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@jimmymackin



SHRIMP



CRAB

SEAFOOD

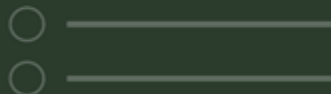
FISH

SHRIMP

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)



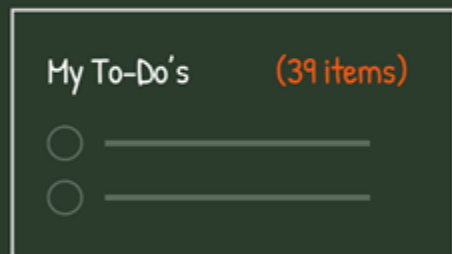


Inaction



Inconsistency

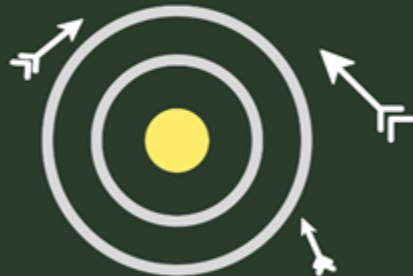
Why isn't my marketing working?



Inaction



Inconsistency



Ineffectiveness

RXBAR[®]



Revenue

2 Million

2014

RXBAR[®]



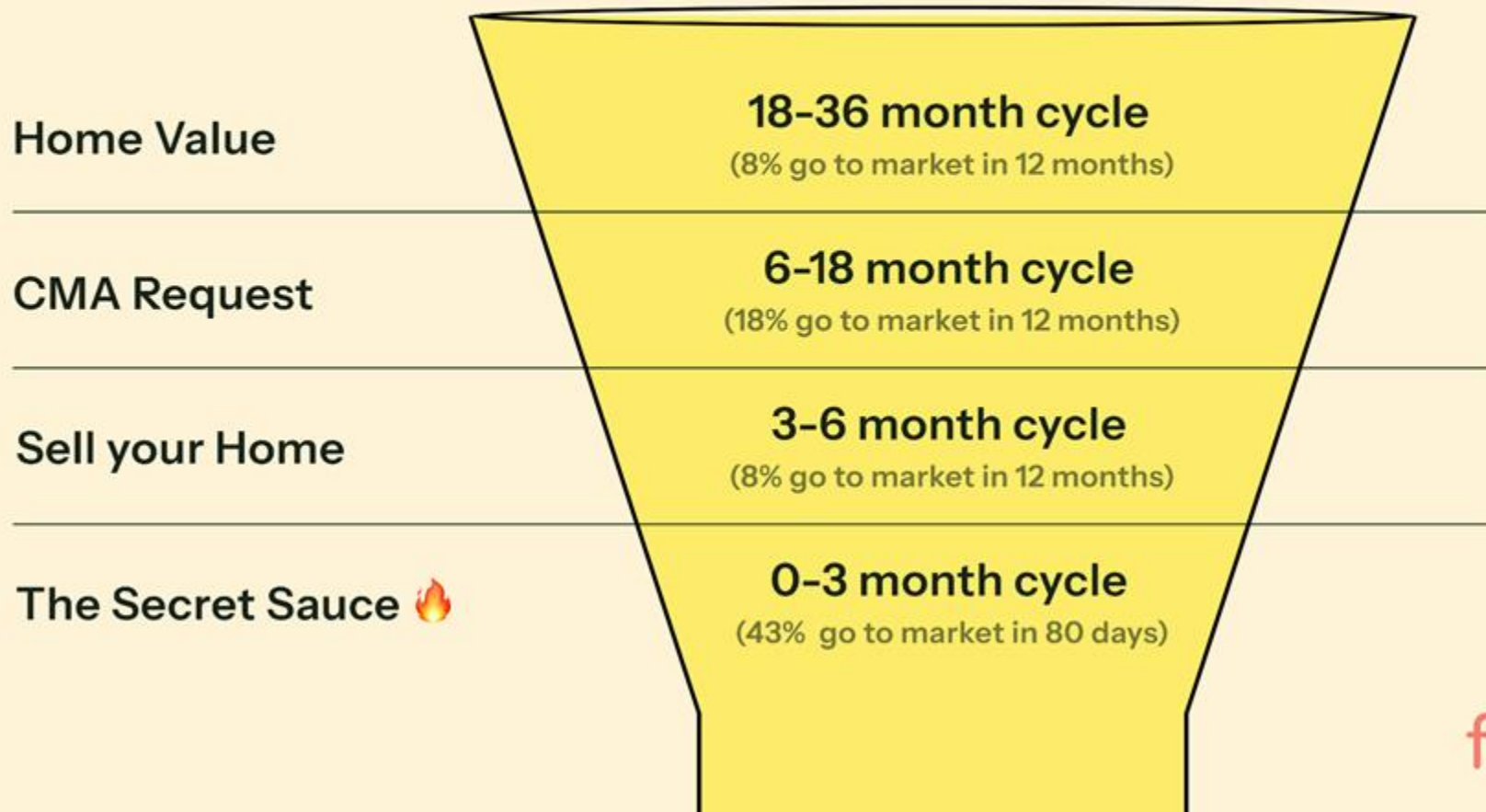
Revenue



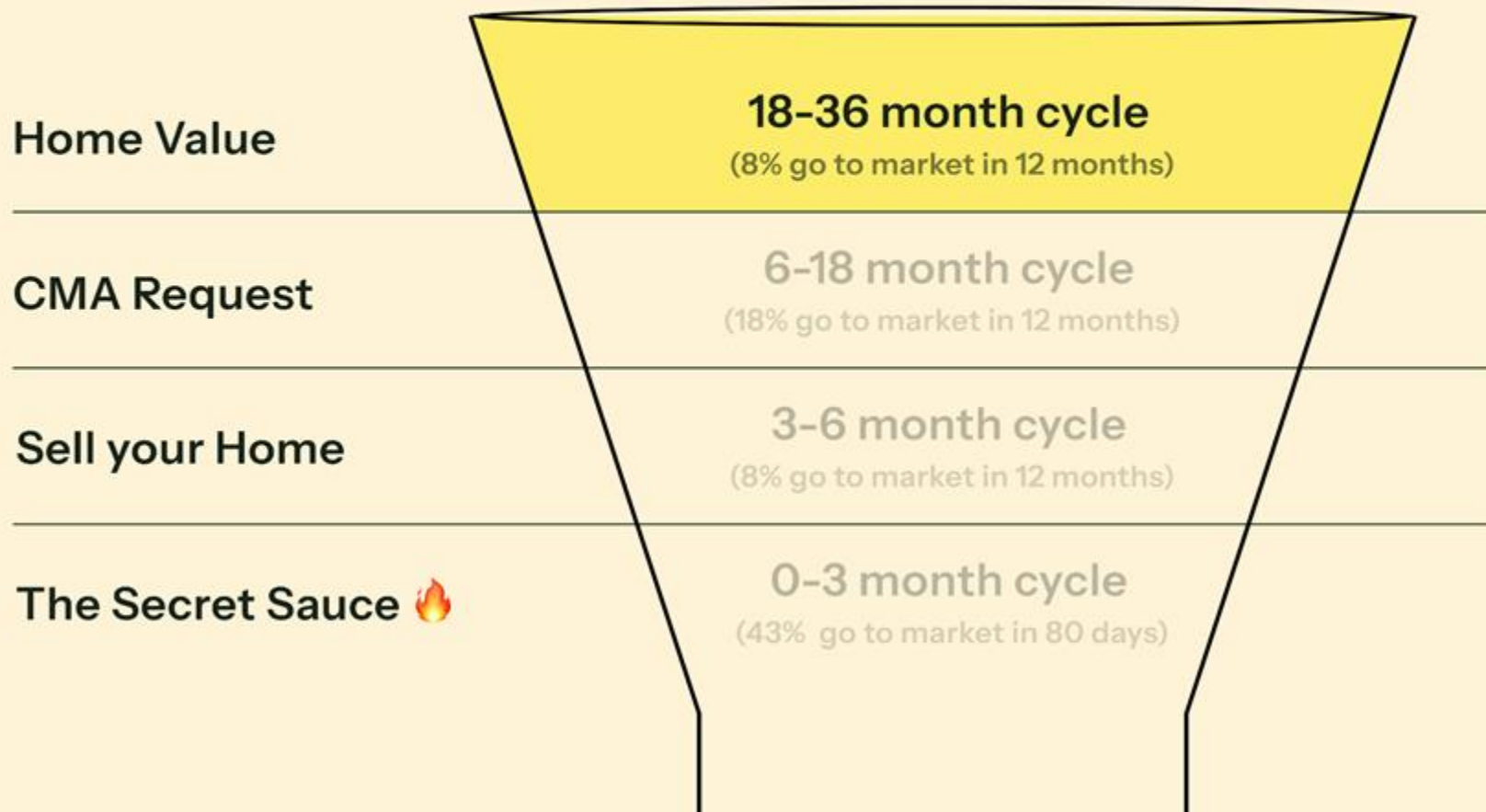


1. Our business is change.
2. We're on offense. All the time.
3. Perfect results count -- not a perfect process
Break the rules: fight the law.
4. This is as much about battle as about business

The Listing Funnel



The Listing Funnel



Mr. Beast Leaked Memo



HOW TO SUCCEED IN MRBEAST PRODUCTION



1

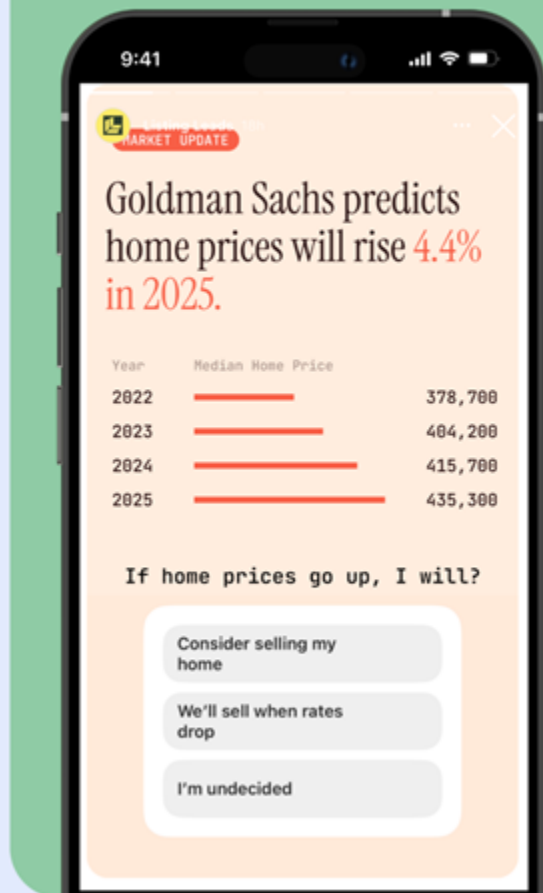
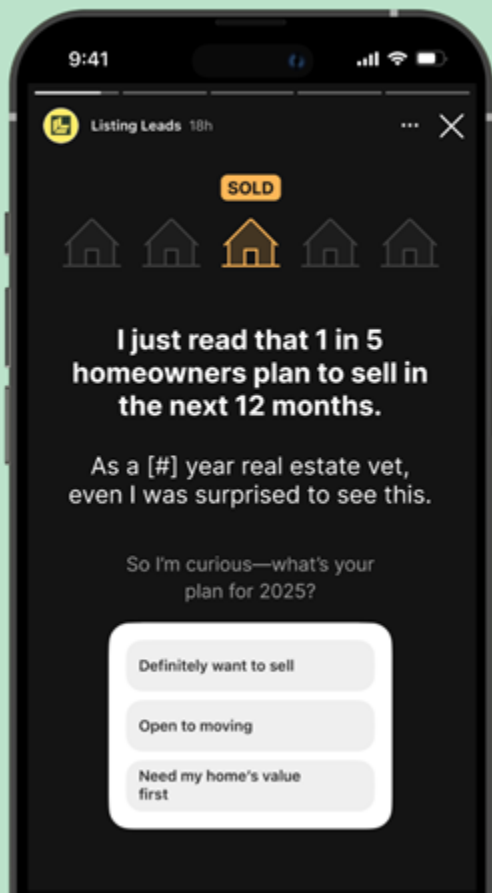
2

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“Creativity saves money.”





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



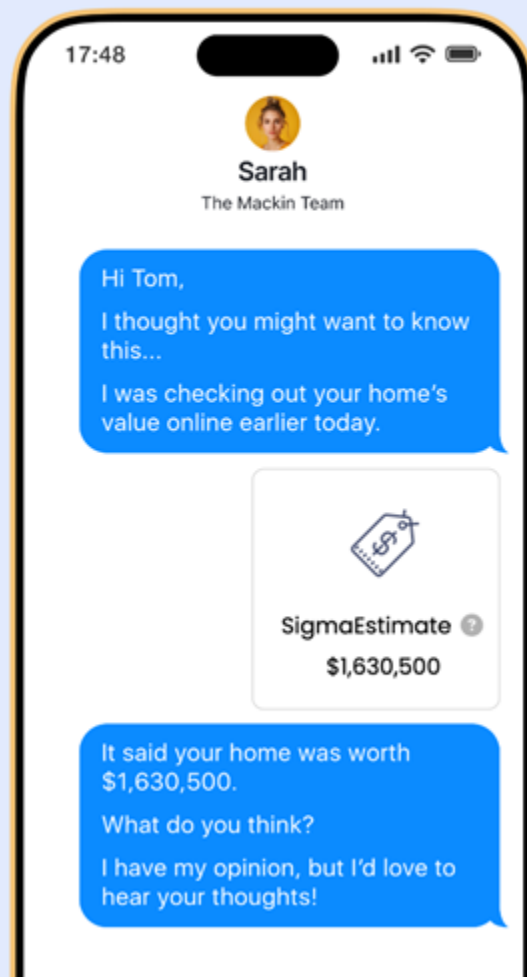
Molly Rodham
mollyrodhamrealtor



Austin Klar
austin.klar



Quick CMA





HouseSigma thinks your home is worth **\$2,386,000**.

You bought your home for **\$1,999,000**, which has turned out to be a smart move. But maybe you've been toying with the idea of selling—moving closer to friends or family, adjusting to a new chapter in life, or simply cashing in on the equity you've built up over the years.

I couldn't call myself a good Realtor if I didn't ask: Would you consider selling if you received an **offer 10% higher than your online estimate**, which would be **\$2,624,600**?

If your answer is "I'd consider it..." **text me at 604-555-5555**, and I'll let you know what you could really get in today's market.

I think you're going to be surprised.

Would you consider
selling for 10% More
than this?
Call or text
604-555-5555

Enter Street Name or Listing# Map Search Market Trends

Address

Get Estimate

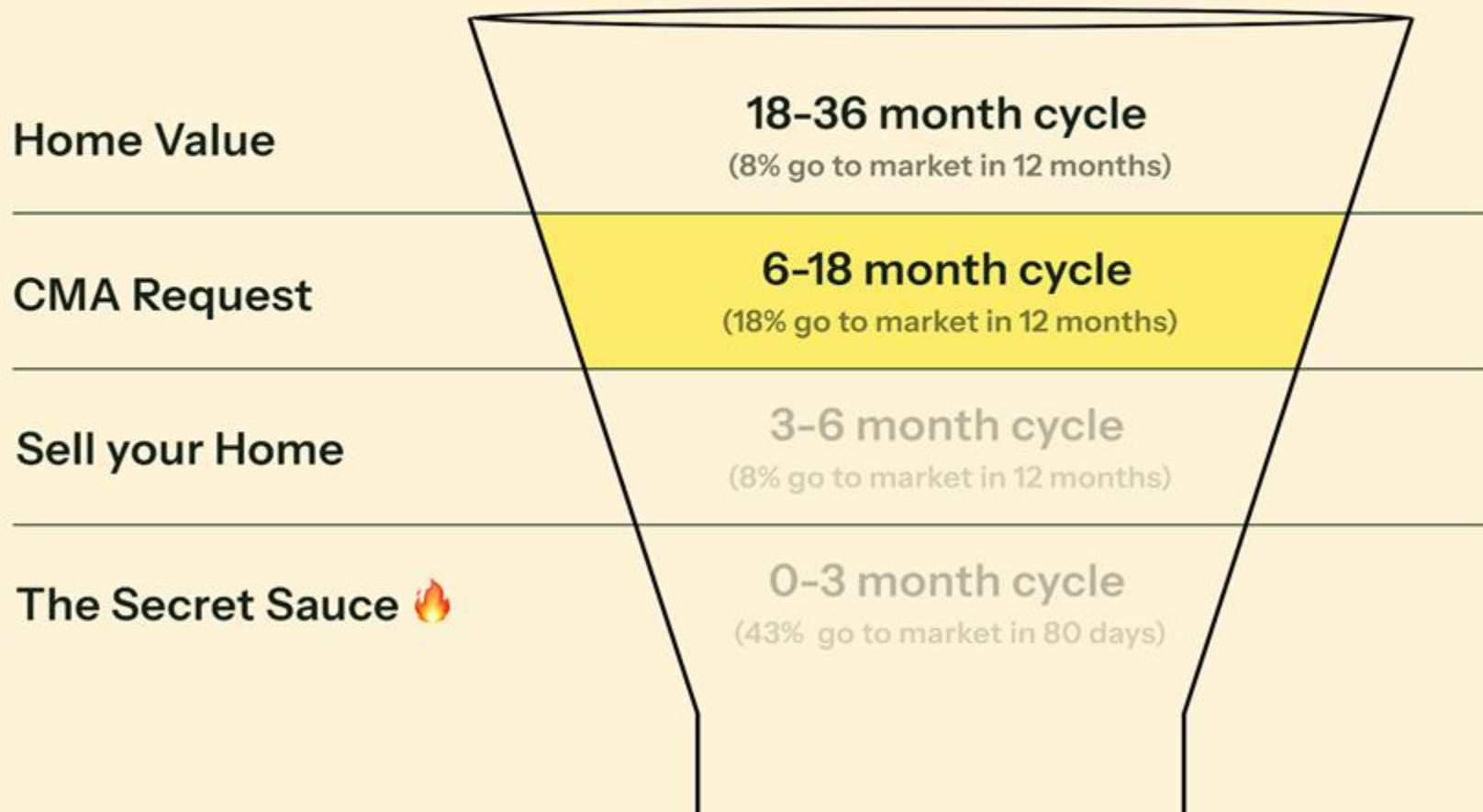
Your estimated range [Share](#)

\$2,047,700 **\$2,386,000** \$2,721,200

Low High

* Estimate value based on analysis of information from REBGV

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



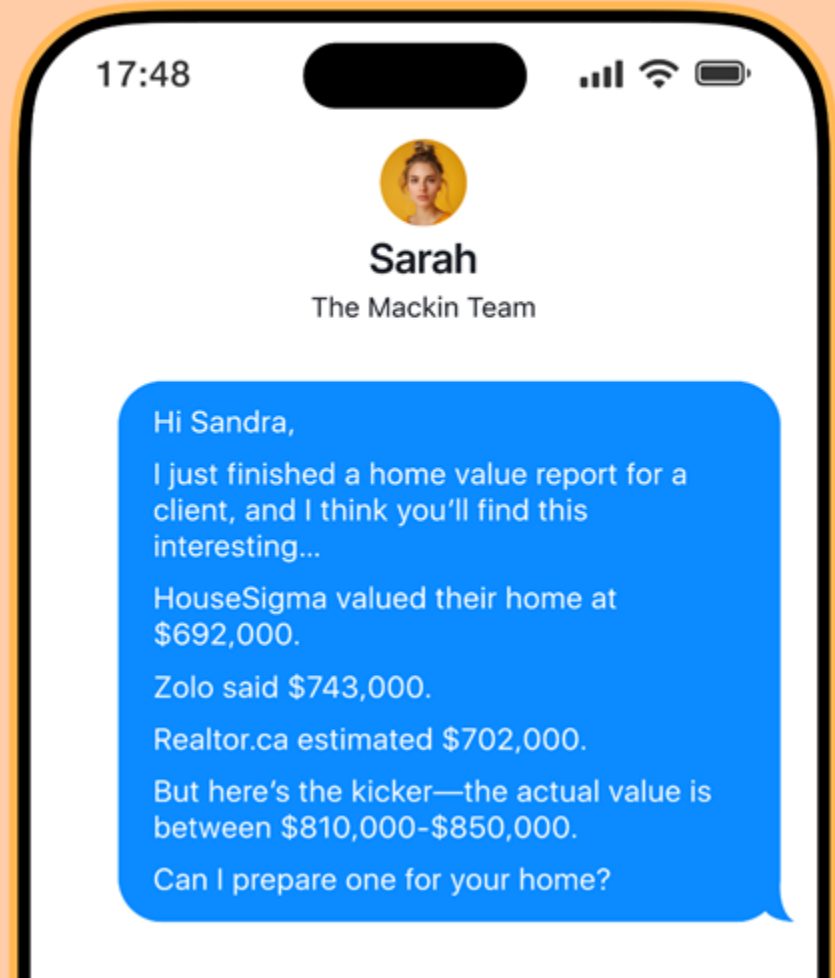
A man with a beard and short hair, shirtless, stands on a sandy beach. A blue and white striped towel is draped over his left shoulder. He holds a red bottle of Old Spice body wash in his right hand, with a spray of water coming out of the nozzle. A white horse is partially visible in the foreground 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.

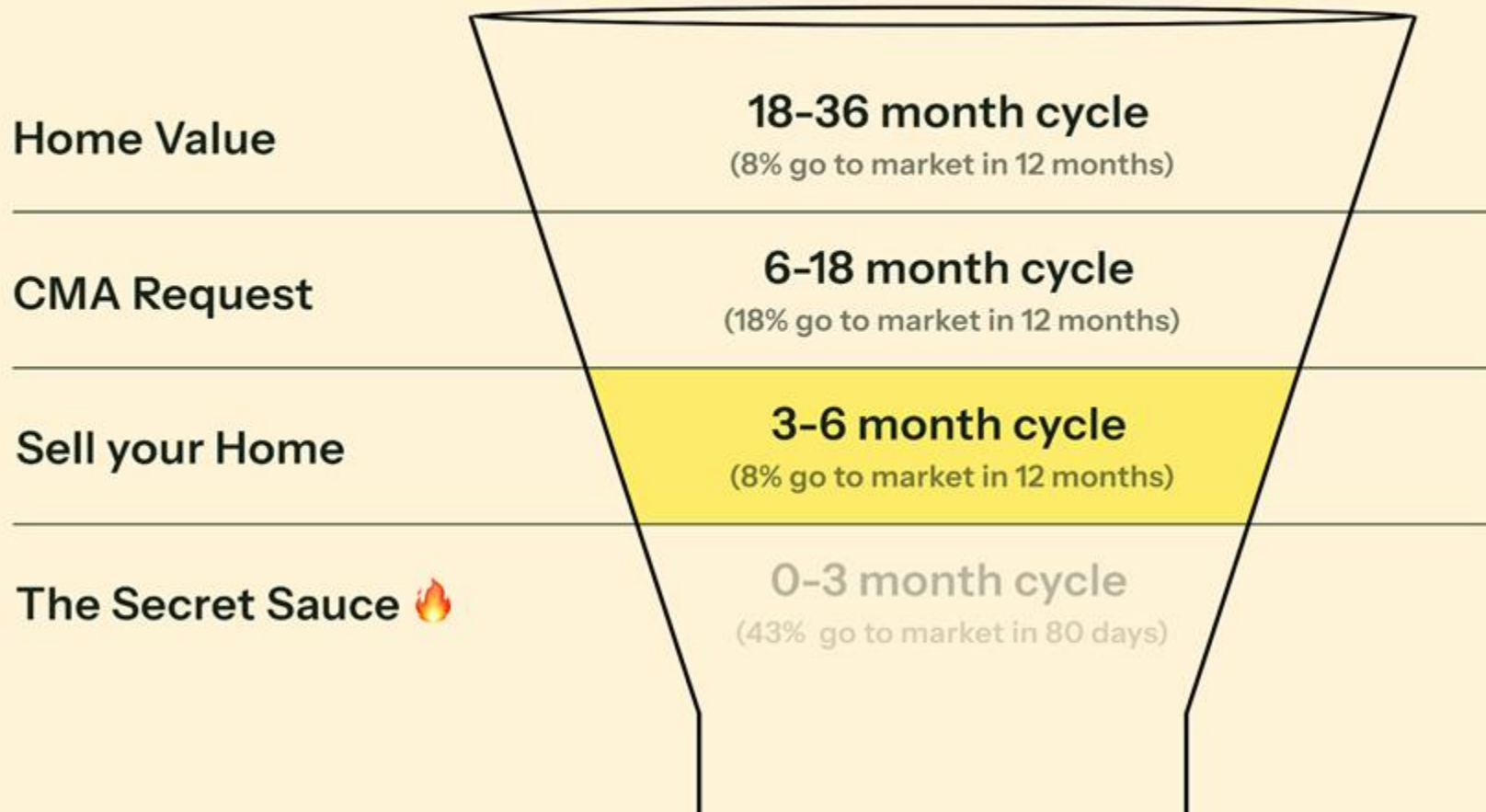
Old Spice

**THE MAN YOUR MAN
COULD SMELL LIKE**

Comparison Text



The Listing Funnel



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: 1G8B0100000000000

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 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.

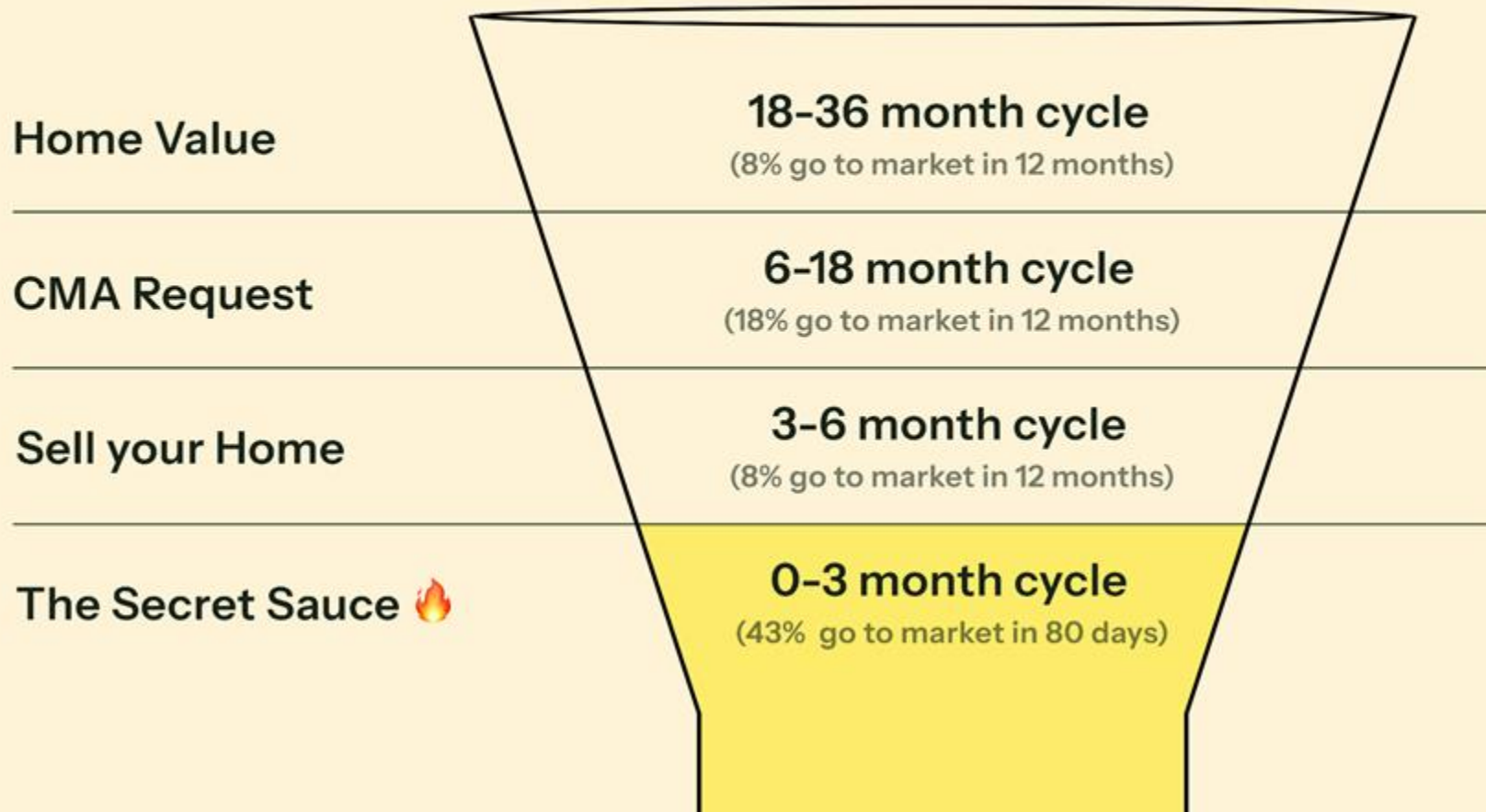
Even if selling your home isn't in your immediate plans, but you're open to a conversation, please don't hesitate to reach out.

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.**

The Listing Funnel





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

Thomas

@Jimmy Mackin thank
you for the expired letter -
12 listings taken in
January from it and
another 6 at bats!
See you today in
Vancouver !



7



1



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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!



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.

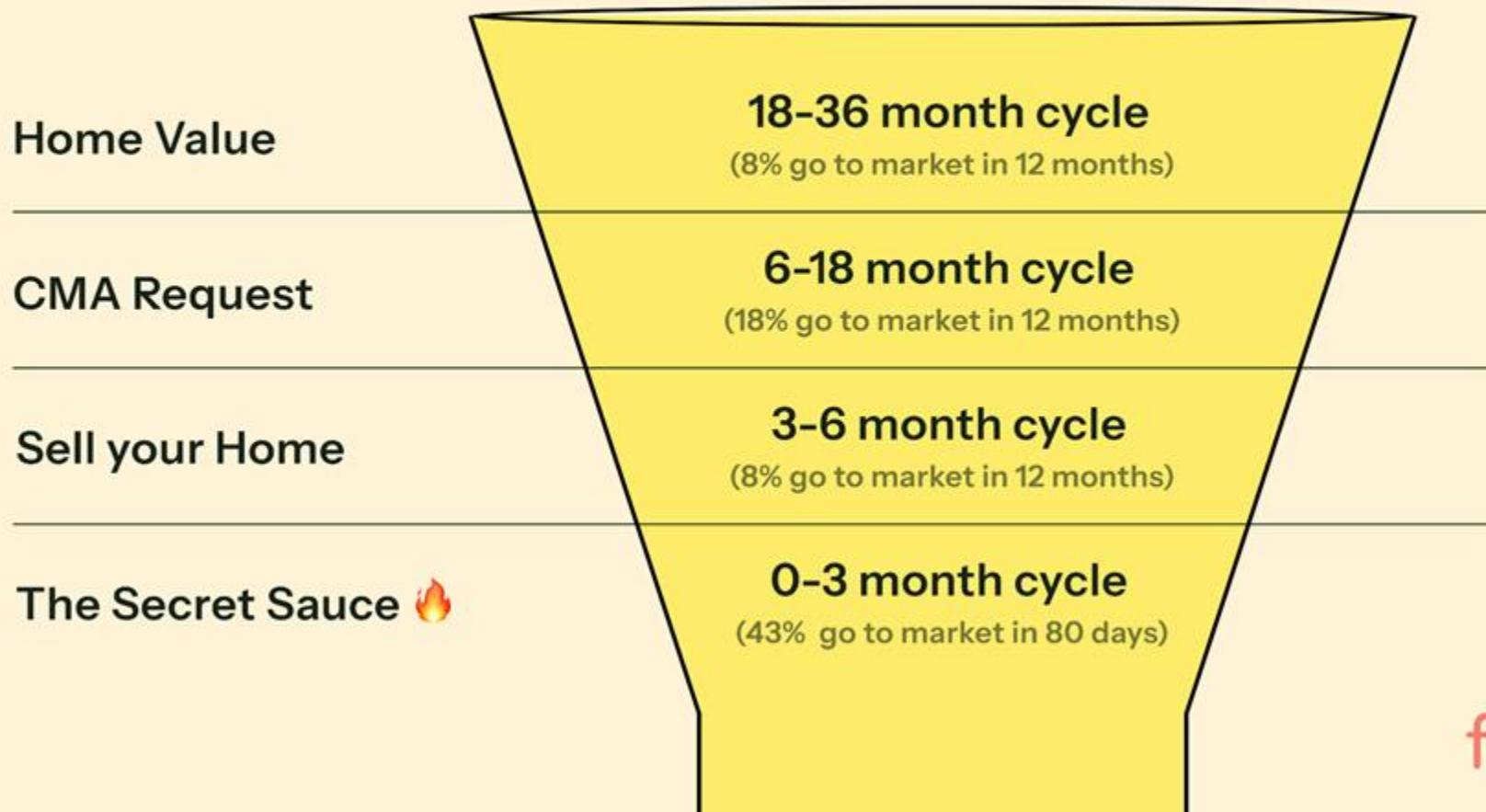
Let's have a conversation about what went wrong and how we can fix it.

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,

The Listing Funnel



Marketing Calendar

Daily



1 Instagram Story



40-50 Text Messages



15-20 Social Media
Comments

Weekly



Value based Email



Listing Email



Newsletter



1-2 Instagram Reels



Direct Response

Monthly



1-2 Direct Response Emails



1-2 Farming Campaigns

ListingLeads.com

Use Coupon Code
"Canada" for 40%
Off First 6 Months

