

Stay connected
with me



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@jimmymackin



Competition Index Trend (2009-2024)



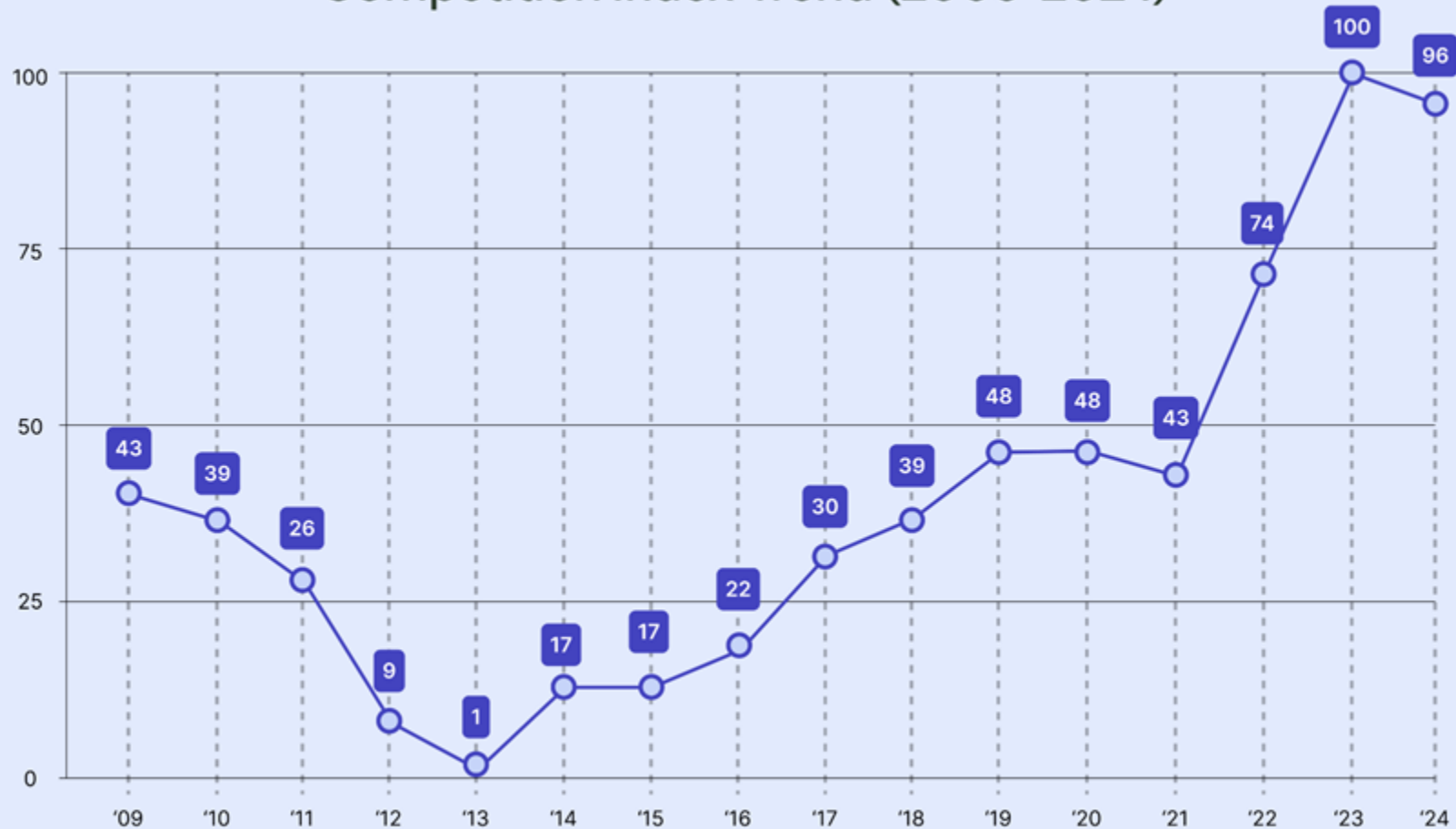
Competition Index Trend (2009-2024)



Competition Index Trend (2009-2024)



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

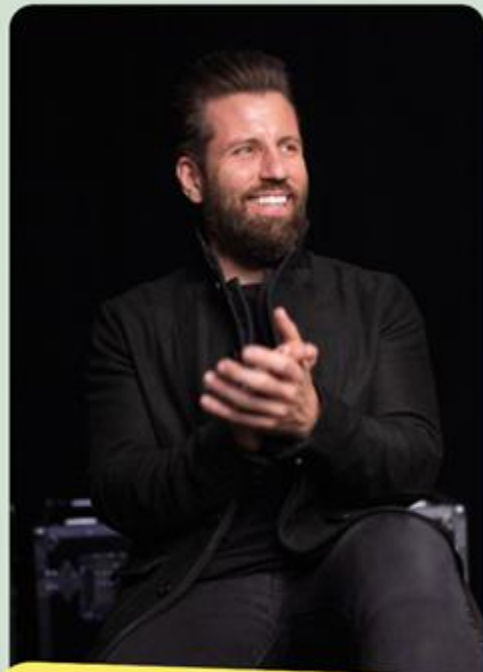
LOBSTER

#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

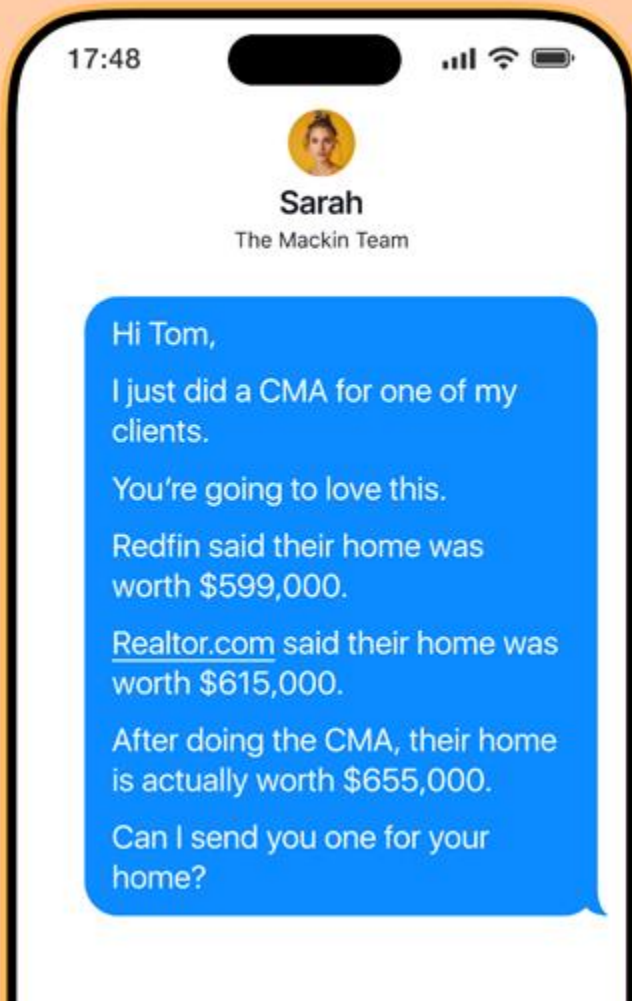
Listing
Appointments

\$198,000,000

In signed contracts



Comparison Text

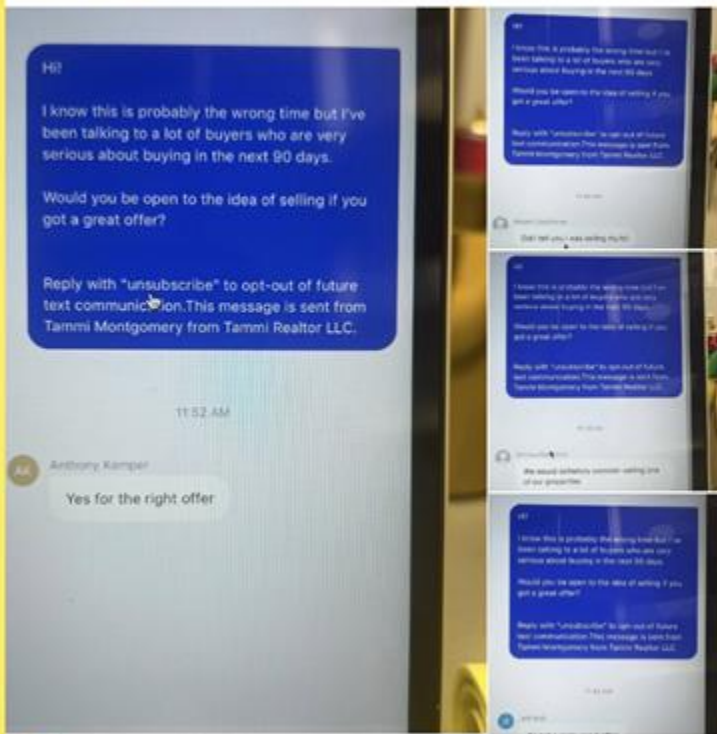




Tammi Montgomery

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

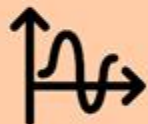
Destroy the Objections



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.

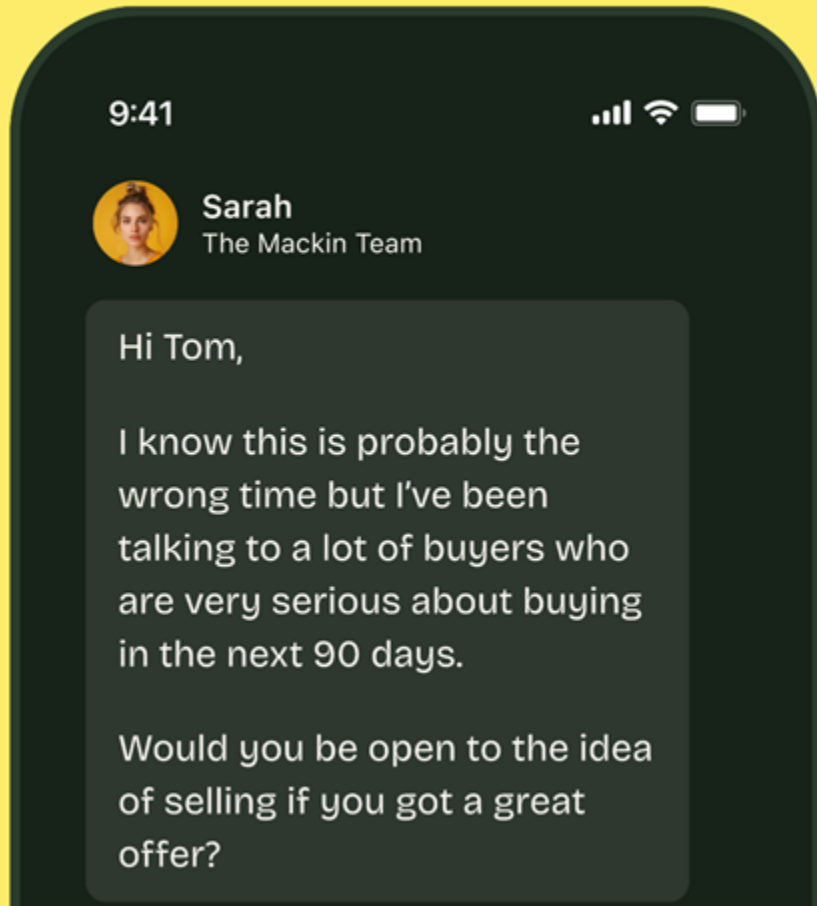


I'm concerned
about a slow sale.



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

17:48



Sarah

The Mackin Team

I wanted to make sure you saw the news.

The average 30-year fixed mortgage rate today came in at 6.96%.

This is near the lowest rate we've seen since late December — a promising sign.

I anticipate a lot of my clients will revisit their plans for the spring.

Do you think it will impact yours?

The Conversion Gap



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

[SHOP NOW](#)

FREE SHIPPING • HASSLE-FREE RETURNS • 10-YEAR WARRANTY

SLAYS 1,000 MONSTERS WITH REGULAR MATTRESSING

Buy the world's most comfortable mattress and get up to \$308 in free bedding. [Details](#)

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

Get up to \$308 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 [Learn Details](#)

Casper

Mattresses Pillows Bed Frames Bedding Gifts Bundles Sale

Free, no contact delivery* 100-night risk-free trial* 80-year limited warranty*

Earlybird! ENDS MONDAY
**15% off
 all mattresses***

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

[Shop now](#)

Save 20%
 with bundles

[Shop bundles](#)

Get 10% off site-wide with the Sleep Bundle. [Shop now](#)

TUFT & NEEDLE

Mattresses Bedding Furniture Company Sleep

**10% off
 sitewide.**

Sweet Dreams. Extended through 10/31

[Shop Now](#) [View Details](#)

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

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

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.

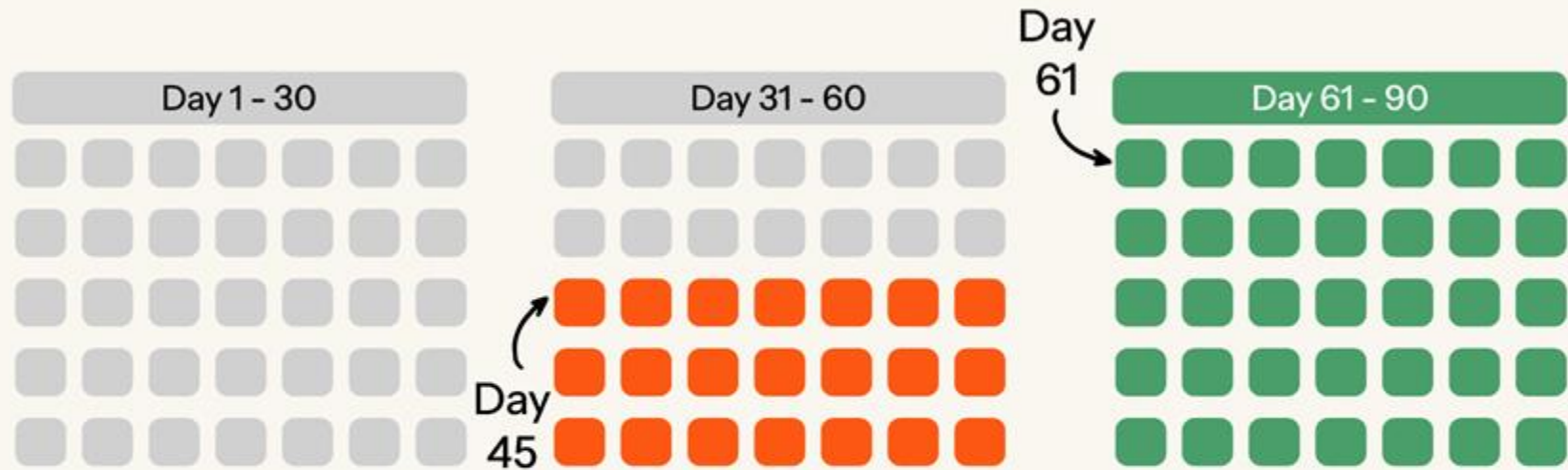
Source: **REDX**




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!!!!

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**

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.



SITUATION

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

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FEELING

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FEELING

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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), 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

per get
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“Creativity saves money.”



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..."

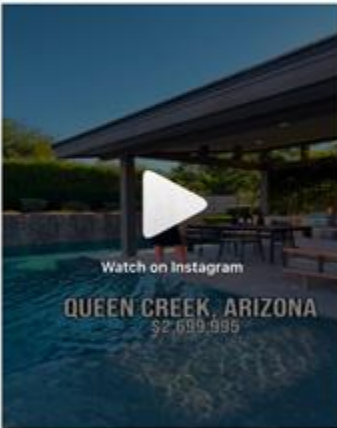
Value Proposition Hooks

- "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](#)




Watch on Instagram

QUEEN CREEK, ARIZONA
\$2,699,995

[View more on Instagram](#)

9,821 likes

[Add a comment...](#) 

Featured Creators

-  Ryan Hawkins
Calgary
-  Kate Brucefield
London
-  Jeri Hunter
Dallas, TX
-  Elin Charlotte
Portland
-  Marie Lee
Huntington, VA

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..."

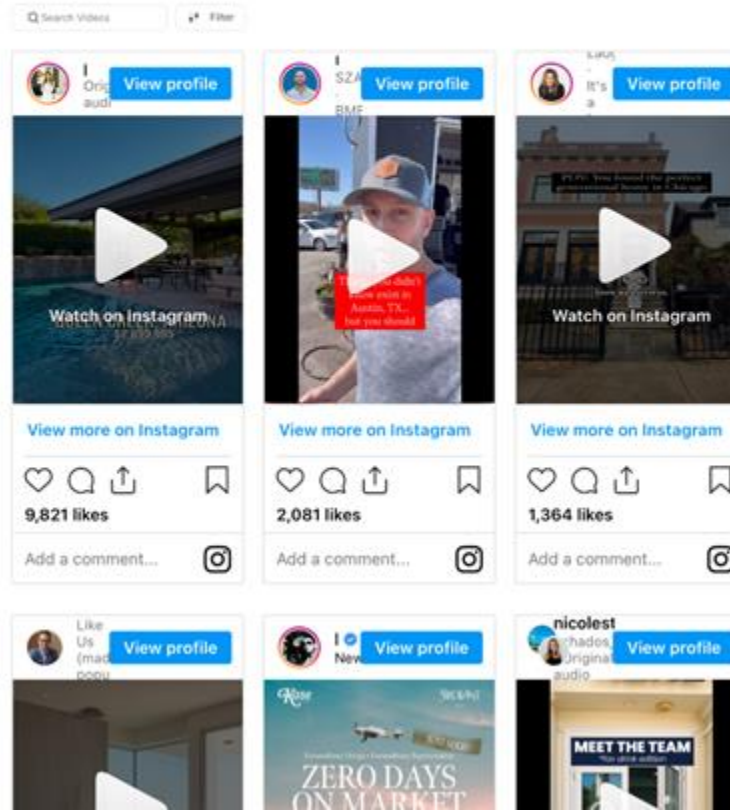
FOMO (Fear of Missing Out) Hooks

- 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

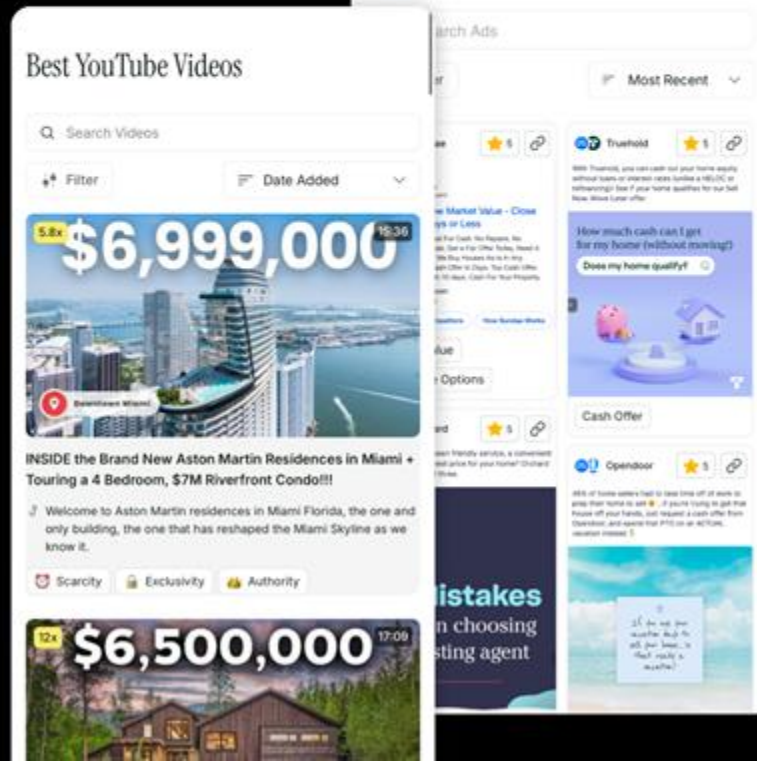
- "Moving to [City]? Here's what you need to know about the area!"
- "These are the best neighborhoods to invest in [City] right now..."
- "Avoid these areas if you're moving to [City]..."

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
soldbyshanee



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



©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. Anderson/Toyota

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: 1N8AB110002000000

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.

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

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 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...



Search Facebook



**DON'T
ACCEPT
LOWBALL OFFERS**



It's to sell but...
afraid that you won't be able to find a new home that
afford - I've got good news.

Expert in helping my clients find off-market listings.

ly just helped my client Tom purchase a 3-4-1
3-bath home in Bedford Village for \$15,500
at market value.



Listing Leads
Members Group

That's a **\$74,452**
difference.

Subject: 90% of Homeowners Are Concerned About
Hi [Client's Name],
When clients call me to sell their home, it's typically
event—marriage, divorce
However, more often than not, it's insurance and taxes.
According to a Housing
worried about these in
If you're not in your for
makes sense, the first
fit both your criteria of
Here's how I help my cl



Sarah

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+ Invite

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