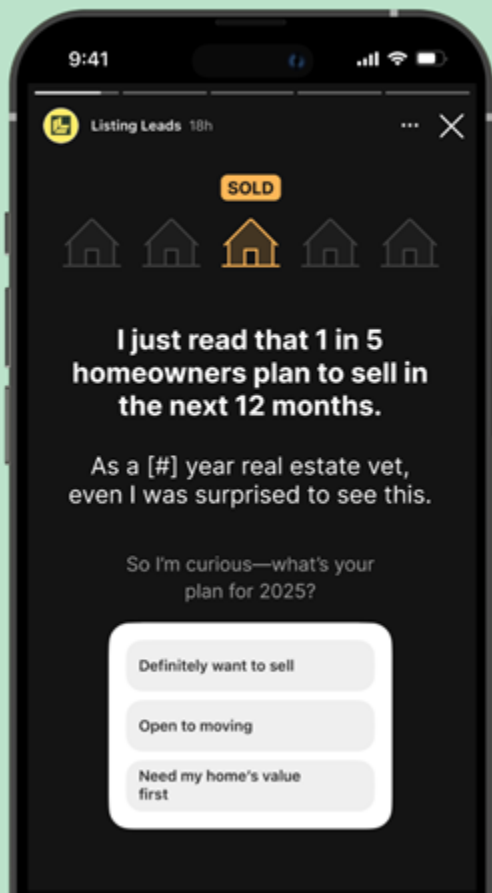
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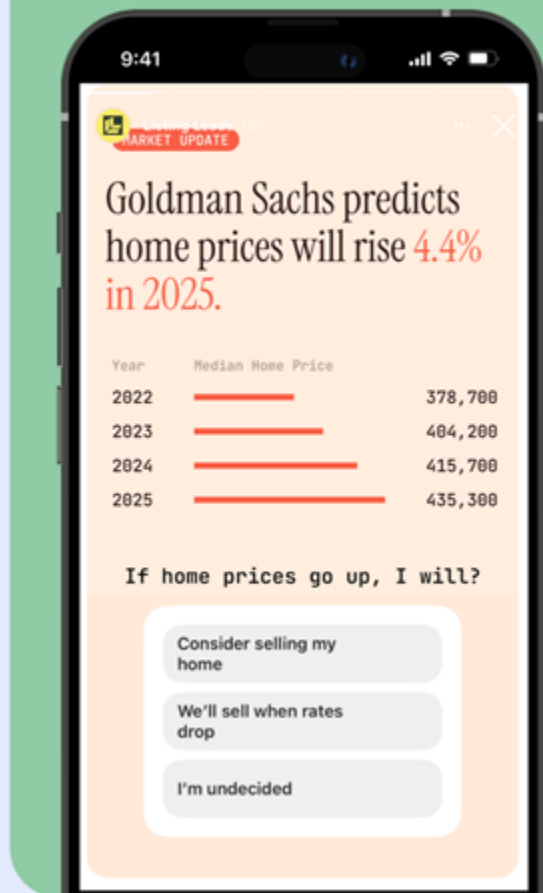
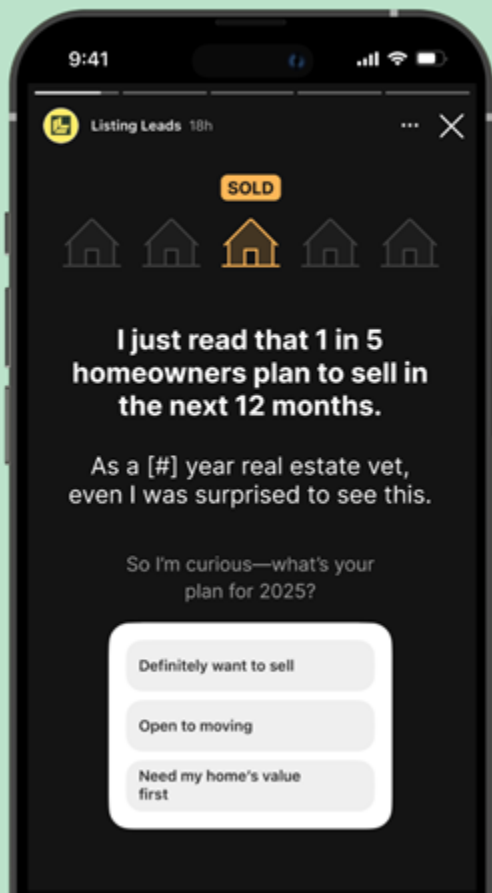
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“Creativity saves money.”





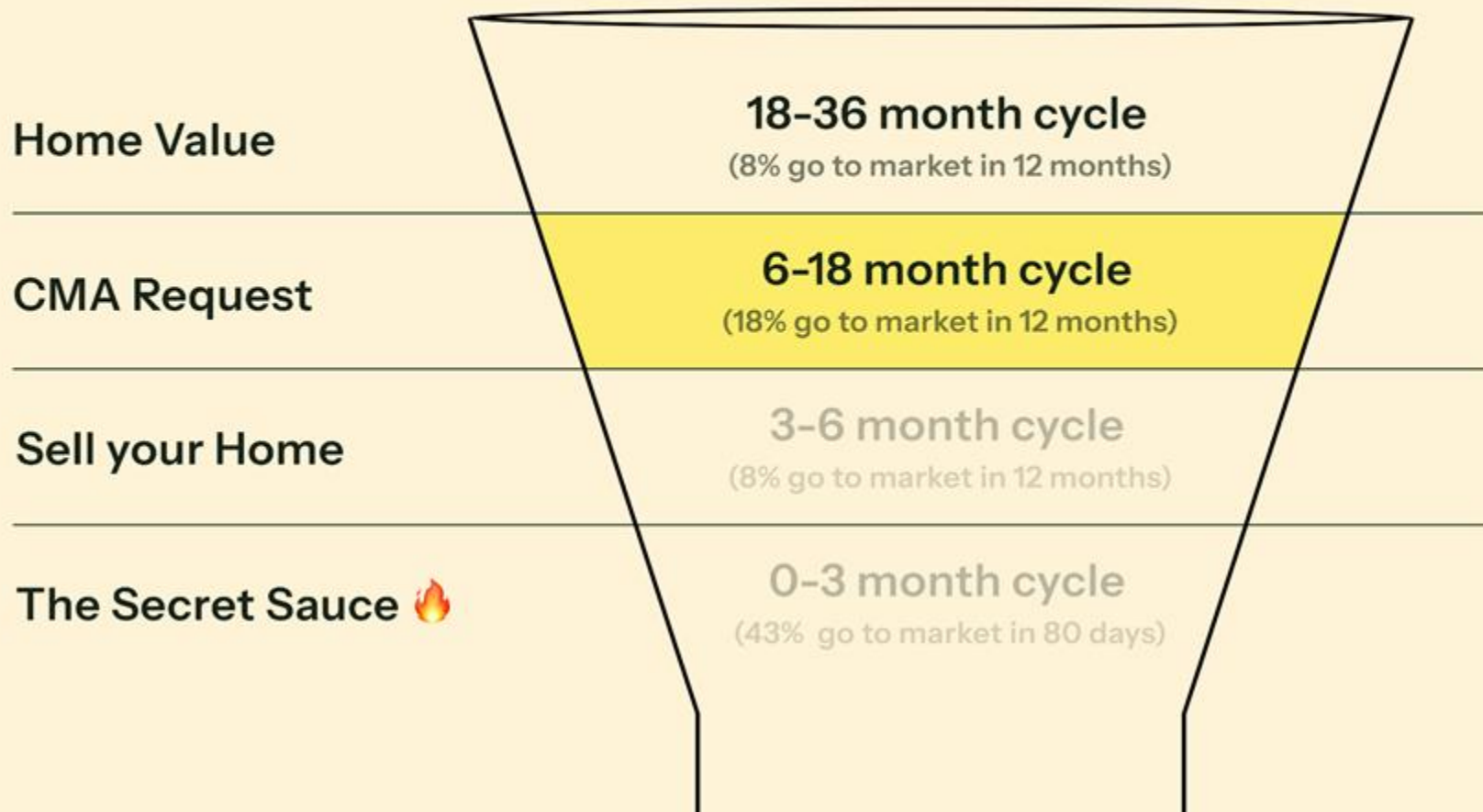




Vanessa Reilly Zillow Was Wrong (Again)



The Listing Funnel



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

“Nothing draws a crowd
quite like a crowd”



P.T. Barnum

Working In Public



Working In Public



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**



Kathy Borys • MN R...

Active 6h ago



2:46



Hello! My name is Leslie Santos. I received one of your letters regarding my home's equity and I wanted to reach out because I'm interested in knowing my home's value. Your letter came in at a perfect time! I also plan on selling asap



I got this text a few minutes ago. Appointment set for tomorrow night! Keep up the incredible ideas. I am definitely implementing.

Equity Update Letter



Steve Stych
RE/MAX Concepts
1360 SW Park Square Dr Suite 106
Ankeny, IA 50023

2/9/2024

Hi Neighbor,

I recently completed a home value update for one of your neighbors.

It turns out they gained \$38,000 in equity in a little over 2 years.

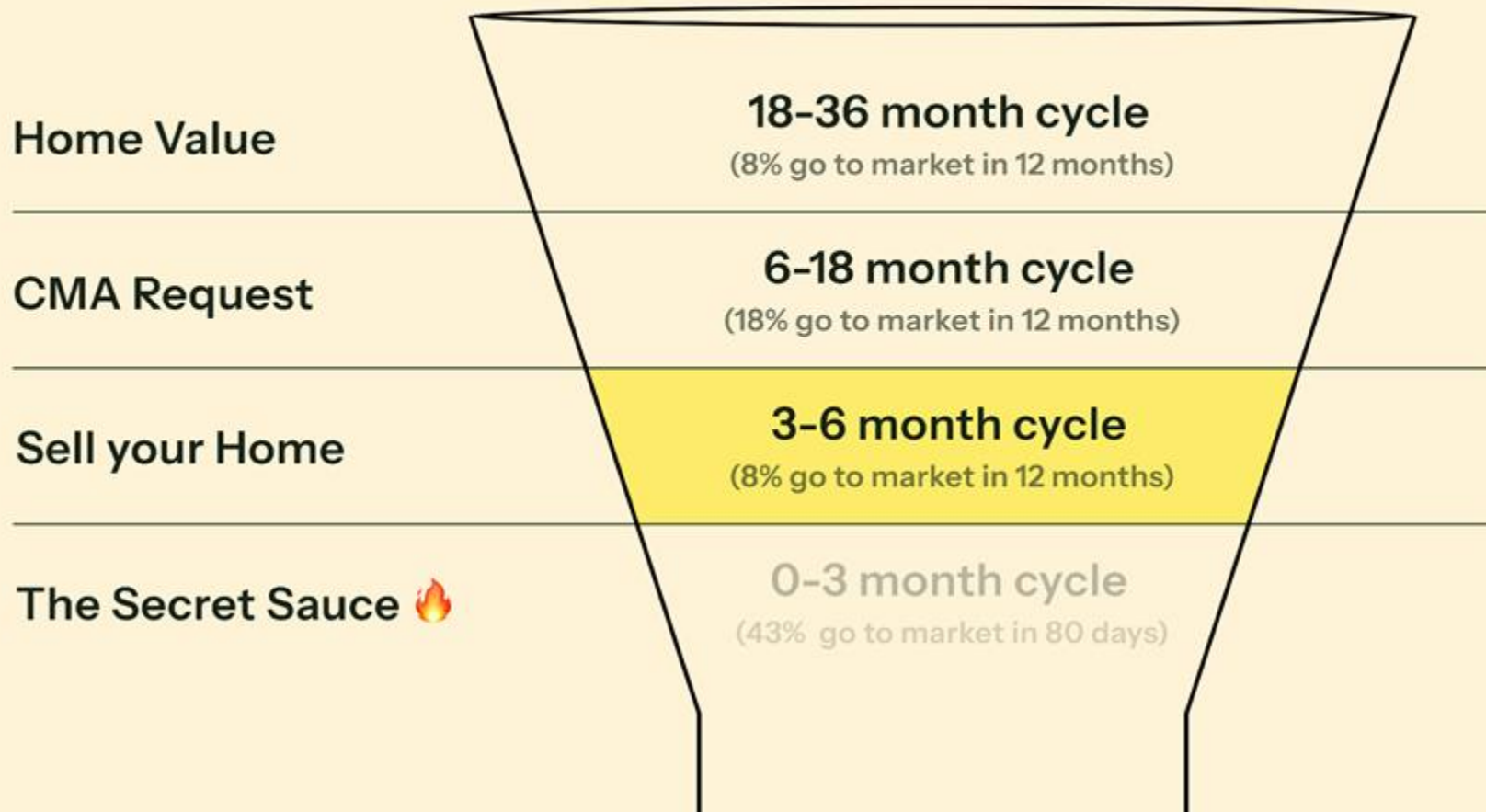
You live in a highly desirable neighborhood, which might be the reason why 3 townhomes have gone under contract in less than one week in the last 7 months.

To find out how much your home's value has increased in the last 12 months, text me your address at **515-518-8538** and I'll prepare a free professional home value report for you. I'm looking forward to hearing from you!

Sincerely,

Steve Stych, Realtor®
RE/MAX Concepts

The Listing Funnel



ALL NEW COROLLA SEDAN

FOR A LIFETIME OF
GOODTIMES



©2013 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: 1G8N81G8000000000

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 gas tank up with Nitro, 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 middle-of-the-road in your grandma's living room Silver Airtel. 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.**



“We bombard you with as many in-flight announcements and trolleys as we can. Anyone who looks like sleeping, we wake them up to sell them things.”

Michael O'Leary

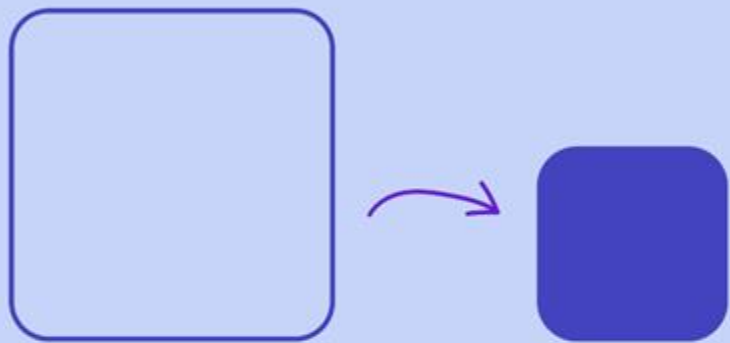
Ryanair Proposals

- Standing-room-only Flights
- One Toilet Per Plane
- Passenger Luggage Loading
- One Pilot

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

Source: Bright MLS

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.

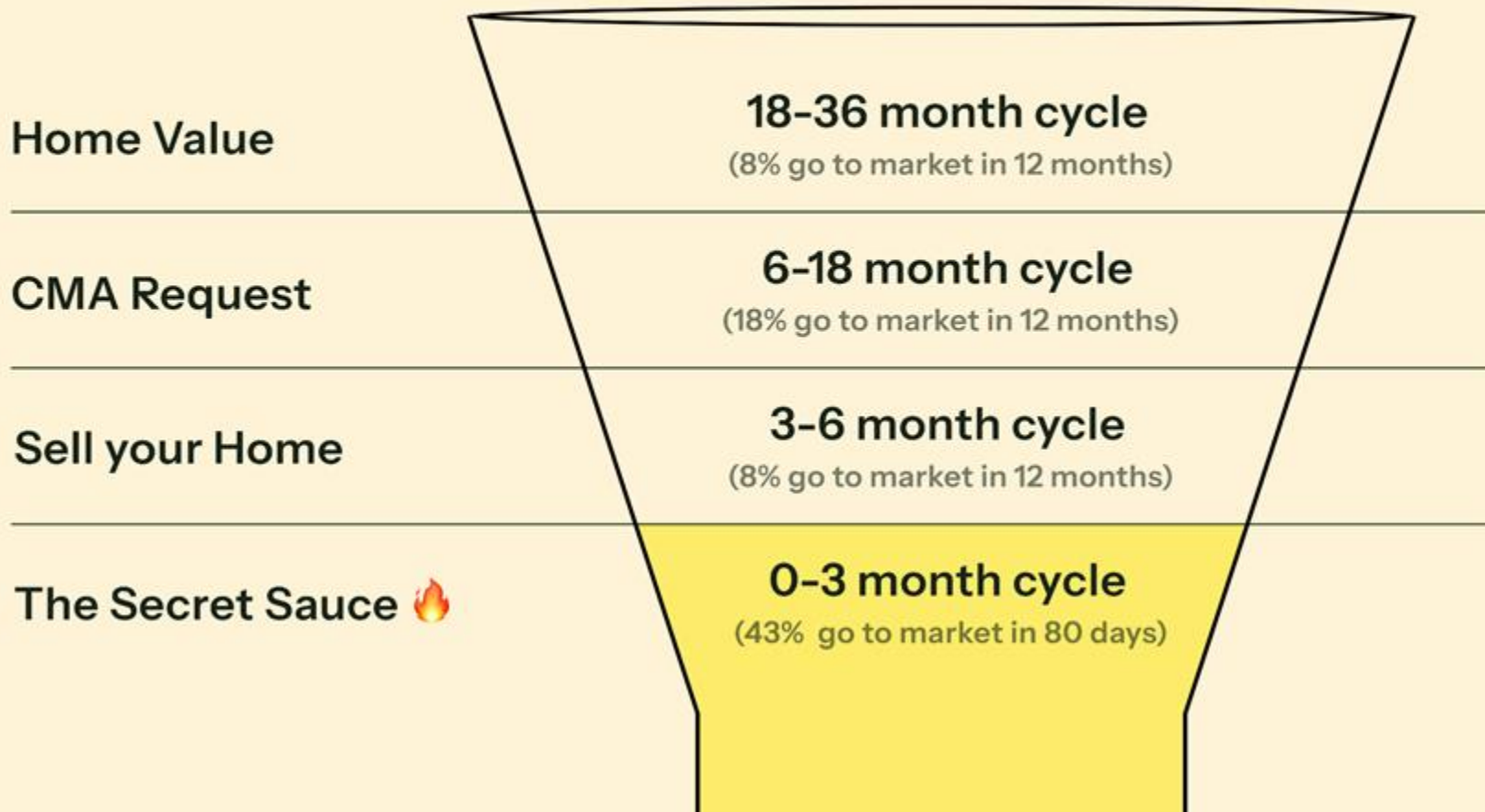
If you'd like me to prepare one for you (at no cost), text or call me today at 555-555-5555.

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.

The Listing Funnel







Oregon Expireds

1,600

Number of Expireds

44%

Relist rate

Reasons why people list their own home

- 1 Saving on Commission
- 2 Existing Buyer in Mind
- 3 Faster Sale / Immediate Need
- 4 Confidence in Ability

FSBO



Hi [Homeowner's First Name],

I'm not sure if anyone's shared this with you yet, but you don't have to have a long term commitment when working with a professional Realtor.

In fact, for a lot of my clients who are in a situation just like yours we do a 30-Day Listing Agreement.

Here's how it works:

I'll invest in marketing your home aggressively for 30 days — professional photos, online exposure, and direct outreach to my network of pre-qualified buyers.

No long-term contract.

No stress.

Just a simple, performance-based test.

Some homeowners worry that a short agreement won't attract serious buyers, **but** our approach is designed to create urgency and drive strong offers quickly.

Would it be a bad idea to take a few minutes to see if this could work for you?

Call or text me at [Your Number] — I'd love to share the details.

Sincerely,



Jimmy Mackin

Listingleads.com

(617) 921-5263

P.S. My client Jane was initially skeptical about committing to a long-term contract, so she decided to try our 30-Day Listing Agreement. In one month, our professional photos and targeted outreach attracted 3 serious buyers, resulting in multiple offers and a final sale 8% above her asking price.



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

2019



Agents marketing to Expireds



Number of Expireds

2019



Agents marketing to Expireds



Number of Expireds

2025



Agents marketing to Expireds



Number of Expireds


1600 Expired Listings
in Oregon since the
beginning of the year
44% have already
been listed

2024




2025




 Shari Whay


Love Listing Leads! Sending out 50 ZMA letters a week :)

 Lyndsey Jones


Obsessed with Listing Leads

 Krys Benyamein

Got 5 responses. Called the first and set the appointment for Monday


 Tammi Montgomery

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


 Josh

Listingleads.com. Is the best value in real estate. In my opinion. Absolutely phenomenal.

Just had an amazing call with an \$8M expired seller. Leading with empathetic questions about his situation kept him on the phone for 30 minutes. Zoom scheduled to review our marketing plan with him. Follow the process!!! 🔥

 Brad Acree



 Yuliya Y

Listing Leads it's an RE Industry Changer


Have 4 members on my team calling expireds together 1 hour yesterday 1.5 hours today set 10 listing appointments !! Crazy 🏆 💰 💰



Markus Savaglio
sent out the 2024 equity email, up to 11 responses!

5d Like Reply



 Sally Scrimgeour

Postcard, the secret is out is working like crazy. I got 4 listing opportunities from 1 card. I mailed 10,000. Spent 2800\$, 3m worth of potential listings, 100k in commission - not bad. I'm sure I'll get 3 of the 4. Thank you for all you do to help us!



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



5



3



Orion

Just got my first booked appointment from the expireds playbook!



1





Now that your home didn't sell, you've probably had a wave of agents promising, "I can get it sold!"

You've heard it before — and you're not buying it.

At this point, you're frustrated, disappointed, and likely annoyed because your phone hasn't stopped ringing.

Here's what I know: if a home doesn't sell, it's usually for one of three reasons:

1. The price didn't reflect the market.
2. It didn't get enough exposure.
3. It wasn't presented to buyers effectively.

If you believe it's because of #1, the solution is simple: lower the price.

But if you believe it's #2 or #3, that's where I can help.

I've reviewed your home's listing on the MLS, and there are six critical marketing tactics that were missing.

If we address these, I'm confident we can position your home to sell for its full potential value.

Let's have a conversation about what went wrong and how we can fix it.

Even if you're not ready to relist, I'd love to share what I've learned to help you avoid this frustration again.

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

Sincerely,



What's the worst thing you can do when your home doesn't sell the first time?

Relist it at the same price.

Here's why:

- Of the homes that relist, only ~14% sell at the same price.
- ~54% of homes sell at a lower price.
- But here's the good news: ~31% sell for more than their original list price.

Here's the takeaway: It's not just the price — **it's the strategy.**

If this is the first time you've heard advice like this, we should talk.

I specialize in building creative strategies that help sellers avoid the frustration of a failed listing — and I'd love to share what I'd recommend for your home.

Call or text me at [555-555-5555] to discuss how we can get it right this time.

Sincerely,

[Your Full Name]

[Your Phone Number]

[Your Real Estate Brand/Tagline]

STOP





Dear [First Name],

It's been 535 days since you first listed your property at 123 Main Street at \$635,000.

At this point, you might feel stuck — wondering if listing again is worth the risk.

If that sounds familiar, you're not alone.

Prior to writing this letter, I did some research on your property and the conditions around when it was listed, and came across some interesting data that I'd want to know if I were you.

85 homes like yours have sold in your area since then — and here's the part that might surprise you **60 of them sold for more than your original list price.**

A lot has changed since April 2023.

So I have to ask: **Is it a crazy idea to revisit the thought of selling?**

If you're open to a conversation, **call or text me directly at 555-555-5555.** We can talk through your options — no obligation.

I look forward to hearing from you.

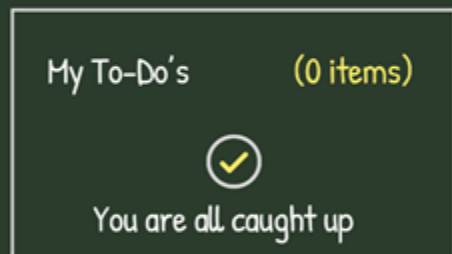
Sincerely,
[Your Full Name]
[Your Phone Number]

P.S. Even if we don't decide to work together, I'd love to share a few suggestions to help you avoid this frustration in the future.



1. Our business is change.
2. We're on offense. All the time.
3. Perfect results count -- not a perfect process
Break the rules: fight the law.
4. This is as much about battle as about business

Marketing That Works



Action



Consistency



Proven Results

1

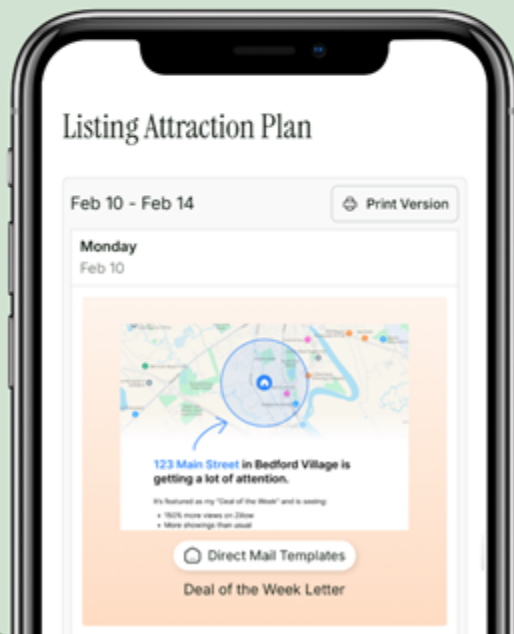
Scan QR Code To
Get A 7-Day Free
Trial



2

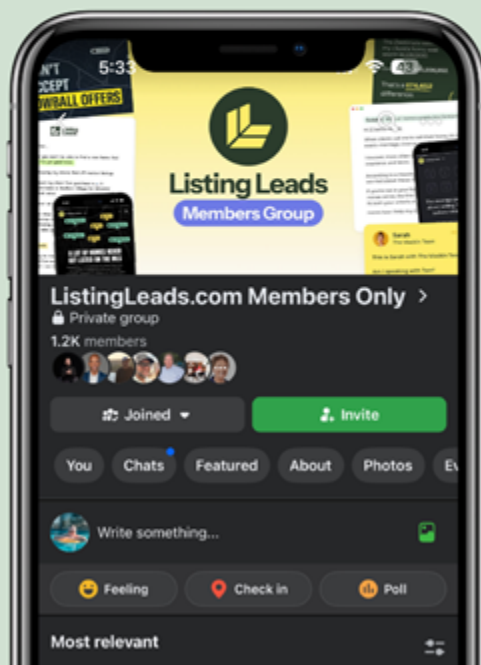
Get Instant Access To A
Weekly Marketing Plan

(+ our library of 250+ proven
marketing campaigns)

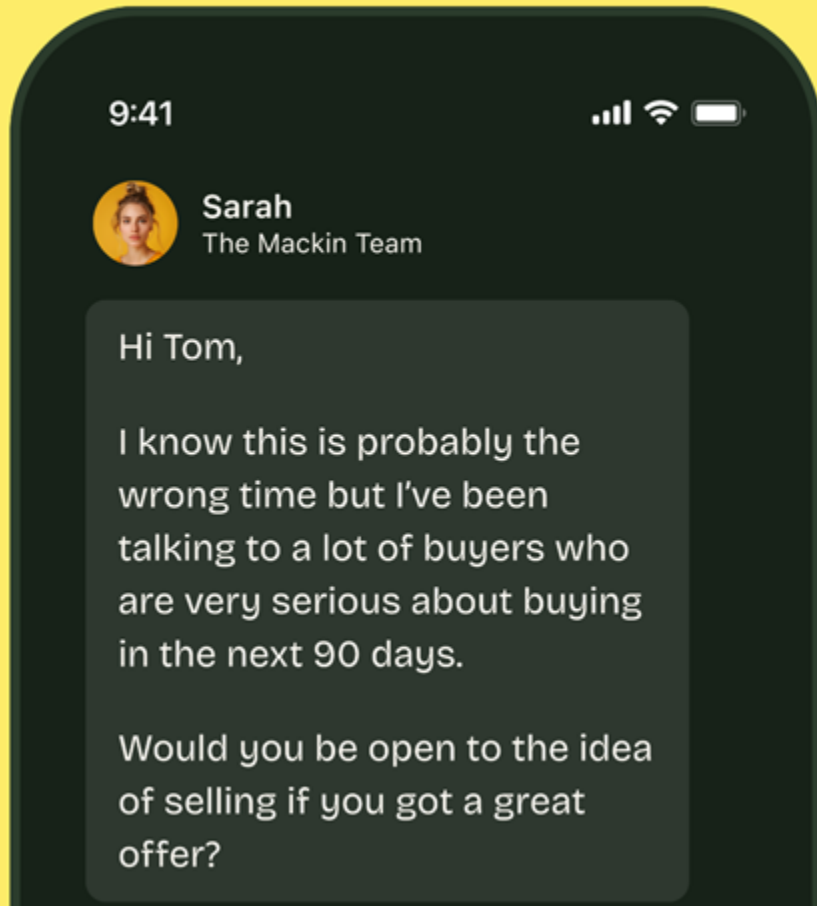


3

Join Our Private
Mastermind Group



Bad Timing Text



Splenda

