



5 Highly Effective Listing Attraction Strategies

How many people do you know (neighbors, relatives, friends, acquaintances, people you know from your kids' school, your church, etc.) who are real estate agents?

15%

None

34%

1-5

29%

6-10

17%

11-20

4%

21 or more

How many agents
did you interview
before you chose
the person you
worked with?

15%

The agent I used was the only person I considered

35%

2 Agents

30%

3 Agents

11%

4 Agents

8%

5 or more agents

How did you
choose the real
estate agent who
helped you sell
your home?

9%

They were a personal friend or family member

34%

They were referred to me by a friend or family member

6%

They live near me and I know them as a neighbor

28%

I researched agents online (reviews, transaction
histories, etc)

15%

I used an online agent finding/matching service

7%

I saw a piece of advertising or marketing that
impressed me



1000WATT

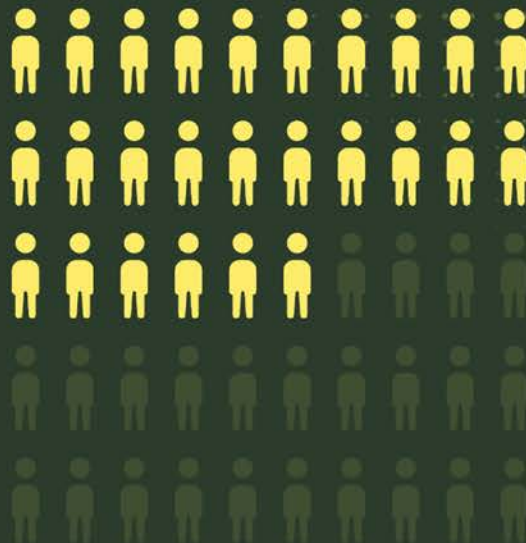
Number of Agents

997,000



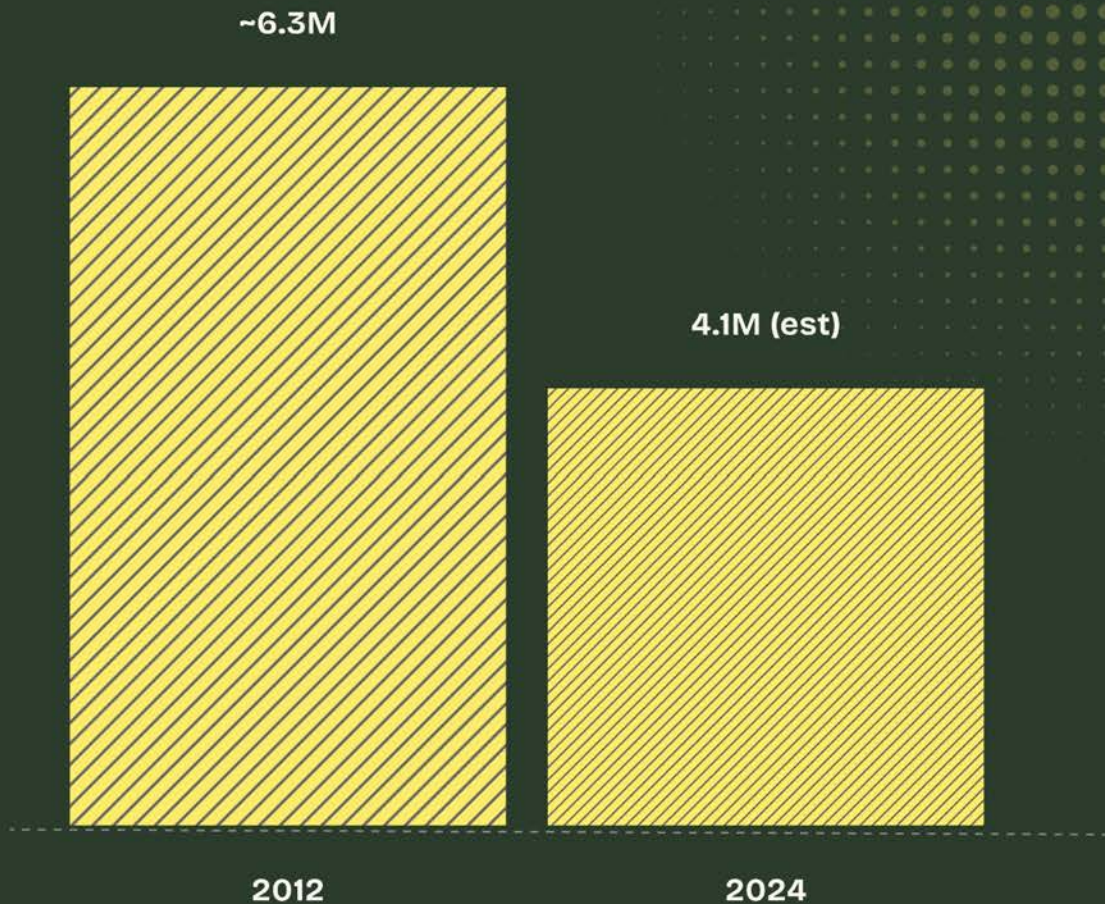
2012

1,500,000



2024

Number of Homes Sold

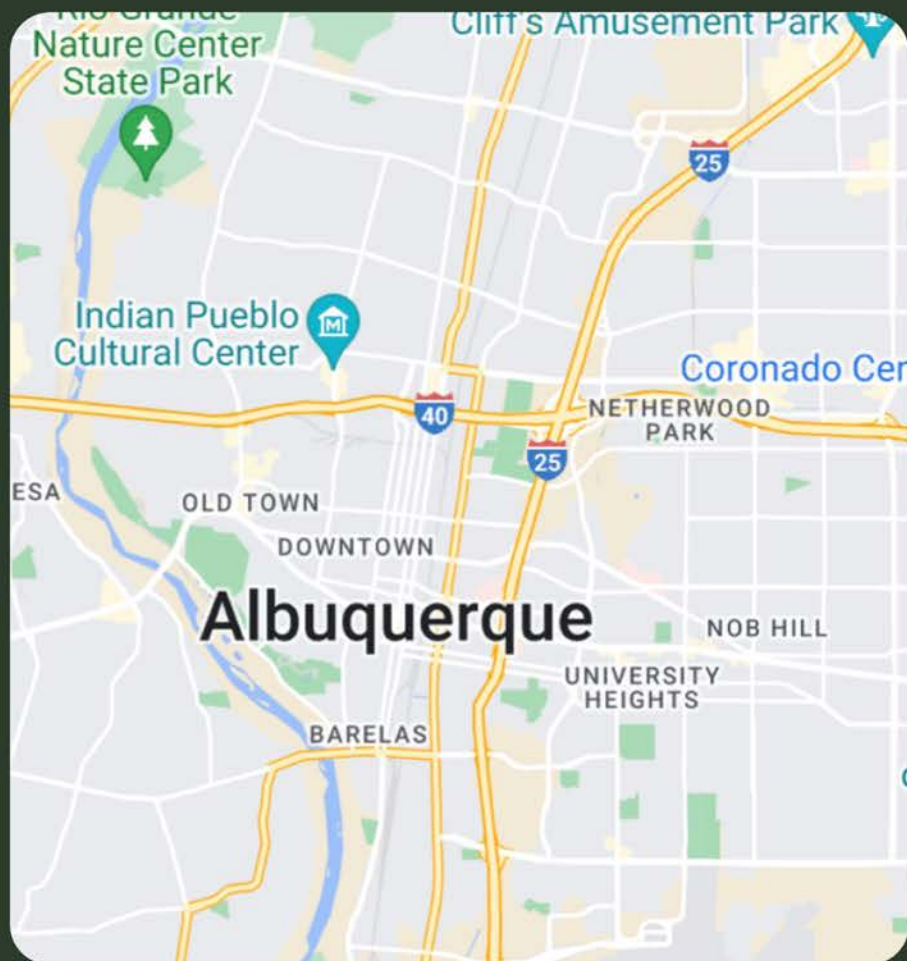


3,845

Number Of
Agents

~2,159

Number Of
Active Listings



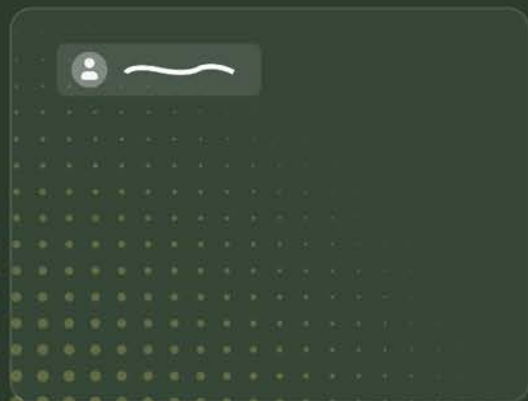
IF

Your pipeline is empty



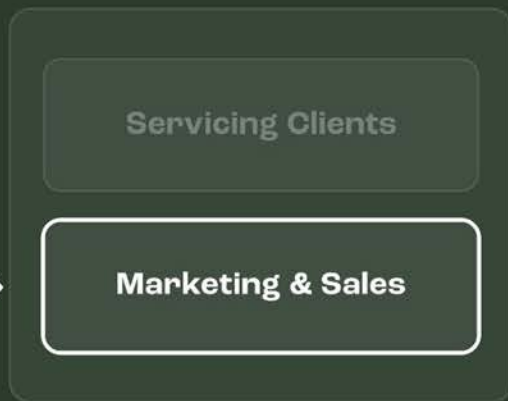
IF

Your pipeline is empty



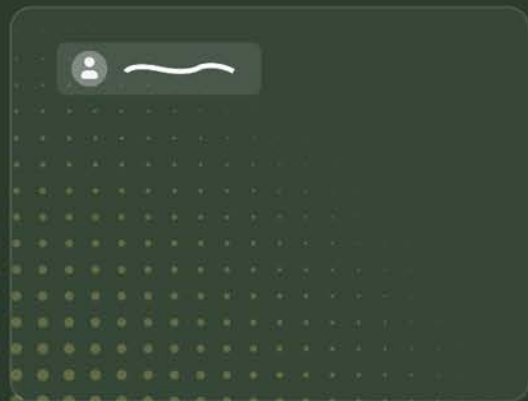
Then

You are putting all effort in



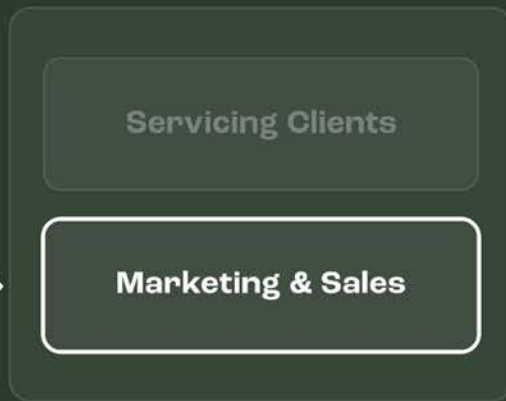
IF

Your pipeline is empty



Then

You are putting all effort in



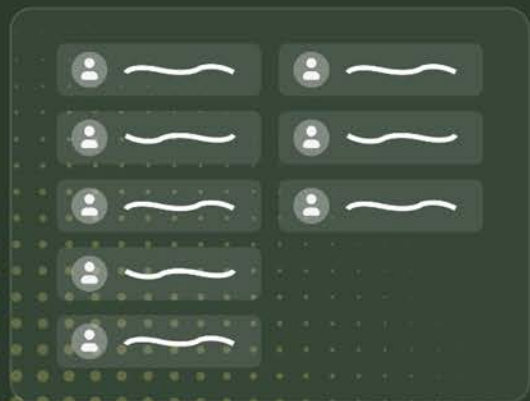
Revenue

Which results in



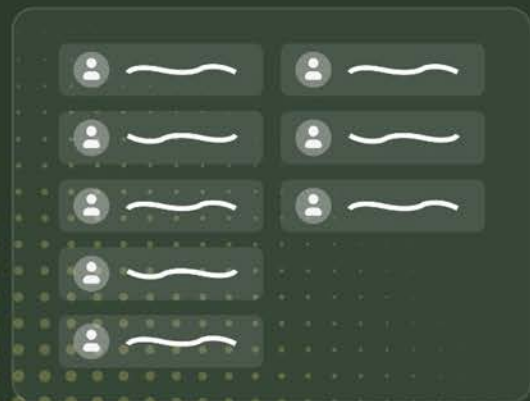
IF

Your pipeline is full



IF

Your pipeline is full



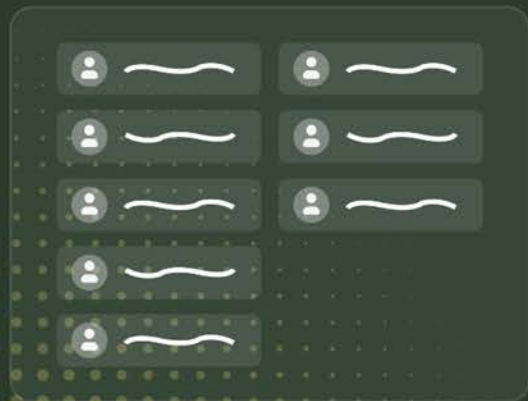
Then

You are putting all effort in



IF

Your pipeline is full



Then

You are putting all effort in

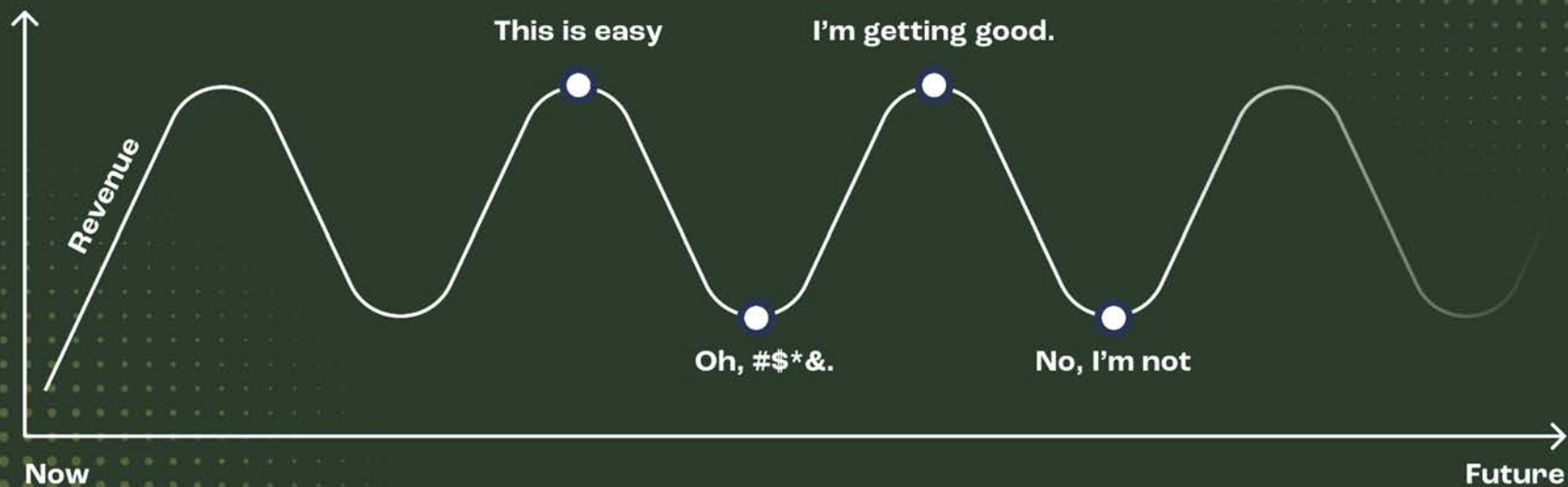


Revenue

Which results in



Vicious Cycle



2,394

Agent

2,394

Agent

7,404

Listings

2,394

Agent

7,404

Listings

10,837

Buyers

2,394

Agent

7,404

Listings

10,837

Buyers

18,000+

Listing
Appointments

2,394

Agent

7,404

Listings

10,837

Buyers

18,000+

Listing
Appointments

\$7,490,000,000

Volume

Yes, that's billion

Agenda

1 Magic Buyer Letter

2 ZMA

3 Circle Prospecting

4 Deal Of The Week

5 Direct Response

ALL NEW COROLLA SEDAN

FOR A LIFETIME OF
GOODTIMES



TOYOTA



2.0 Sedan (i)urban

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



Oh what a feeling!

1999 Toyota Corolla - Fine AF - \$2500

image 1 of 23



© copyright - Map data © OpenStreetMap

[View on Map](#)

1999 toyota corolla

VIN: 1NKBH1260X238862

condition: good

cylinders: 4 cylinders

drive: fwd

fuel: gas

odometer: 20000

paint color: silver

size: mid-size

title status: clean

transmission: automatic

type: sedan

You want a car that gets the job done? You want a car that's handle fire? 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.

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 Nutsella, turn the key, and this 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

Consent to sex: yes

Rent a car: it IS a car

This car's got history. It's seen some shit. People have done straight 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 exterior color is gray, but it's interior color is gray.

In the owner's manual, oil is listed as "optional."

When this car was unveiled at the 1998 Detroit Auto Show, it caused all 2,000 attendees to spontaneously yawn. The resulting abrupt change in air pressure inside the building caused a partial collapse of the roof. Four people died. The event is chronicled in the documentary "Bored to Death: The Story of the 1999 Toyota Corolla"

You wanna know more? Great, I had my car fill out a Facebook survey.

Favorite food: spaghetti

Favorite tv show: A&P

Favorite band: tie between Bush and the Gin Blossoms

This car is as practical as a Roth IRA. It's as middle-of-the-road as your grandpa during his last Silver Alert. It's as utilitarian as a member of a church whose scripture is based entirely on water bills.

When I ran the CarFax for this car, I got 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.

• do NOT contact me with unsolicited 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.



Jeremy Applebaum



Hey Jimmy, Not only did we get our buyer under contract with those letters...just listed our 1st home off of them too! 2 deals so far off of 249 letters (83 letters sent 3 times over 6 weeks), less than a \$249 total investment on 4 appts, 5 come see me calls and \$18,570 in total gross commission income

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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Sincerely,
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.

Magic Buyer Letter



Direct Mail Template



Dear Marcio and Douglas,

Our client Molly just missed out on a home in Lido Villas. Her grandkids live nearby and she really wants them to be able to walk over to her home. Molly would love a fenced yard for her dog if at all possible. Molly is a well-qualified buyer with a great lender and she is super flexible.

Her dream closing and possession would be preferred in the next 3 - 6 months. If you have even the earliest thoughts of making a move or you know a neighbor who might be, please send me a text message 913-961-1234.

Jeremy Applebaum

Licensed Associate Broker and Founder

Applebaum KC Homes - Real Broker, LLC

Jeremy@ApplebaumKC.com

www.ApplebaumKC.com

Jason Cassity Social Media Post



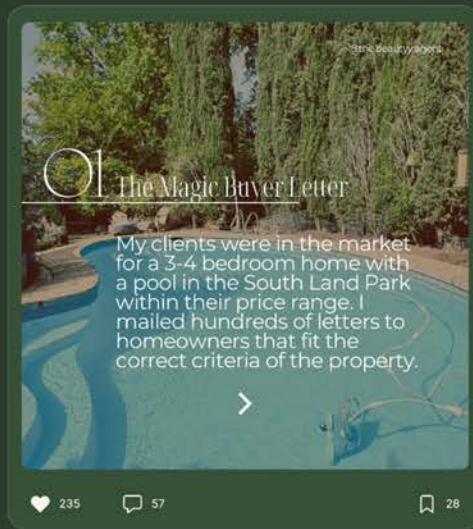
Social Shareables



Off-Market Social



Social Shareables



Magic Buyer Letter Success Story



Direct Mail Template

YOU WANT TO SELL BUT....

YOU'RE AFRAID THAT YOU WON'T BE ABLE TO FIND A NEW HOME THAT YOU CAN AFFORD - I'VE GOT GOOD NEWS.

I'M AN EXPERT IN HELPING MY CLIENTS FIND OFF-MARKET LISTINGS.

I RECENTLY JUST HELPED MY CLIENT TOM PURCHASE A 🏠 4-BEDROOM, 🛁 3-BATH HOME IN BEDFORD VILLAGE FOR \$15,500 BELOW THE 📈 MARKET VALUE.

THIS HOME WAS NEVER ON MLS. 🤔

ONCE TOM TOLD ME WHAT HE WAS LOOKING, I WENT TO WORK BUILDING A LIST OF HOMES THAT MET HIS CRITERIA, CONTACTING THE HOMEOWNERS, FACILITATING PRIVATE SHOWINGS AND FINALLY NEGOTIATING A FAIR SALES PRICE.

NO BIDDING WAR.

NO HIGH-PRESSURE SALE.

SO IF YOU'RE LOOKING TO MAKE A MOVE AND YOU'RE TIRED OF JUST SCROLLING THROUGH ZILLOW EVERY DAY, 💬 TEXT ME AT 617-921-5263 AND I CAN HELP YOU GET STARTED ON MAKING YOUR NEXT MOVE





"If you change the price of the
f**king hot dog, I'll kill you."

Jim Sinegal



Rooy Eapen

Active 3m ago



Tue 8:32 PM



#4 - I'm meeting my clients Friday and listing the home in a week or two. They have a few fixes to do.



Boom! Value-based voicemails or ZMAs?



ZMA for all four so far.

Love it! How many have you sent total?



I'll let you know tomorrow. I need to check the tracker. I want to say approx 40 but I'll tell you for sure



~10% conversion rate is really strong. Nice work, Rooy!

I just checked. I sent 60 as of this morning. So ~6.7% conversion

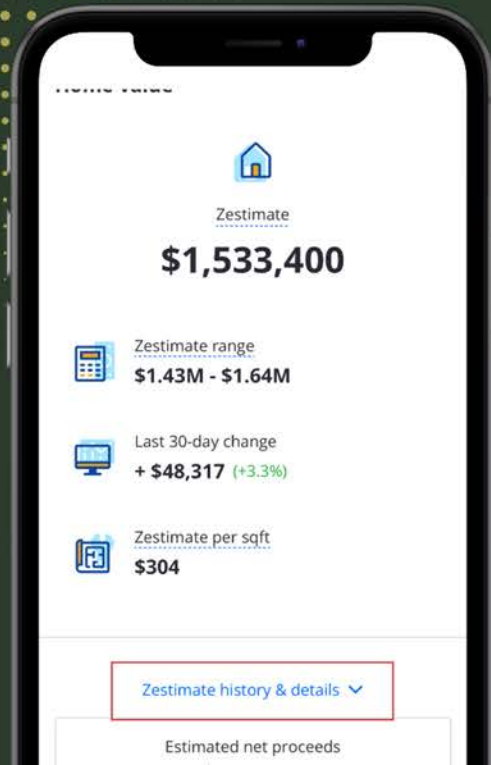


+2 picked up from the open houses using the voicemail drop invitations



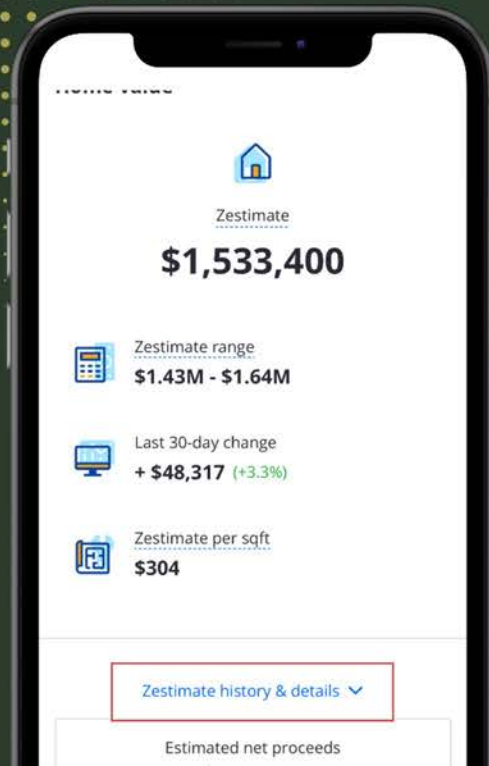
2024 MA

1

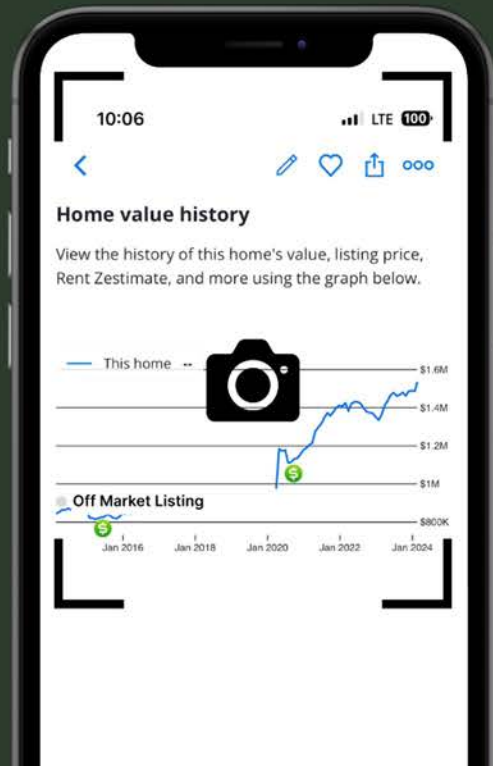


2024 ZMA

1

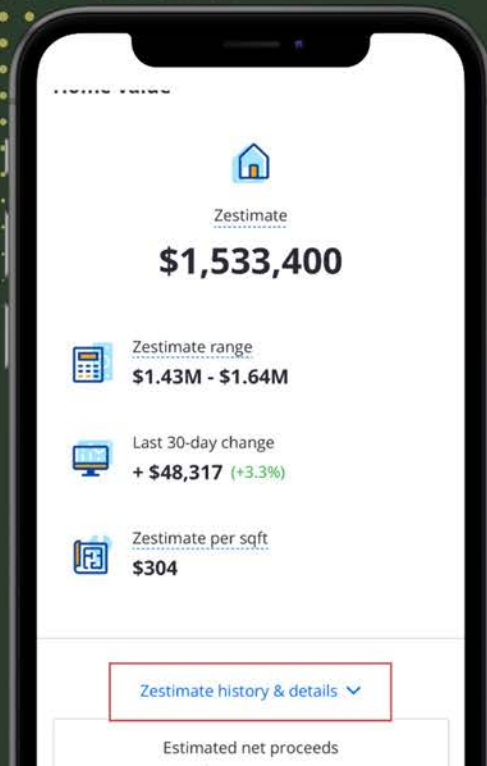


2

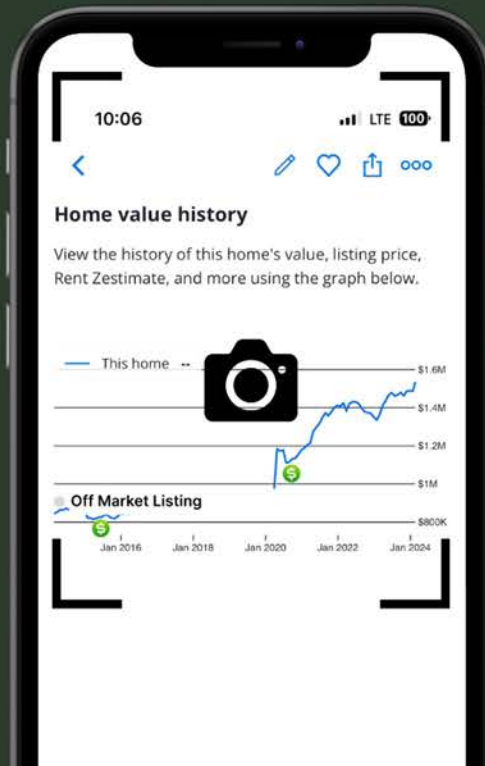


2024 MA

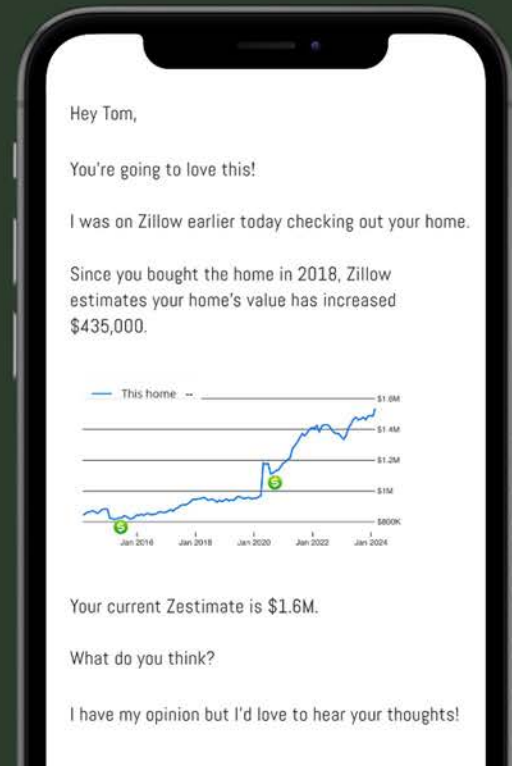
1




2



3



ZMA

 Social Shareables



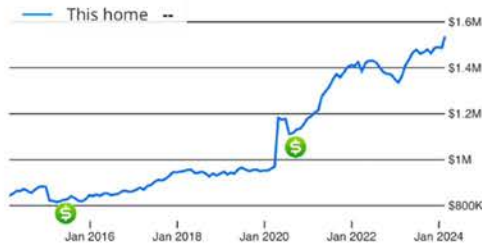
ZMA Email



Is your Zestimate wrong?

I just reviewed my client's Zestimate.

It was off by \$42,000.



Out of curiosity – is your Zestimate accurate?

Email Campaign



Rachel Tierney 1:00 PM

New client- Lorenzo Gallardo in Nova Scotia executed print mail around the **Equity Update** strategy, got 2 **Listing Appointments** 🔥 last week!



5



3 replies

Last reply today at 1:07 PM

Equity Update Direct Mail

Hi Neighbor,

We recently completed a home value equity for one of your neighbors.

It turns out they gained \$37,200 in equity in the last 12 months.

You live in a highly desirable neighborhood, which might be the reason why 5 people sold in the last 3 months.

To find out how much your home's value has increased in the last 12 months, text me your address at 617-921-5263 and I'll prepare a free professional home value report for you. I'm looking forward to hearing from you!

Sincerely,

Jimmy Mackin

Mackin Realty



Get a competitive cash offer on your home



Buy before you sell your home



Get the highest price offer with our custom selling strategy

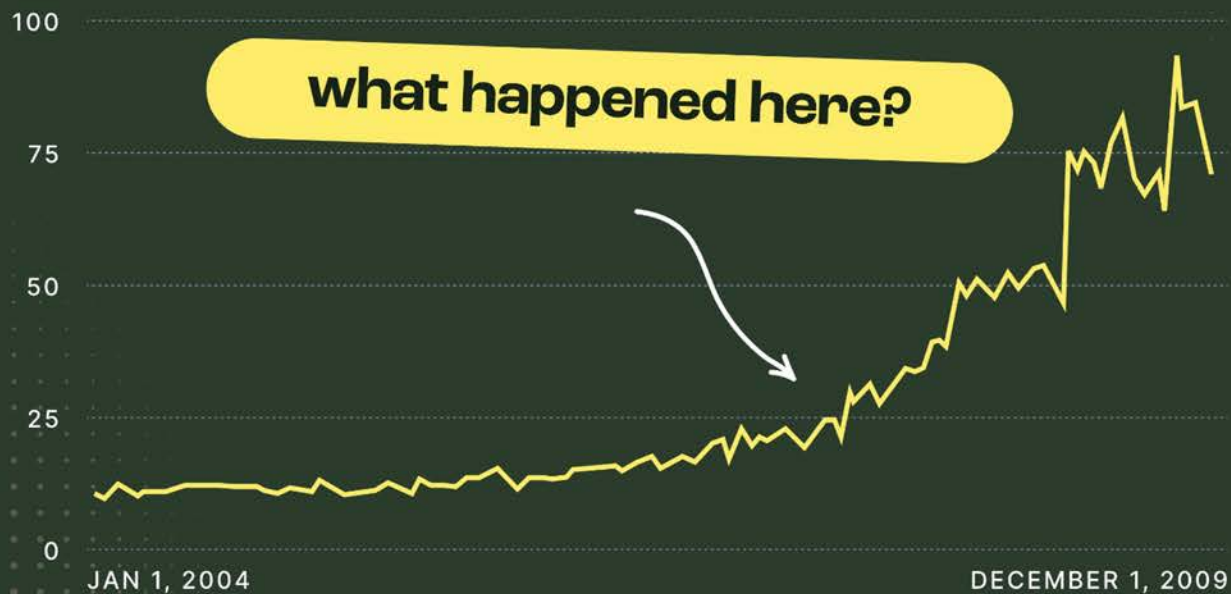
Text this number to receive your home equity update.

919-899-4844

Kale Search Trend



Kale Search Trend



Oberon Sinclair, "Queen of Kale"



Pizza Hut Salad Bar



ZMA Mailer



Direct Mail Template



Connie Carlson

Top Contributor · 23h · 🌐

[Jimmy's](#) ZMAs work. Need a listing?? Then send some ZMAs

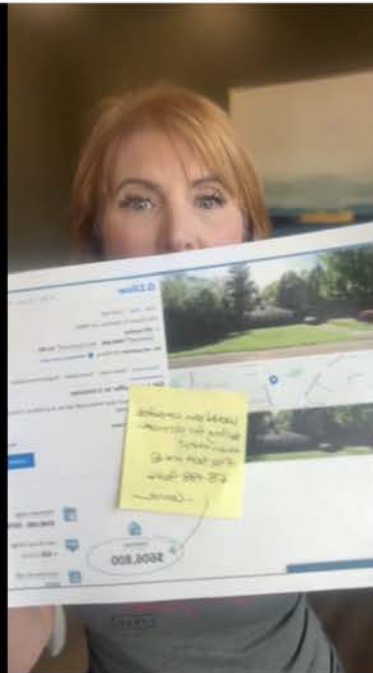
I used PropStream to scrub my area for the most likely to sell households. Here are the search parameters

Owner occupant

Owner for 7+ years

35% equity

4.5% mortgage rate or higher



Jimmy, Wendy and 21 others

20 comments

ZMA Mailer



Zillow Edit Save Share More

5 bd | 4 ba | 4,036 sqft
1298 Sweet Bottom Ct SW, Marietta, GA 30064

● **Off market**
Zestimate®: **\$631,100** | Rent Zestimate®: **\$3,539**
Est. refi payment: \$3,631/mo | [Refinance your loan](#)

[Home value](#) | [Owner tools](#) | [Home details](#) | [Neighborhood details](#)

Get a cash offer in 3 minutes
Find out how much your home could sell for in as little as 3 minutes with a no-obligation cash offer.

Estimated market value **\$631,100**
What is this number?
[Unlock your offer](#)

Value

Zestimate
\$631,100

Zestimate range
\$587,000 - \$682,000

Last 30-day change
- \$2,619 (-0.4%)

Zestimate per sqft
\$156

Would you consider selling for 10% more than this? If so, text me 678-488-9646 -connie

Direct Mail Template





Matthew Arndt-B...

Active now

I just circle prospected
two condos and set like
6 appointments and we
just signed 3 listings
from them this past
weekend



Let's goooooooo!!!

Circle Dialing

Who are you?



Text Scripts



Phone Script To Call

Hi there,

This is Jimmy Mackin with Mackin Realty.
Am I speaking with [Homeowner's
Name]?

For the Fun Friday

Phone Script To Call

Hi there,

This is Jimmy Mackin with Mackin Realty.
Am I speaking with [Homeowner's
Name]?

(Yes, this is Tom.)

For the Fun Friday

Phone Script To Call

For the Fun Friday

Hi there,

This is Jimmy Mackin with Mackin Realty.
Am I speaking with [Homeowner's
Name]?

(Yes, this is Tom.)

Hi Tom,

I know you're not expecting my call, and I
only have a few minutes before my next
appointment, but I wanted to quickly
connect with you.

492 Main Street just sold recently in your
neighborhood. Has anyone called you to
give you the details?

Phone Script To Call

For the Fun Friday

This is Jimmy Mackin with Mackin Realty.
Am I speaking with [Homeowner's
Name]?

(Yes, this is Tom.)

Hi Tom,

I know you're not expecting my call, and I
only have a few minutes before my next
appointment, but I wanted to quickly
connect with you.

492 Main Street just sold recently in your
neighborhood. Has anyone called you to
give you the details?

(Yes/No)

Phone Script To Call

For the Fun Friday

appreciate your assistance in helping me
connect with you.

492 Main Street just sold recently in your neighborhood. Has anyone called you to give you the details?

(Yes/No)

It sold in just 5 days for \$15,000 above the asking price of \$795,000. To give you some context, this is significantly better than the typical home sale in our area right now.

I've spoken to a few of my buyers, and they are particularly interested in your neighborhood. I understand you probably not be thinking about selling right now, but I'd be terrible at my job if I didn't ask — can you think of anyone in your neighborhood who might consider selling if they had a great offer?

Potential Off-Market Listings



Email Campaign



Potential Off-Market Listings

Hi [Name],

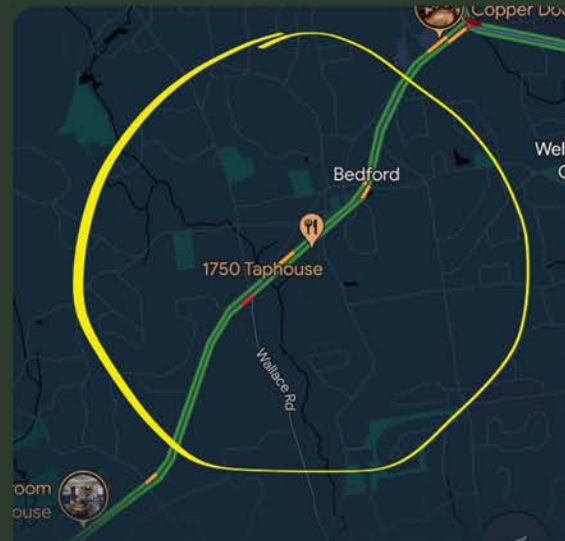
I'm reaching out because I'm calling 250 off-market listings in (insert area) this morning to see if anyone is thinking of selling.

If I come across any potential deals, would you like me to let you know?

Best regards,

[Your Name]

Potential Off-Market Listings



We're going to call all the off-market listings between 650-850k.

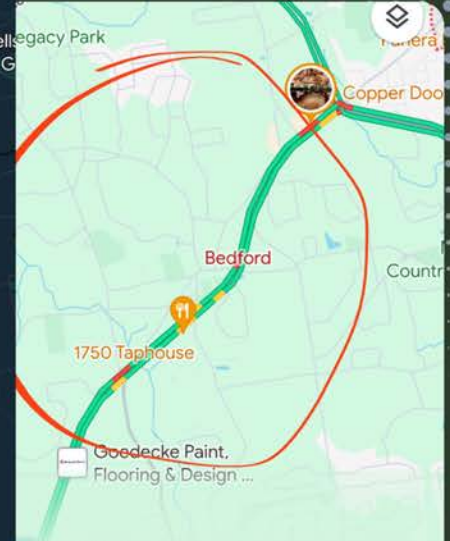
If we come across any potential deals, would you like us to let you know?

Absolutely

100



Social Shareables



We're going to call all the off-market listings between 650-850k.

If we come across any potential deals, would you like us to let you know?

Absolutely

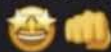
100



Jamie McMartin >

Hey so on the
I'll be in your area email....

I personally got 12 emails back, 6
actual listing appointments from it!!



YESSS!!!!!!!!!!!!!!!!!!!!!!

Mosquito Joe Strategy

Hi,

My name is Jimmy Mackin, I'm a real estate agent with Curaytor Realty.

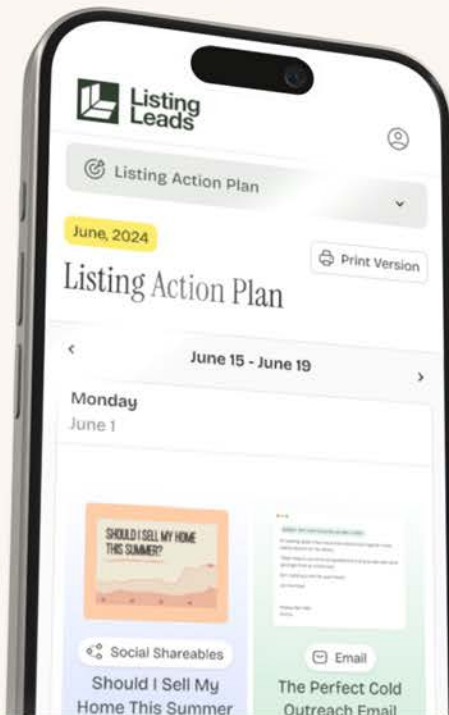
The reason I'm reaching out is because I'm actually meeting with one of your neighbors on Tuesday at 1pm to discuss selling their home.

I'm reaching out to everyone in the neighborhood because I'm offering a free home equity update while I'm in the area to folks who are exploring the idea of selling.

I'm not sure if it's for you, but I'm happy to swing by after my appointment and provide you any insight on how much you could get for your home in today's market.

If that's something you'd be interested in, text me at 555-555-5555.

Sincerely,
Jimmy Mackin
Curaytor Realty



Grab 7 Day Free Trial



WHO'S BEHIND LISTING LEADS?



Tom Ferry

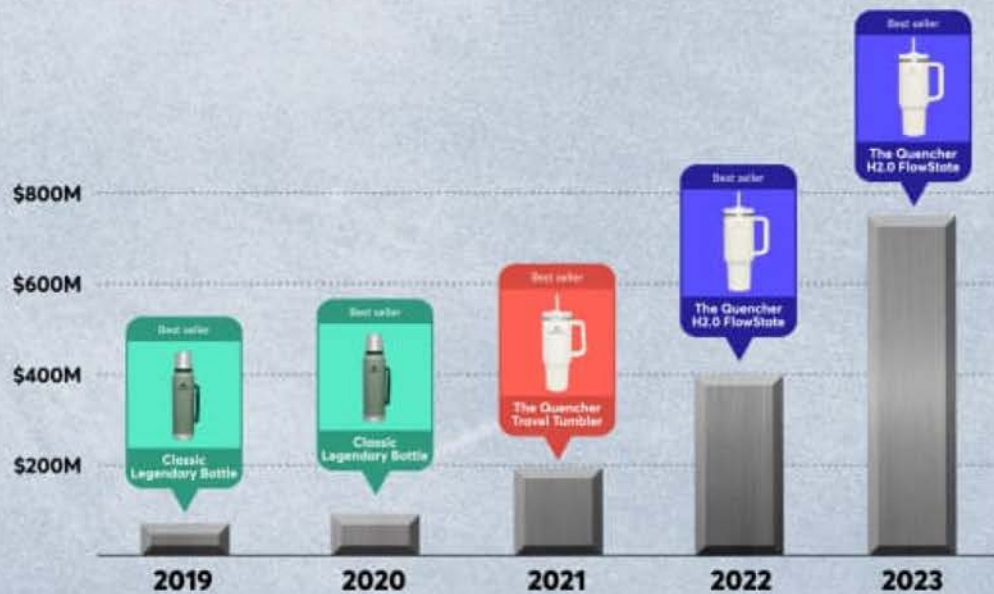


Jimmy Mackin





Stanley revenue





VALENTINE'S DAY GIFTS > SHOP NOW



HYDRATION ▾

SHOP ▾

CUSTOMIZE

EXPLORE ▾



THE QUICK FLIP GO BOTTLE | 36 OZ

\$28.00

SIZE ▾

More Sizes

CURRENTLY NOT AVAILABLE

CURRENTLY NOT AVAILABLE

See installments for orders over \$50.00 with [shop Pay](#) [Learn](#)

NOTIFY ME

“

They're actually part of my personality. If I don't have [my Stanley], if I don't choose the right color, my day kind of doesn't go how I planned it.

Chelsea Espejo

STANLEY QUENCHER COLLECTOR

Deal of the Week



Email Campaign



CALGARY'S DEAL OF THE WEEK

Hey, I've just came across a property that might actually be one of the VERY best deals on the market. It's a single family home in Calgary's ultra-desirable NW for UNDER \$400k!

Here's why I love it:

1140 sq. Ft. With 3 Bedrooms Up!

Detached Double Garage

\$290,000 LESS than the average single family home!

Could possibly add a secondary suite!

Great investment potential!

Shoot me a reply if you want more info on this one, I'd be surprised if it lasts the weekend...

- Brad McCallum

20+ Responses

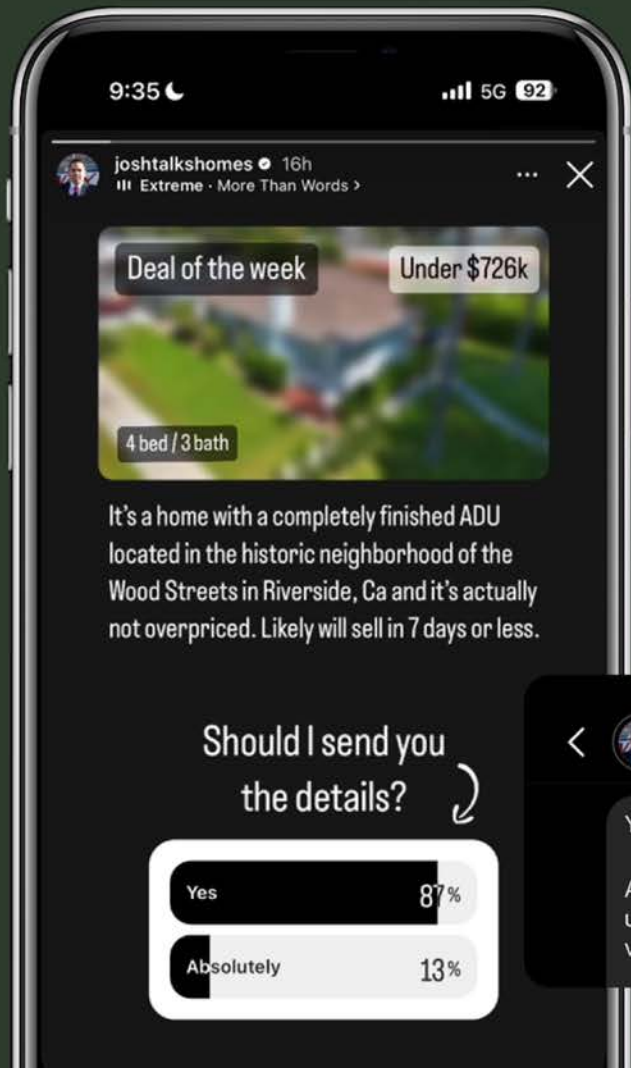


Brad McCallum

Deal of the Week



Social Shareables



Should I send you
the details?

Yes

87%

Absolutely

13%



Riverside Realtor J...

Active 24m ago



Yes! (5) dm's asking for specifics on it.

And about 35 votes. I'm going to follow up with everyone including those that voted.

Deal of the Week



Text Scripts

9:41



Hey John,

Hope you're well. I know that you're not in the market right now, but I just came across a property in Calgary that might be one of the very best deals on the market.

Here are the details:

- Under \$400K
- \$290,000 LESS than the average single family home
- 1140 sq ft
- Detached Double Garage

Who do you know in your network that's in the market and might be interested?

Deal of the Week



Social Shareables



235



57



28

COCOON [SHOP](#) [REVIEWS](#) [OFFERS](#) [ABOUT](#)


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

[SHOP NOW](#)

FREE SHIPPING - HASSLE FREE RETURNS - 10 YEAR WARRANTY

\$3.499 FOR 12 MONTHS WITH \$0 DOWN PAYMENTS!

SAVE 35% ENDS MONDAY HALLOWEEN SALE



Casper [Mattresses](#) [Pillows](#) [Bed Frames](#) [Bedding](#) [Gifts](#) [Bundles](#) [Sale](#) [Stores](#)


Free, no-contact delivery* 100-night risk-free trial* 30-year limited warranty*

DAYLIGHT SAVINGS SALE
15% off all mattresses*
 Plus 10% off duvets, sheets, pillows, and more

[Shop now](#)

Save 20% with bundles [Shop bundles](#)

*10% applies to all mattresses except for the Casper Hybrid and Casper Hybrid Luxe. Excludes bundles and sale items. See store.



Buy the world's most comfortable mattress and get up to \$208 in free bedding. [Details](#)

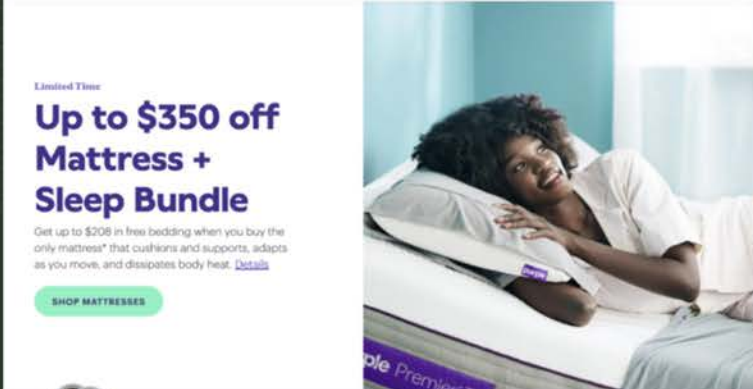
[MATTRESSES](#) [PILLOWS](#) [SEAT CUSHIONS](#) [BEDDING](#) [BED FRAMES](#) [KIDS](#) [SALE](#) [STORES](#) [REVIEWS](#) [BLOG](#) [CONTACT US](#) [CART](#)

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

Get up to \$208 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](#) [View Details](#)



Test 10% offsite with the Sweet Dreams Sale. [Learn More](#)

TUFT & NEEDLE [Mattresses](#) [Bedding](#) [Furniture](#) [Compare](#) [About](#) [Sign In](#)

**10% off
 sitewide.**

Sweet Dreams. Extended Through 11/1.


[Shop Now](#) [Enroll now with Sleep Sense](#)

Sleep off the edge some. [Shop mattresses](#)

Mind Mattress now has antimicrobial protection. [Read more on the blog](#)

Shop our family of products.

[Mattresses](#) [Mattress Accessories](#)

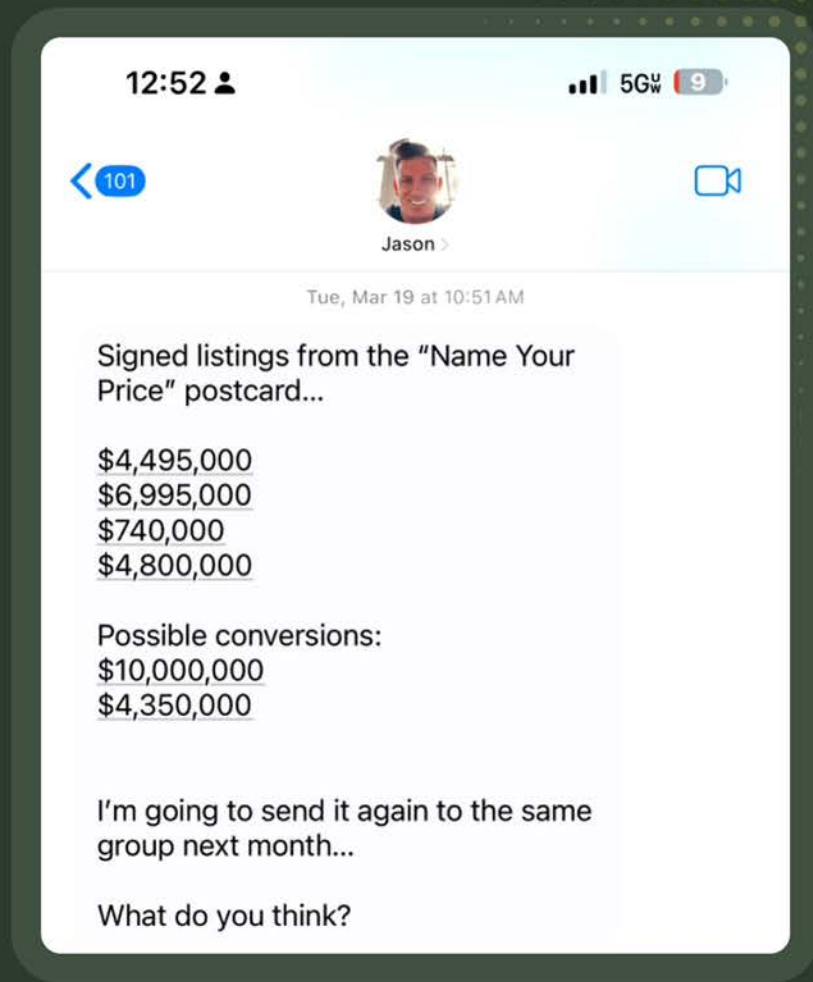




Beds should look like beds.
I ordered this when I was high
because I thought it was a giant ice cream
sandwich. It's not. It's a bed and not the
\$150 ice cream sandwich I wanted.

disappointed!

Name Your Price Postcard

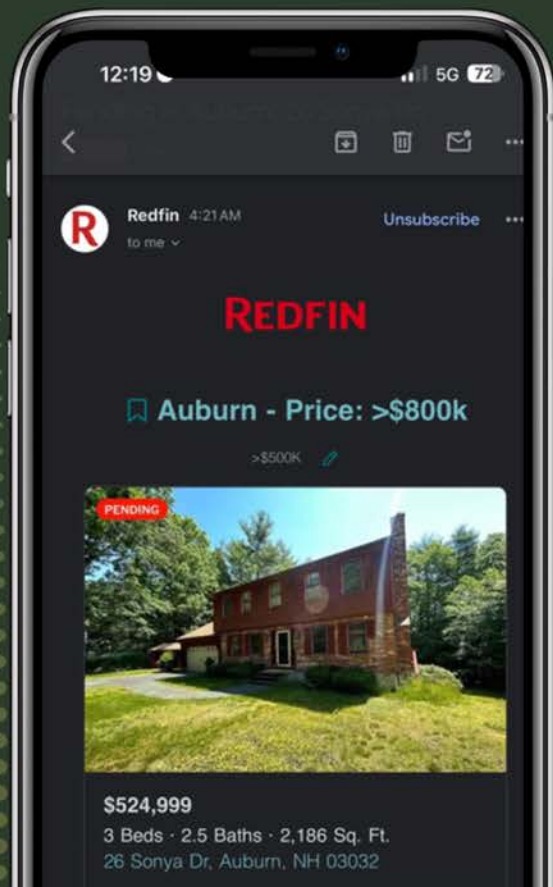


NAME YOUR PRICE

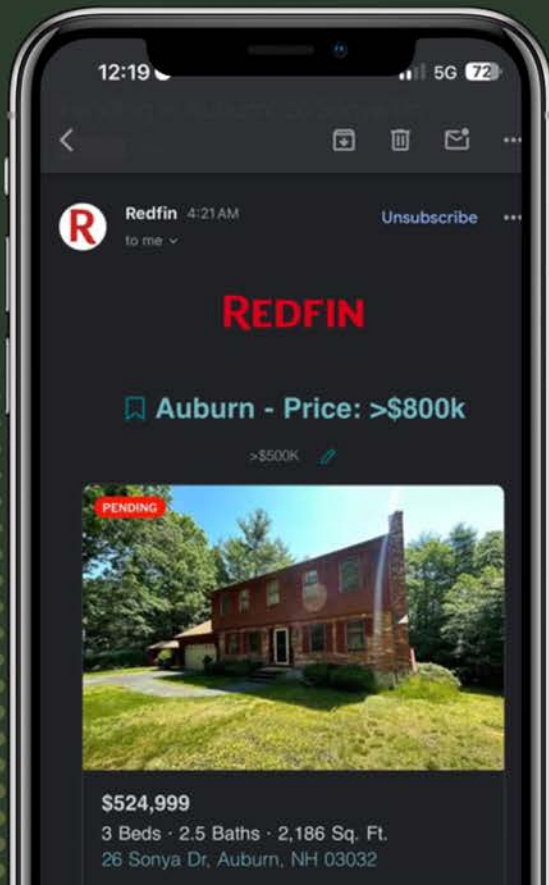


516 Scans

Forward to a Friend



Forward to a Friend



Subject Line: Forward to a Friend

We're about to list a property in the next 24 hours that I believe will sell within 7-10 days.

The home is located in Boston and will be listed for \$450,000 .

Forward this email to a friend who you know is in the market but hasn't found a home yet.


Here's my personal cell: 555-555-5555

They can call me directly and I can give them all the details before it hits the market.

Sincerely,
John Smith




P.S. If I don't pick up, be sure to leave a voicemail.

Typical Just Sold

 Social Shareables

JUST SOLD

8 OHIO AVENUE, NORWALK, CONNECTICUT
For: **\$595,000**






THE VANDERBLUE TEAM

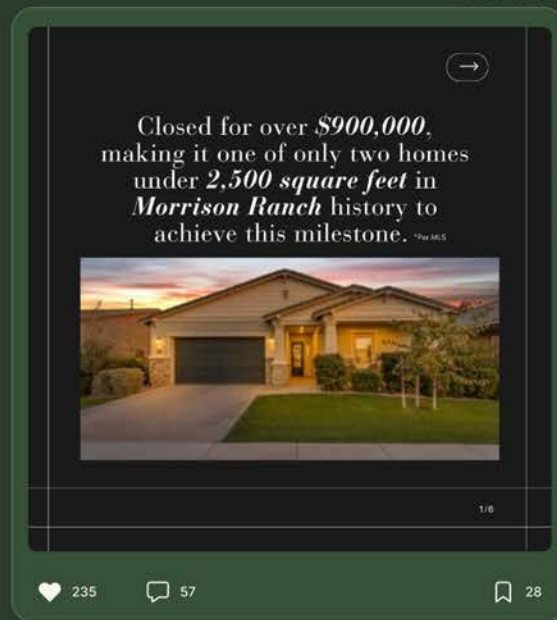
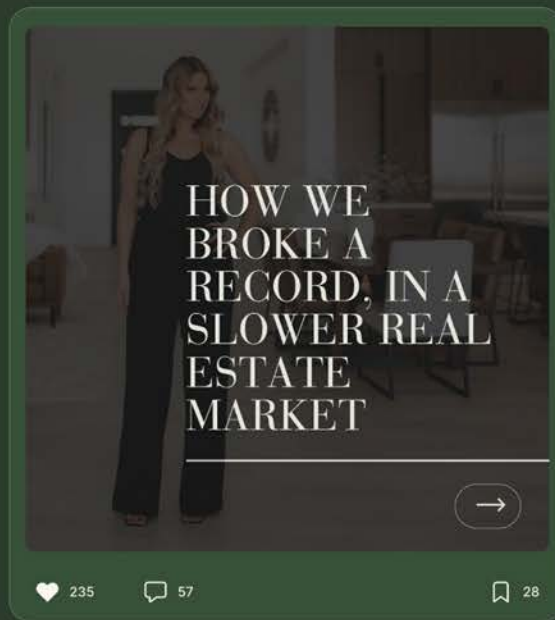
HIGGINS GROUP
PRIVATE BROKERAGE

Forbes
GLOBAL PROPERTIES

REDEFINING REAL ESTATE

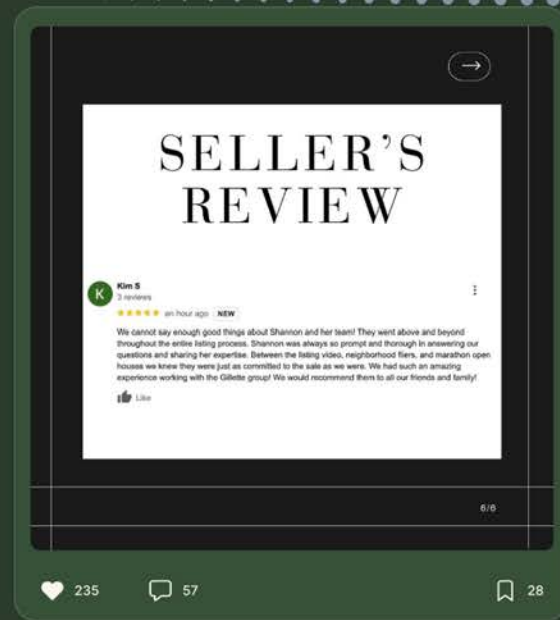
 235  57  28

The Modern Just Sold



Social Shareables

The Modern Just Sold



Social Shareables

The Modern Just Sold



Don't Settle For Less.

Yes, the market has slowed.

Yes, days on market have more than doubled.

Yes, there are 8,000 more active listings than just 24 months ago.

But that doesn't mean you should settle for less.

We just had a record-breaking sale in Morrison Ranch.

How did we do it?

- Engaged thousands of buyers with a compelling listing video.
- Reached 50,000+ dedicated followers through expert Instagram promotion.
- Increased local awareness with hand-delivered high-quality flyers.
- Maximized exposure with a 3-day Open House.
- Expertly negotiated and coordinated buyer contingencies, inspections, and appraisals to ensure an on-time closing.

This resulted in our clients home becoming only 1 of 2 homes under 2,500 square feet in Morrison Range to sell for more than \$900,000.

So here's the next step:

If you're in your forever home, ignore this postcard.

But if you'd consider selling if you had a great offer, text or call me at _____

I can get you all the details on how much your home could sell for in today's market so you can make an informed decision.

I look forward to hearing from you,



Shannon Gillette



Direct Mail Template







Craig Norton I don't even trust the employees of Walmart... while I'm at Walmart.

Like • Reply •  65 Yesterday

Good Markets Create → Bad Habits.

Good Markets Create → Bad Habits.

Bad Markets Create → Great Agents.



Stay connected with me



VIA EMAIL

Jimmy@Curaytor.com



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