

Stay connected  
with me



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@jimmymackin



# Magnificent 8

 Meta

amazon

NETFLIX

Google

 Microsoft



Started during recession or period  
of economic uncertainty

 Meta

amazon

NETFLIX

Google

 Microsoft

  
TESLA

  
NVIDIA.



**GTA Home Sales Slump 27% In February  
Amid Trade Fears, High Mortgage Rates**

**Toronto home drops price by \$1  
million after 10 failed attempts  
to sell**



**A cooling trend or the new reality for Toronto real estate?**

**Anxiety rattles the Toronto-area real  
estate market**

Trade turbulence shakes  
Canada's housing market  
foundations

Toronto area: Activity tumbles to new cycle low

**Toronto owners struggle to sell  
their homes as nearly 20,000  
sit on market**



**Trade war a 'bucket of cold water'  
on Toronto-area real estate market  
as February sales nosedive**

"Homebuyers have arguably become less confident in the economy," TRREB chief market analyst Jason Mercer said in the report.

SHRIMP



CRAB

SEAFOOD

FISH

SHRIMP

LOBSTER



### ListingLeads.com Members Only



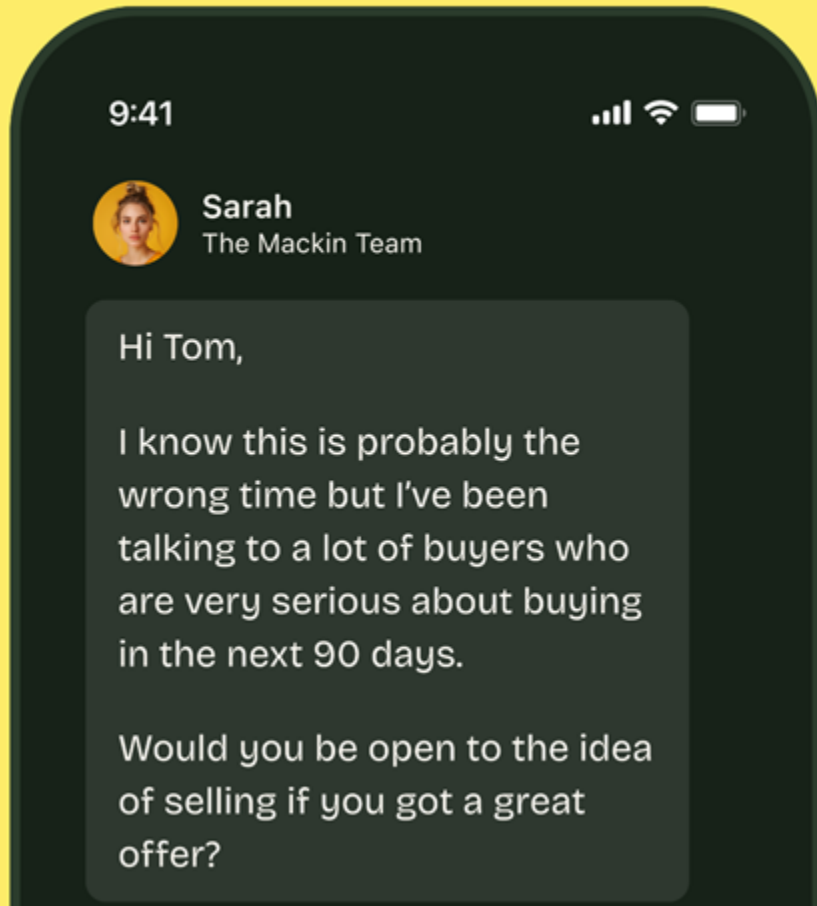
Tammi Montgomery · ★ Rising contributor · December 10, 2024 · 🌐

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 🚀🔥

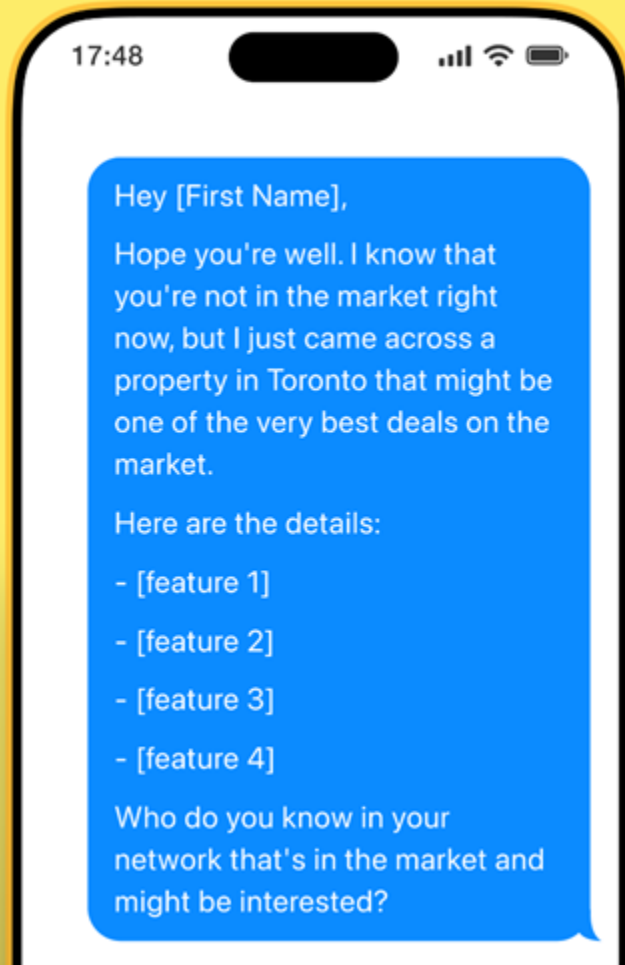
[#winningwithjimmy](#)

# Bad Timing Text





# Deal of the Week Text





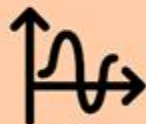
# Destroy the Objections



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.



I'm worried about  
the economy.

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?





# Deal of the Week

Text

9:41



**Sarah**  
The Mackin Team

Hi Tom

I know you're not looking to buy, but I wanted to share this with you—a stunning \$950K condo in the North End.

I bet you know someone in your network who'd love this.

Who comes to mind that we should share it with?



# The Conversion Gap





**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



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.

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



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

You've heard this story before.

## FEELING

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## SITUATION

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## FEELING

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## VALUE

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- 2. It didn't get enough exposure**
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## SITUATION

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## FEELING

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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"



# 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



“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

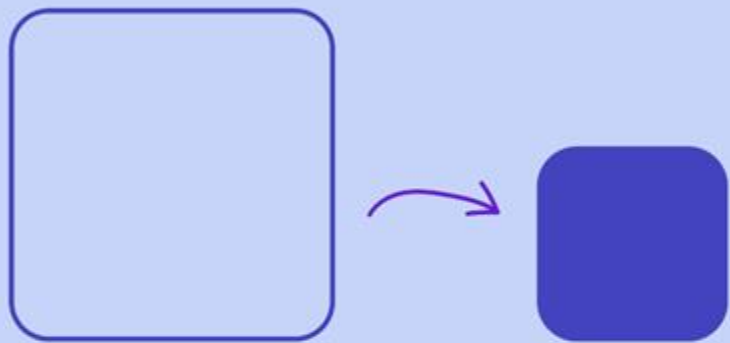


6% of homeowners age  
60 and older said they  
were planning to sell  
their home in 2025.

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.

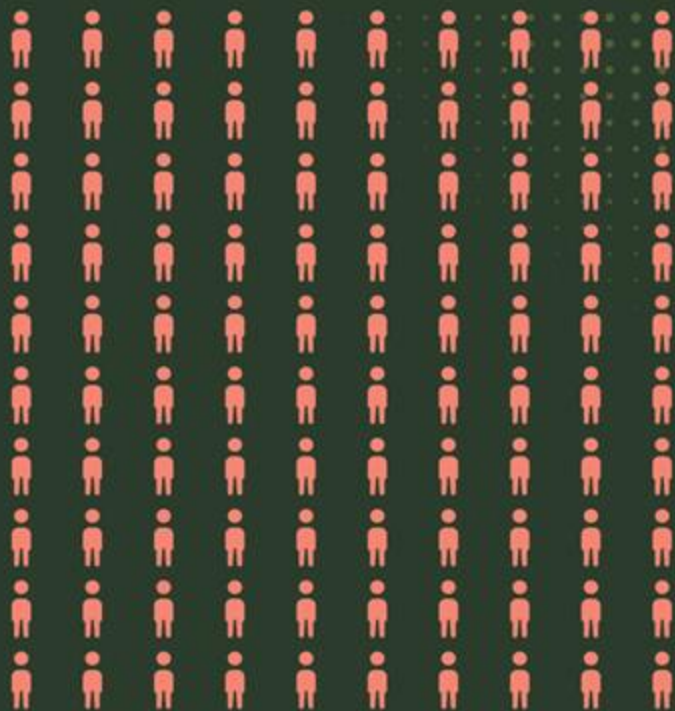
I look forward to hearing from you.

[Your Name]

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

35 million  
contacts

fello



13 million with  
Address (so  
they can track)

fello



8% of the database  
list every 12 months

fello





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



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: Your home's value has changed

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

RXBAR<sup>®</sup>



Revenue

2 Million

2014

# RXBAR<sup>®</sup>



## Revenue



# 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 spring.

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.

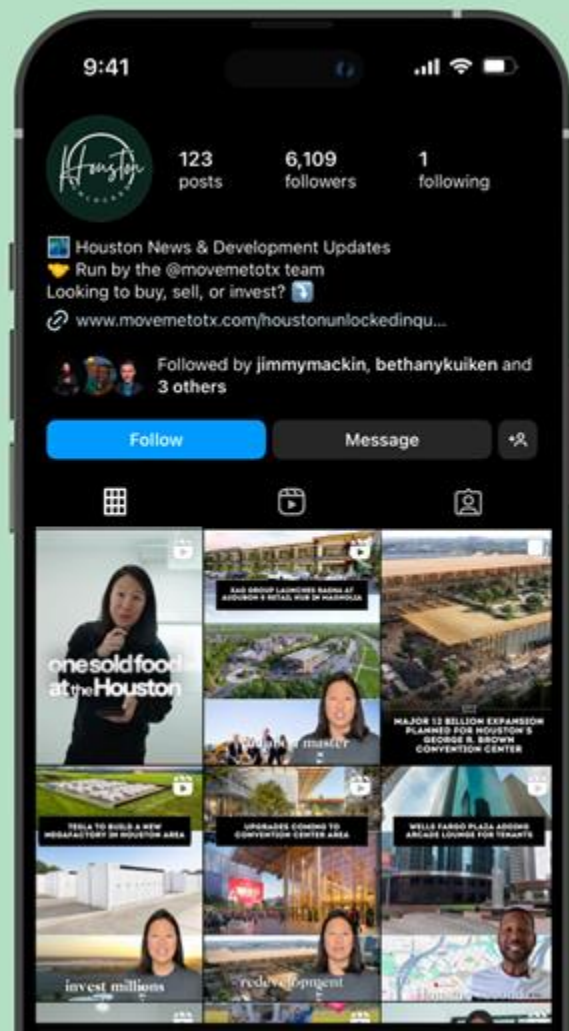
I know this is probably a crazy question—but if you got a great offer, would you consider selling?

“Nothing draws a crowd  
quite like a crowd”



P.T. Barnum

0-6,109 followers  
in 112 days



133K

196K

400K



# Recommended Prompt

Find me the most popular articles about buying, selling, and new development in [Insert Area] from the last 7 days.



Deep Research



Perplexity  
Deep Research



# 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](http://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: 1N800010000000000

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 Niacin, 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 drive: 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](mailto: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.

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, and this is the best market I've seen for sellers. you should work with an experienced agent. I've been in Real Estate for 22 years

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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

Stay connected  
with me



FOLLOW ME ON INSTAGRAM

@jimmymackin

