

Stay connected  
with me



FOLLOW ME ON INSTAGRAM

@jimmymackin



# Volkswagen Phaeton



## Total Sales

< 1000



Phaeton

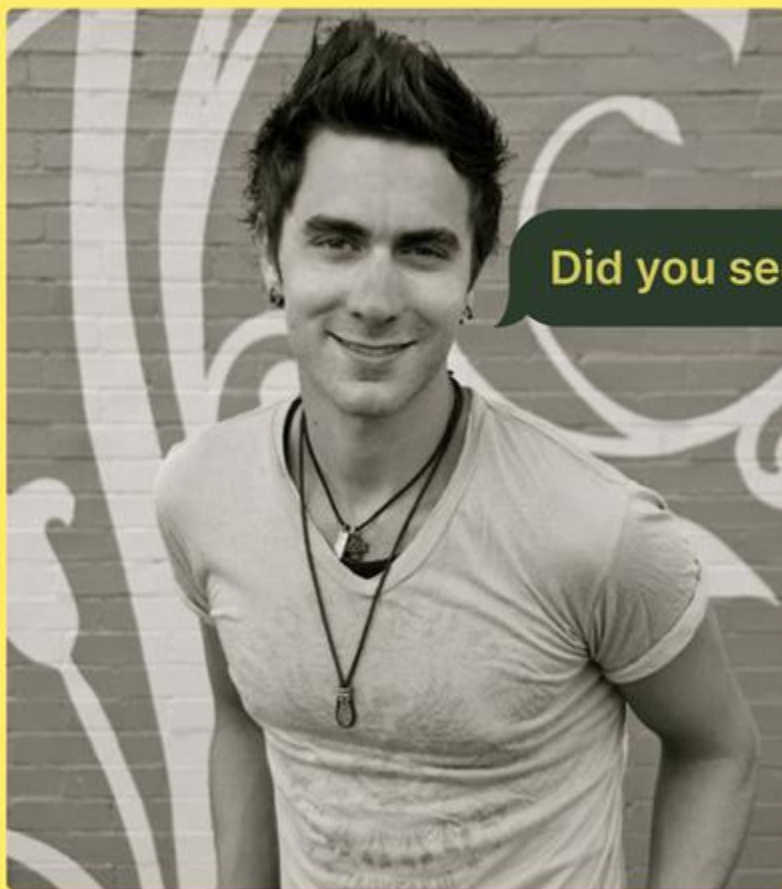


20x  
More  
Sales

21,118



S Class



Did you see my spoiler?



**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.

2023



2024



# 2019



Agents marketing to Expireds



Number of Expireds

# 2019



Agents marketing to Expireds



Number of Expireds

# 2025



Agents marketing to Expireds



Number of Expireds





Tammi Montgomery

Ok LL friends here is one for you!

I executed my version of the expired letter to 54 expireds in our market. ( see copy below)

Two responses - listing appointment Jan 8th for \$499k house and one next week for \$999k

In a market where our average price is \$230k!

Get your campaigns going! You won't regret it:)

I hand address my envelopes 😊

I called many of them too and had 13 conversations and no luck from the conversations YET!

But the two appts contacted me from my letter.

I uploaded my list into Lofty under a segment titled "expired" so I can continue to market to them. See the disclaimer at the bottom of my letter so I don't have to worry if they relist with someone else 🙌 let's go? 🙌🙌🙌

#2025Ready

#execute



Khristian Schlemmer

Just set an appointment with a \$3 million dollar expired for tomorrow off of a mailer!! Originally hung up on me, texted my crm number not interested, and then texted me personally off of the mailer.



**Lori Donnelly - Weichert**  
sent out 92 expired letters so far in past 10 days - got my 1st listing appt on saturday!!

5d Like Reply



Orion



Just got my first booked appointment from the expireds playbook!



1



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



5



3



Orion Moquin

Got my first call from the expired letters I posted a photo of the other day, they only received one letter, and it's a \$1.2 million opportunity



5d Like Reply



Khristian Schlemmer

Success Story!

Sent out my first batch of letters last week and have been doing at least 20 "letter 1s" a day

followed by Jimmy's recommended follow up. I had an expired tell me no over my crm number,

text me back not interested BUT he texted me yesterday that he received my mailer and was

interested in having a conversation concerning what I found missing. This wasn't for just any

expired but a 3 MILLION DOLLAR listing!! I had a phone call today with him and we are meeting

Friday! 🙌 MAILERS WORK! Don't give up, trust the process.

Ps I didn't do anything crazy extra with the template, I just threw my information on it so I could hurry and get started.



Pete Deininger

Just finished a Zoom with an expired seller. Walked him through 4 marketing ideas we have to improve his exposure to buyers.

He's out of state and giving us access to see it in person in the next couple days.

He's the only one I've had answer a call so far and super receptive!!!

One guy told me something about how I should abuse myself...

Next!!!!

# Expired Letter



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]

# Expired Letter

FEELING



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,  
[Your Name]

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.

# Expired Letter

FEELING

SHOW THE SWEAT



Dear [First Name],

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

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[Your Name]

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# Expired Letter

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A lot has changed since April 2023.

DIRECT RESPONSE

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,  
[Your Name]

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.

# Expired Letter



Dear [First Name],

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I look forward to hearing from you,  
[Your Name]

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.

**Compete where  
you can win.**



# Athletic Greens 2010

AG1®

**Athletic Greens**

[Ingredients](#) [Pricing](#) [Contact](#) [Order Now](#)


## The Only Whole Food Supplement That Unlocks Your Body's True Potential

The perfect diet doesn't exist. So we invested 10 years in research to develop the highest efficacy, most complete, and truly convenient nutritional insurance there is.


- 11 Supplements in a single, delicious scoop of superfood nutrition
- Improved alkalinity and digestive health, and immune system support
- The antioxidant equivalent of 12 servings of vegetables

[Get Your Greens](#) [Learn More](#)

60-Day Money Back Guarantee




### The Only Whole Food Supplement Recommended By:




**Tim Ferriss**  
*As NYT Bestselling Author*

"It's healthy, but more importantly it will help you not screw up when you're doing your nutritional planning. For me, it...clears my livers, takes a load off my mind, and puts a lot in my body."




**Colonel Nick G.**  
*US Army, Afghanistan*

"I need nutritional supplement to boost my energy, immune system, and performance. I truly believe it is everything it claims to be. AG has proven itself a force multiplier!"



**Art Martin Physician**  
*Amazon Athlete and Cancer Survivor*


"I am convinced that the phytonutrients, antioxidants, and other ingredients gave my body the support it needed during my training. What you have accomplished...I feel it has benefited my life!"



**Blanka Krausch**  
*Mother, Model, Business Owner*

"I take Athletic Greens every day, whether I work out or not...I have tried a lot of products in the past 10 years and have found this to be effective, tasty, and easy to digest!"

### The Most Nutrient Dense Whole Food Supplement Available





# Athletic Greens 2021

AG1<sup>®</sup>

ATHLETIC GREENS<sup>®</sup>

Comprehensive  
and Convenient  
Daily Nutrition

SUPPORTS

Gut Health

Immunity

Healthy  
Aging



Energy

Recovery

Hair & Nail  
Growth

Focus

Healthy isn't  
always easy

So we made covering your  
nutritional bases simple



AG1<sup>®</sup>

One  
Scoop

Once  
Daily



Helps Improve Digestion

Vegan, Gluten-Free, and Dairy Free

Rated 5 Stars by 47,000+ Users



80%  
of participants reported  
feeling less gas and bloating  
after 30 days of AG1<sup>®</sup>

\*As little as one scoop daily may improve your overall health and wellness.

**Your value cannot be  
appreciated until it's  
properly positioned.**

## Unique Value Propositions

- 1 Convenience
- 2 Expertise
- 3 Access
- 4 Speed
- 5 Performance
- 6 Marketing Exposure
- 7 Certainty

# Just Sold

# JUST SOLD

8 OHIO AVENUE, NORWALK, CONNECTICUT

For: **\$595,000**

REDEFINING REAL ESTATE



THE  
VANDERBLUE  
TEAM

HIGGINS GROUP  
PRIVATE BROKERAGE

Forbes  
REAL ESTATE

# Marketing Exposure



LUCKY TO LIVE HERE® REALTY

Zillow is good, we're better...

Average Zillow Views Per Listing  
**3,000**

Average 📱 @luckytolivehere Views Per Listing  
**150,000**

\*Stats from 1st month of listing views from @luckytolivehere Instagram and Zillow pages



Scan QR code  
about how we sell

**Our Instagram Reaches More Buyers  
Profile Views Over 90 Days: 6,000,000+  
Followers: 180,000**

@luckytolivehere Instagram and from Aug-Nov 2020

**Some of Our Recent Listings That Sold  
in 30 Days or Less For Over Asking**



7 Days on The Market  
Huntington



7 Days on The Market  
Oyster Bay Cove



8 Days on The Market  
Huntington



8 Days on The Market  
Lloyd Harbor



8 Days on The Market  
Huntington



12 Days on The Market  
Lloyd Harbor



13 Days on The Market  
Huntington



13 Days on The Market  
Huntington



15 Days on The Market  
Lloyd Harbor



17 Days on The Market  
Huntington



19 Days on The Market



27 Days on The Market



30 Days on The Market

**Join Our 300K+ Followers**



Facebook



Instagram



Snapchat



YouTube

@luckytolivehere

**Zillow is good,  
we're better...**

Average Zillow Views  
Per Listing

**3k**

Average @ luckytolivehere  
Views Per Listing

**150k**



# Speed

"My house went under contract in about a week, at the price and closing date I wanted."

RUBEN • AUSTIN TX



## DAYS TO UNDER CONTRACT

### LISTING LEADS



### NATIONAL AVERAGE



If you have a \$725,000 house that's on the market for 90 days, we estimate that you'd lose \$19,058 in holding costs.

Every day that your home is sitting on the market with no viable offers, you're losing money.

To the average agent, it might sound like overkill that we spend so much time preparing our clients' homes for launch. But in our opinion, there's no other option.

That's why our clients' homes sell 42% faster than the average agent.

I'm not sure if you're thinking about selling but if you're open to the idea and you want to explore your options, I'd love to help.

**Just call or text me at 555-555-555 to get started.**

Sincerely,  
John Smith

# Performance

## YOUR HOMES WORTH

ZILLOW SAYS **\$773,500**

REALTOR.COM SAYS **\$655,044**

REDFIN SAYS **\$738,388**



ZILLOW SAID  
THIS HOUSE WAS  
WORTH \$1.5M...

IS ZILLOW RIGHT?

Our marketing plan & listing launch included photography & videography with over 25,000 views online, 3 targeted ad campaigns, 4000 mailers, a mega open house with 47 visitors, 14 private tours and 3 offers in just 34 days.

**WE SOLD IT FOR \$1,825,000**

**\$325,000 OVER Zillow's Zestimate**



The "Internet" valued my client's home at

**\$651,000 - \$750,000**

But I knew we could sell it for more.

As a result of our marketing, we sold it for:

**\$831,000**

If you want to sell for more than your online estimate, call me today at [555-555-5555](tel:555-555-5555) and we can discuss next steps.

**Reinforce your value  
with every marketing  
campaign.**



8:37 AM

Will you be my valentine?

8:37 AM

Will you be my valentine?

Finallyyyyyy someone asked

8:37 AM

Will you be my valentine?

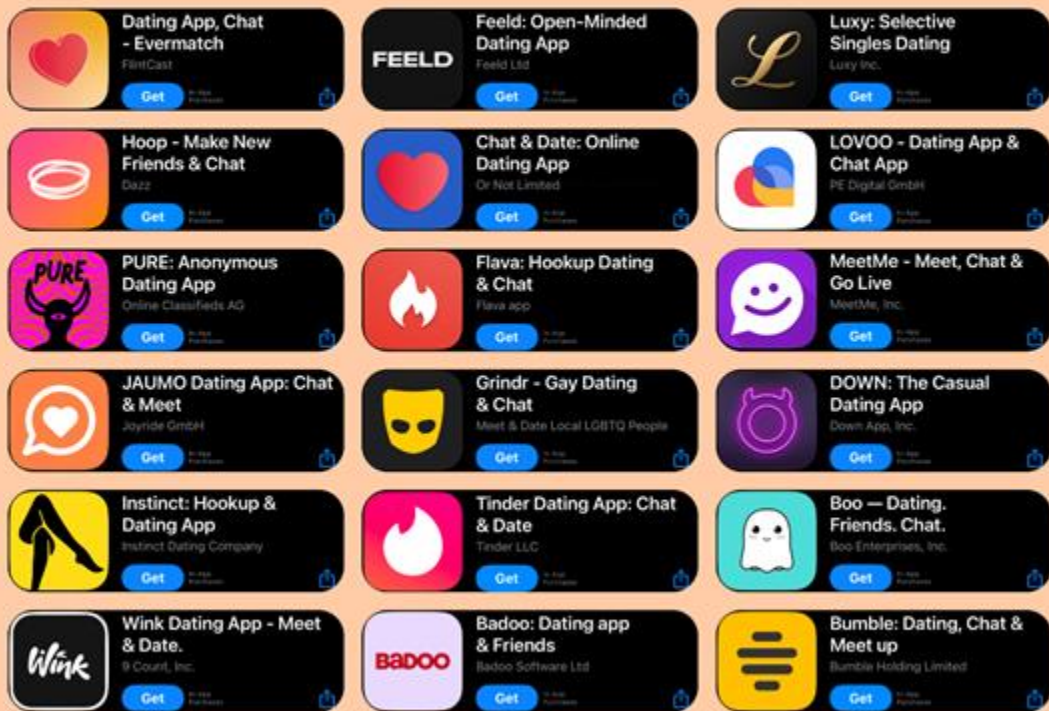
Finallyyyyyy someone asked

No

Delivered

# Competitive Landscape

1,500 dating apps worldwide.



# Mullet Passions Connects Singles Who Love the Hairstyle



# Thursday





# Thursday



# Serious Buyers Only Email



Subject: Serious buyers only (offer inside)

If you're just getting started on the homebuying process and you need some advice, I'm here to help.

But this email is only for serious buyers who want an edge in this market.

The home you're looking for may never go up on Zillow. In fact, you might not know this but roughly 24% of homes are sold off-market.

That's why I provide a specialized service to help my clients source deals that you'll never find online. But I can only offer this service to a handful of clients per month.

So if you're qualified, ready to move, and tired of scrolling through overpriced homes on Zillow, reply to this email with your:

1. Ideal Location
2. Price Range
3. Desired Move In Date
4. Minimum Bed / Bath
5. Any other must-haves

Sincerely,  
[Your Name]

P.S. My client Mary received this exact email 45 days ago. After spending 7.5 months searching for homes, we were able to source her an off-market deal that she loved in less than 33 days.

Here's what she had to say about her experience: [testimonial]





“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

# Ryanair "The Low Fares Airline"



# 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.**

# 2025 Magic Buyer Email

## Email Campaign

### I have [#] serious buyers ready to move (details inside)

Call your partner, text your group chat, or forward to a friend—whoever you think might want to know about this opportunity...

I have [#] serious buyers who are ready to make a move right now, and I promised I'd do everything I can to help them find their next home.

Here's who they are and what they're looking for:

#### Buyer #1: [FIRST NAME(S)]

- [TYPE OF HOME]
- [SPECIFIC AREA]
- [PRICE RANGE]
- [PERSONAL \*but not too personal\* DETAIL TO CONNECT]

#### Buyer #2: [FIRST NAME(S)]

- [TYPE OF HOME]
- [SPECIFIC AREA]
- [PRICE RANGE]
- [PERSONAL \*but not too personal\* DETAIL TO CONNECT]

#### Buyer #3: [FIRST NAME(S)]

- [TYPE OF HOME]
- [SPECIFIC AREA]
- [PRICE RANGE]
- [PERSONAL \*but not too personal\* DETAIL TO CONNECT]

If you're reading this right now and think your home might fit the criteria for one of my clients, please text or call me directly at **555-555-5555**.

And even if you're not planning to sell but know someone who might be, please forward this email to them—and we can try to put something together off market!

I appreciate your help,  
[Your Name]



A diagram on an orange background with the word "Specific" in the center. It is surrounded by 24 white arrows pointing towards it from all directions.

**Specific**

A diagram on a light orange background with the word "Generic" in the center. It is surrounded by 24 dark red arrows pointing away from it in all directions.

**Generic**





"We go after the cool kids. We go after the attractive, all-American kid with a great attitude and a lot of friends. A lot of people don't belong [in our clothes], and they can't belong. Are we exclusionary? Absolutely."

**Mike Jeffries**

Ex CEO of Abercrombie & Fitch

# Abercrombie & Fitch

## Abercrombie & Fitch ranked as the most hated retailer in America for the first time ever

- Abercrombie & Fitch is now ranked as the most hated retailer in America
- The clothing company scored a 65 on the American Customer Satisfaction Index for the retail industry for the first time ever
- Just ahead of Abercrombie on the list is Walmart with a score of 66
- The report by ACSI is based on a survey of customers who are asked about their recent shopping experiences at the biggest retailers in America

By REGINA F. GRAHAM FOR DAILYMIL.COM 

PUBLISHED: 20:40 EDT, 24 February 2016 | UPDATED: 17:08 EDT, 26 February 2016



Share



**307**  
shares

**46**

View comments

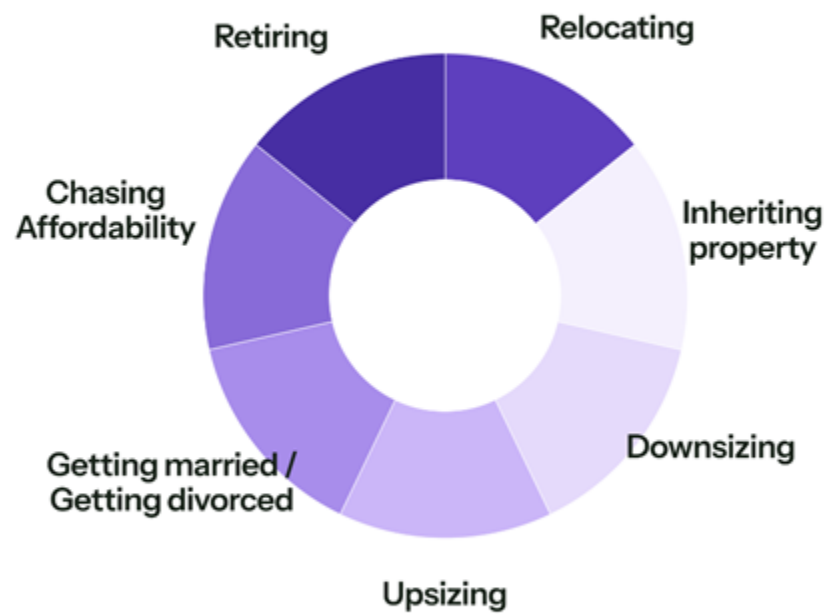
Fran Horowitz



"We moved from a place  
of fitting in to creating a  
place of belonging."

Fran Horowitz

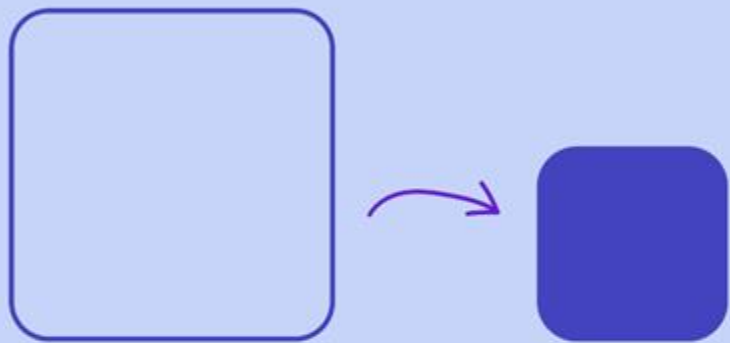
## Sellers



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:

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

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:

"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.

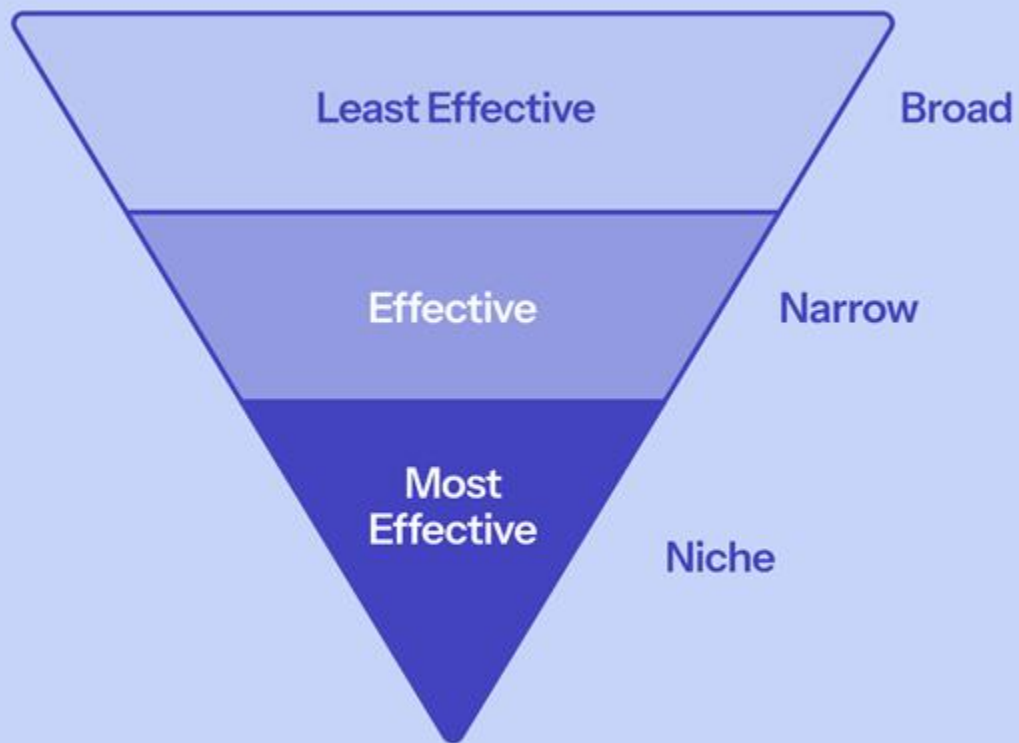
If you'd like me to prepare one for you (at no cost), text or call me today at 555-555-5555.

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.

**Niche down  
your message  
to drive up your  
revenue.**





ListingLeads.com

**7-Day Free Trial** →

2025 Expired Listing  
Blueprint Included

