

# Roadmap

**OCT 2024**

2,394

Agent

2,394

Agent

18k+

Listing Appointments

2,394

Agent

18k+

Listing Appointments

7404

Listings

2,394

Agent

18k+

Listing Appointments

7404

Listings

\$7,490,000,000

Volume

Yes, that's billion



Julie Woods

35 listings

\$177k in GCI

3.5 Months

1 out of every 11  
conversations  
= **1 closing**

# IF

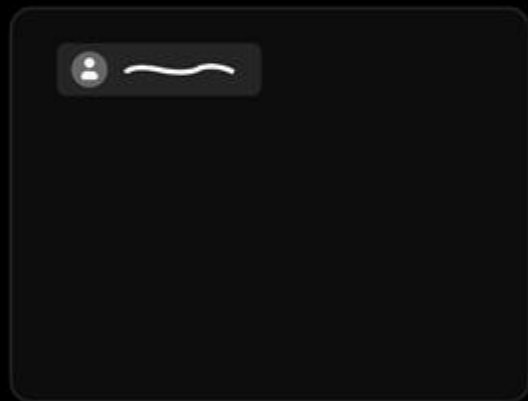
Your pipeline is empty





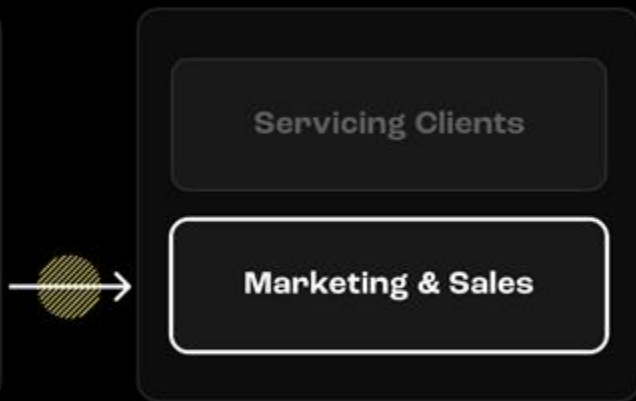
**IF**

Your pipeline is empty



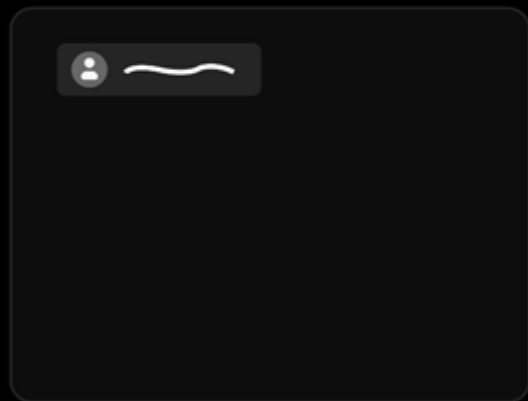
**Then**

You are putting all effort in



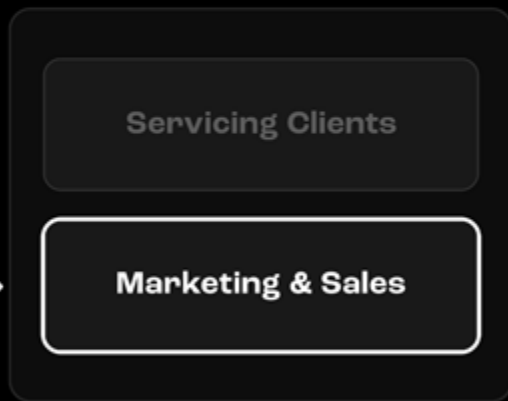
**IF**

Your pipeline is empty



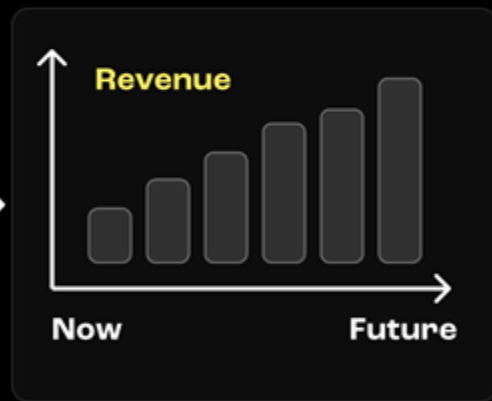
**Then**

You are putting all effort in



**Revenue**

Which results in



# IF

Your pipeline is full



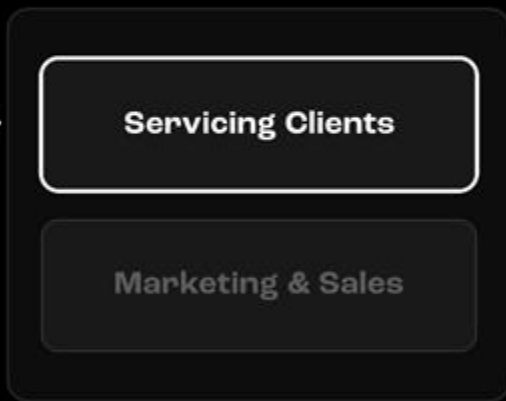
**IF**

Your pipeline is full



**Then**

You are putting all effort in



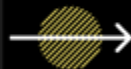
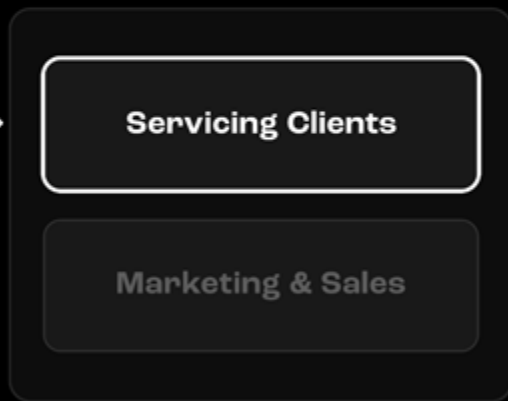
**IF**

Your pipeline is full



**Then**

You are putting all effort in

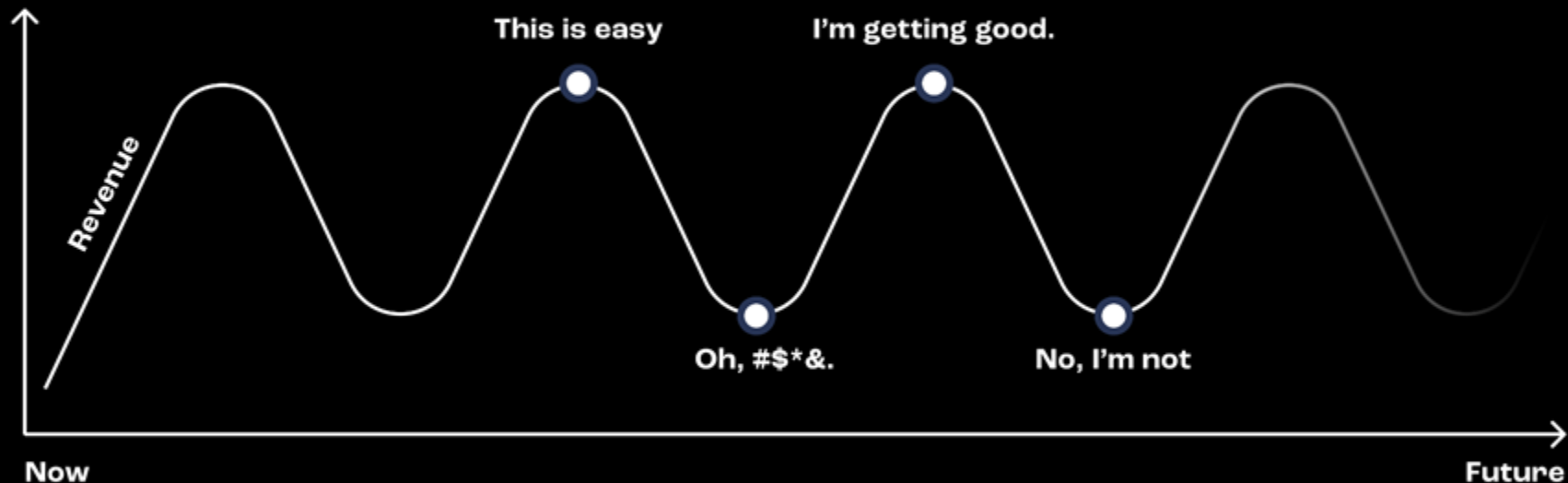


**Revenue**

Which results in



# Vicious Cycle






© Brian Smale







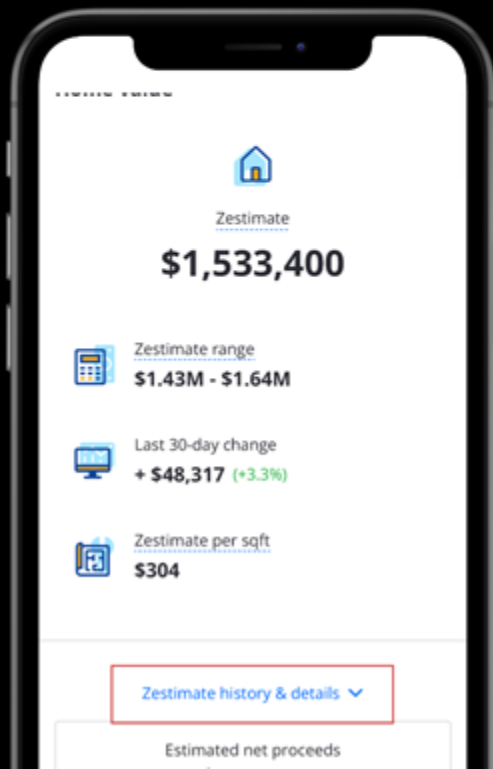


"If you change the price of the  
f\*\*king hot dog, I'll kill you."

Jim Sinegal

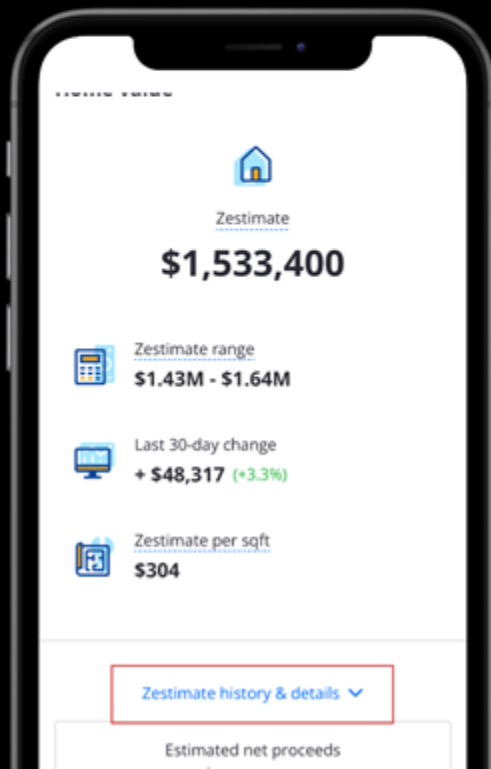
2024  MA

1

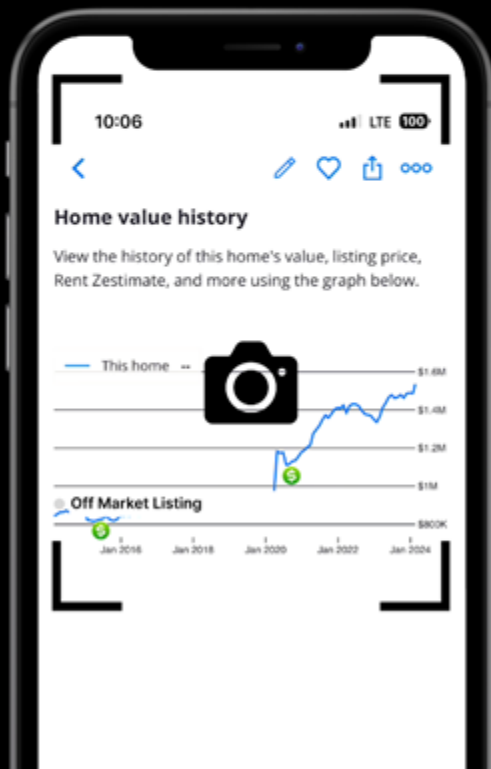


# 2024 ZMA

1

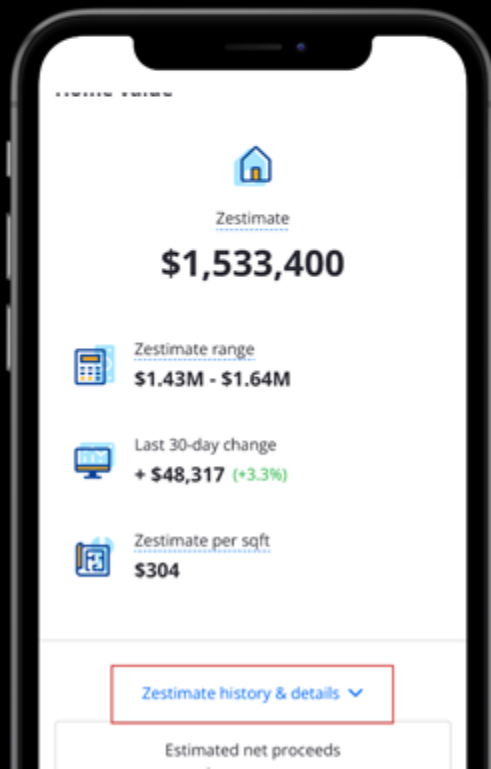


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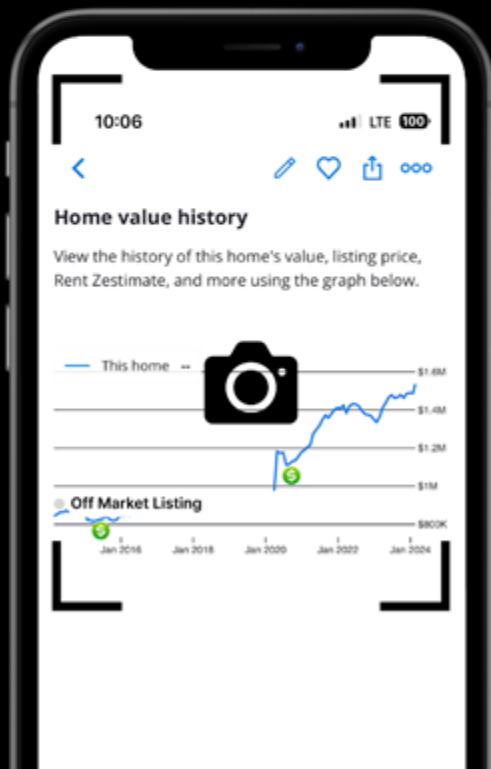


# 2024 MA

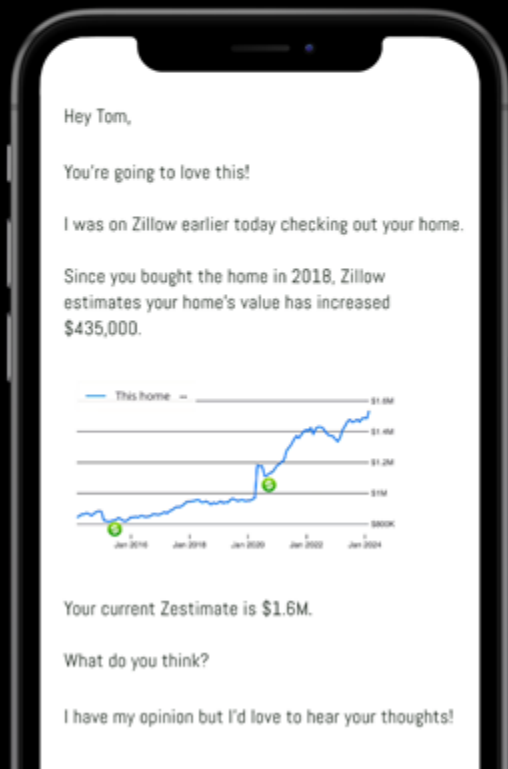
1



2

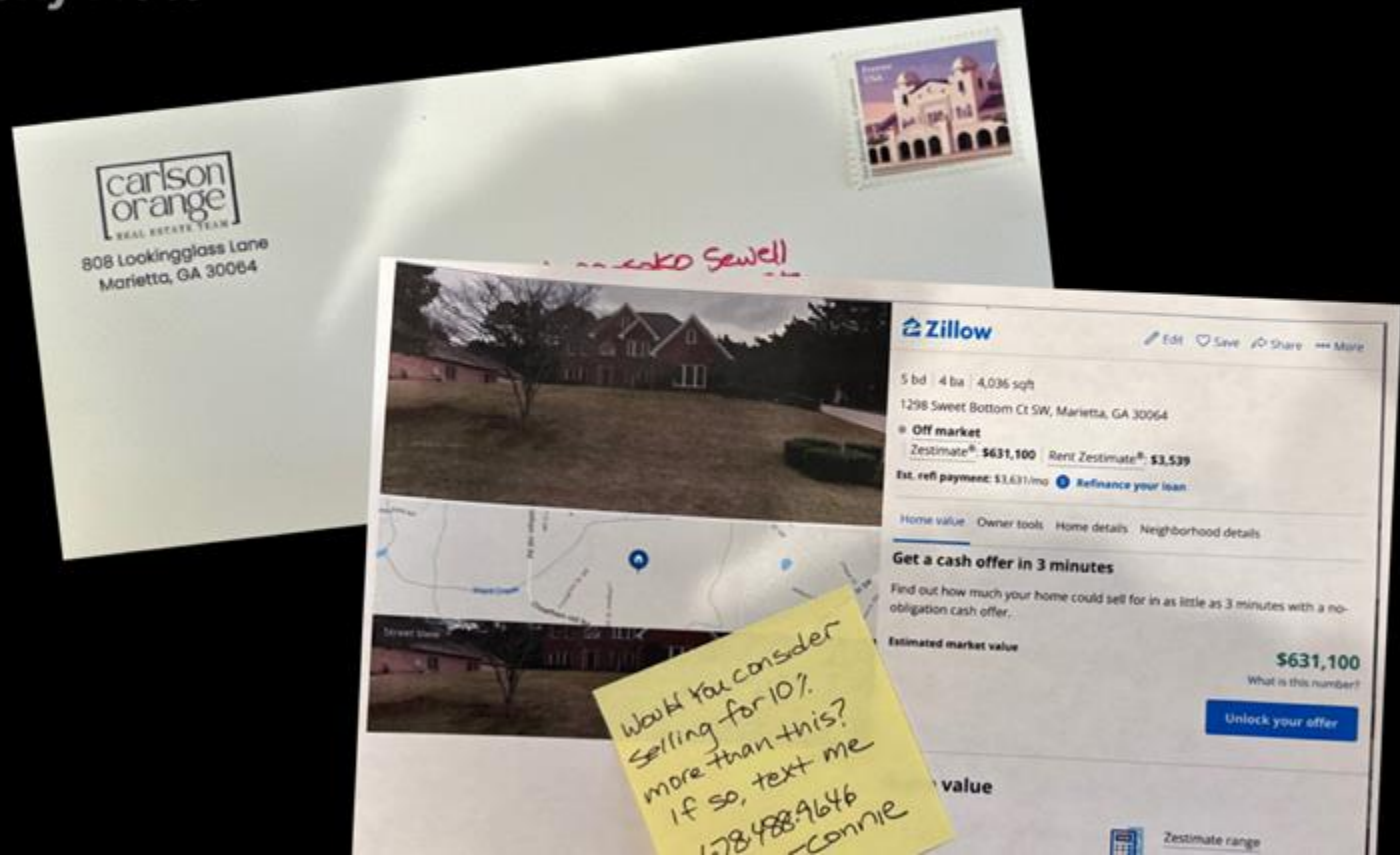


3



# ZMA

## ZMA Sticky Note





Nik Shewmaker

Group expert · a day ago ·

...

Jimmy Mackin -- I have sent 80 letters in the last month and just received my first COME LIST ME as I sit in summit!!! THANK YOU for sharing your heart and wisdom!!!!



NIK SHEWMAKER, REALTOR 615.943.5557  
REAL BROKER 844-591-7328  
NASHVILLE@GMAIL.COM

Dear Michael,

I specialize in providing top-tier real estate services in Hendersonville and conduct home valuations every week. Understanding your property's current market value can be incredibly enlightening and beneficial, whether you're considering selling your home now or in the future.

Would you be open to discussing the current value of your home? Given the dynamic nature of the real estate market, you might be surprised at how much your property is worth.



1 of 1

Would you consider  
selling for 10% More  
than this?  
Call or text  
615.943.5557

5 bd · 4 ba · 3,700 sqft

97 Berry Hill Dr, Hendersonville, TN 37075

• Off market

Zestimate®: **\$731,900** Rent Zestimate®:  
\$3,734

Nik Shewmaker  
615.943.5557  
Nik Shewmaker



You, Meredith Moody Fogle, David Richins and 154 others

40 comments



Zillow thinks your home is worth **\$749,300**,

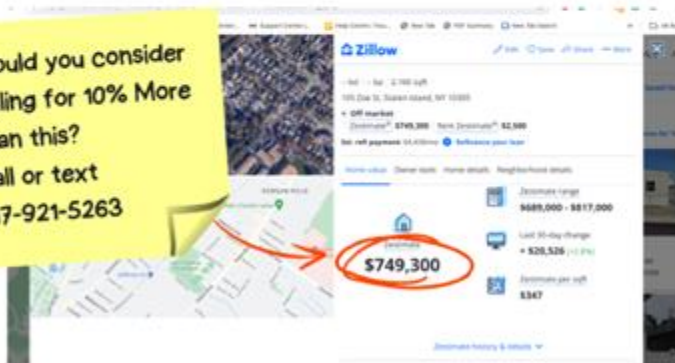
You bought your home for **\$330,000**, which has turned out to be a smart move. But maybe you've been toying with the idea of selling — moving closer to friends or family, adjusting to a new chapter in life, or simply cashing in on the equity you've built up over the years.

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 Zestimate**, which would be **\$824,230**?

If your answer is "I'd consider it...," text me at **617-921-5263**, 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  
617-921-5263



  
Jimmy Mackin



617-921-5263  
support@listingleads.com  
123 Anywhere St., Any City





# Appointment Sales Letter

DO NOT CONVERT TO ACH

JOHNSON BANK  
KENDOSHA, WI 53142

VOID 90 DAYS AFTER ISSUANCE

6/21/2024

\$ \*\*19,980.00

..... DOLLARS

MP

MP

6/21/2024

19,980.00

Security Features. Details on back

# Appointment Sales Letter

Hi,

My name is Steve Robe, I am the Broker/Owner of The Real Estate Elite.

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 (262)705-8125.

Sincerely,  
Steve Robe  
Broker Owner  
The Real Estate Elite

**REAL ESTATE REINVENTED...INTEGRITY...SERVICE  
AND RESULTS**



**SCAN HERE  
FOR MORE  
INFORMATION**



# Appointment Sales Letter

Hi,

My name is Steve Robe, I am the Broker/Owner of The Real Estate Elite.



Opening

REAL ESTATE REINVENTED...INTEGRITY...SERVICE  
AND RESULTS



STEVE ROBE | BROKER/OWNER

✉ STEVE@STEVEROBE.COM

☎ (262)705-8125



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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.



Situation

AND RESULTS



STEVE ROBE | BROKER/OWNER

✉ STEVE@STEVEROBE.COM

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Desired Outcome

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.

REAL ESTATE REINVENTED...INTEGRITY...SERVICE  
AND RESULTS



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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.

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Call-to-action

REAL ESTATE REINVENTED...INTEGRITY...SERVICE  
AND RESULTS



STEVE ROBE | BROKER/OWNER

✉ STEVE@STEVEROBE.COM

☎ (262)705-8125





Kathy Borys • MN R...

Active 6h ago



2:46



Hello! My name is Leslie Santos. I received one of your letters regarding my home's equity and I wanted to reach out because I'm interested in knowing my home's value. Your letter came in at a perfect time! I also plan on selling asap



I got this text a few minutes ago. Appointment set for tomorrow night! Keep up the incredible ideas. I am definitely implementing.

STEVE Stych

---

Steve Stych  
RE/MAX Concepts  
1360 SW Park Square Dr Suite 106  
Ankeny, IA 50023

2/9/2024

Hi Neighbor,

I recently completed a home value update for one of your neighbors.

It turns out they gained \$38,000 in equity in a little over 2 years.

You live in a highly desirable neighborhood, which might be the reason why 3 townhomes have gone under contract in less than one week in the last 7 months.

To find out how much your home's value has increased in the last 12 months, text me your address at **515-518-8538** and I'll prepare a free professional home value report for you. I'm looking forward to hearing from you!

Sincerely,

Steve Stych, Realtor®  
RE/MAX Concepts



## Circle prospecting script



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 gooooo!!!

# Phone Script To Call

Hi there,

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



Phone Script

# Phone Script To Call

Hi there,

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

(Yes, this is Tom.)



Phone Script

# Phone Script To Call

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

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

# Phone Script To Call

appreciate your interest in my company,  
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?



Phone Script

## Circle prospecting script

### My Circle Prospecting |

- ☐ 5+ Years Ownership
- ☐ 40% Equity
- ☐ Bedford, NH (Desired Neighborhood)
- ☐ \$600-\$800k (Desired Price Range)
- ☐ Single Family Home (Home Type)

# Off-market listings

## Email



Subject: 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.

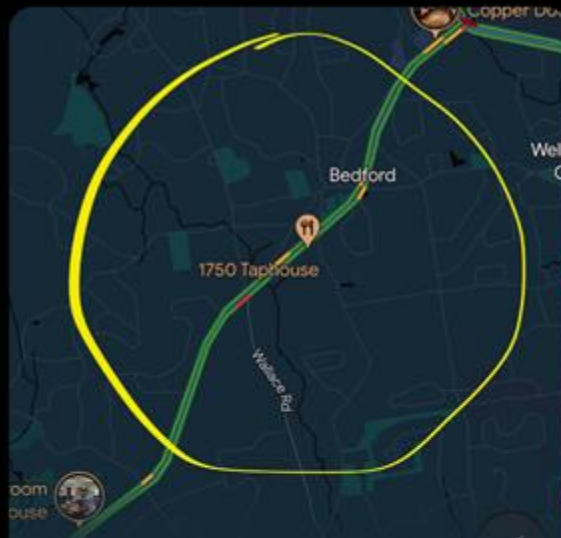
If I come across any potential deals, would you like me to let you know?

Best regards,  
[Your Name]



# Off-market listings


## Social




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






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



COCHON  
SLEEP • ARTS & CRAFTS • OFFICE • GAMES

SALE  
35%  
Early access  
Halloween

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

SHOP NOW

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

35 DAYS (30-60 MONTHS WITH SPECIAL PAYMENTS)

Casper

Mattresses Pillows Bed Frames Bedding Gifts Bundles Sale

Free, no contact delivery\* 100-night risk-free trial\* 85-year limited warranty\*

Early access! ENDS MONDAY  
15% off  
all mattresses\*

Plus 10% off brand essentials, pillows, and more

Shop now

Save 20%  
with bundles

\*Offer applies 10/26/21 to 11/01/21. Excludes all Casper Bedding Bundles and sale items. See Terms.

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

ple

MATTRESSES PILLOWS SEAT CUSHIONS BEDDING BED FRAMES ROOM & LIVING

STORES SIGNUPS BLOG CONTACT US CART

Limited Time

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 Award Details

TUFT&NEDDLE

Mattresses Bedding Furniture Compare About Sign in

10% off  
sitewide.

Sweet Dreams. Extended through 10/31

Shop Now

Shop our family of products.

Mattresses

Shop off the edge today. Shop Mattresses

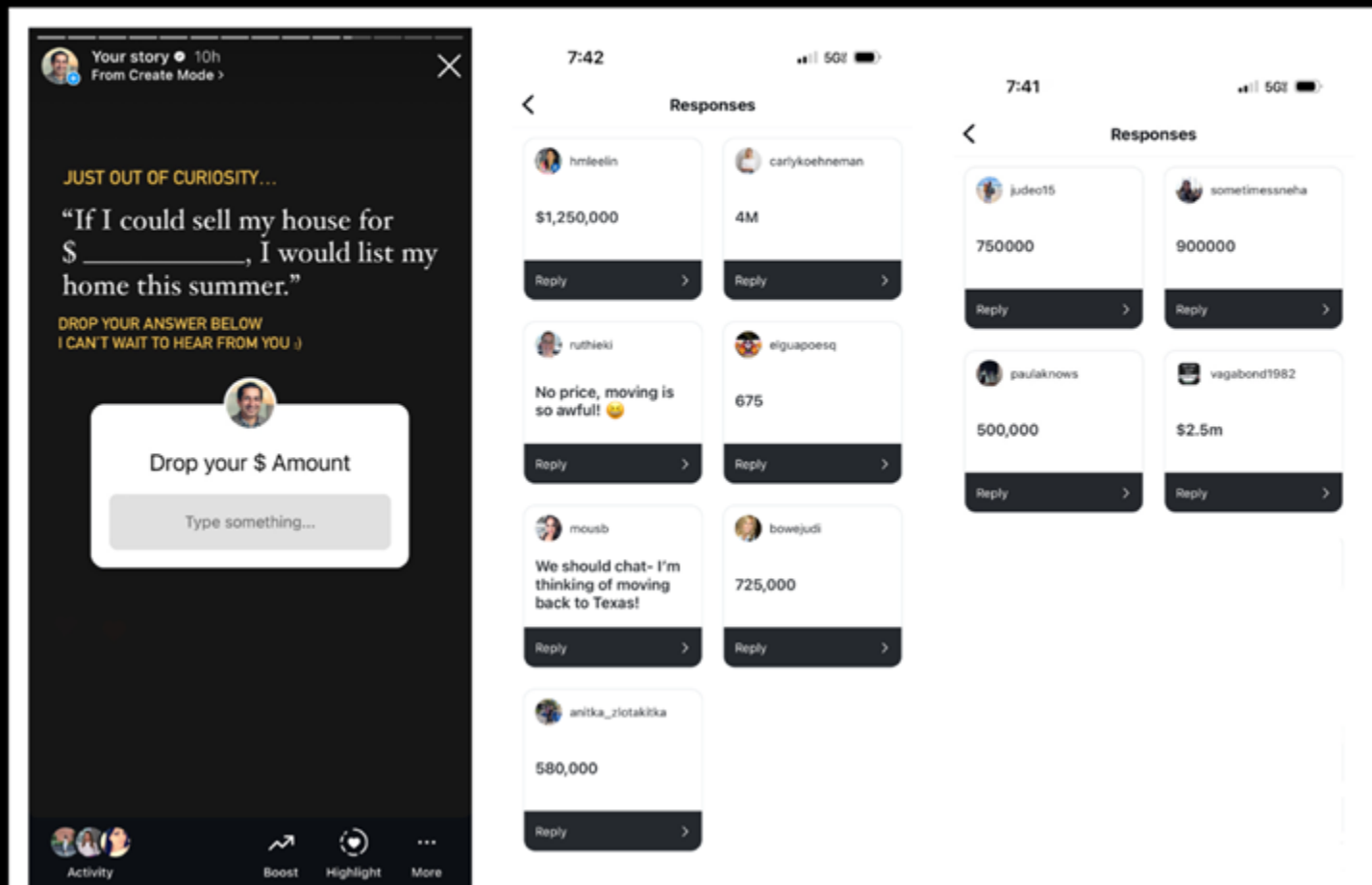
What Mattress size has antimicrobial protection. Read more on the site



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!

# Make Me Move Poll



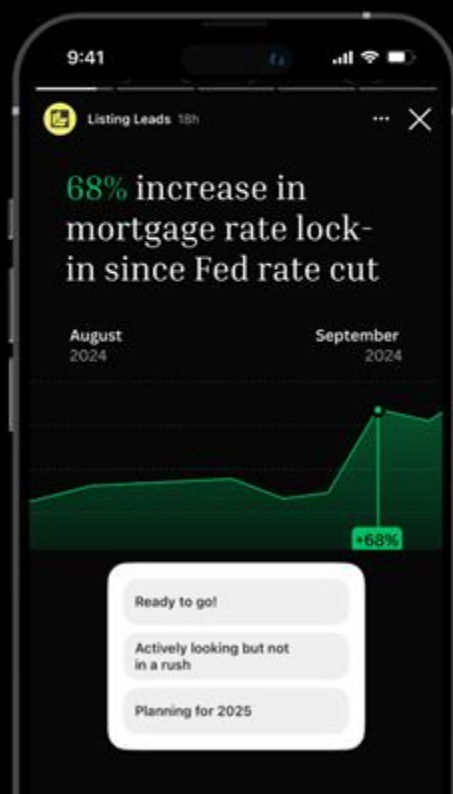
# IG Lead Gen Polls

## Lead Gen Polls



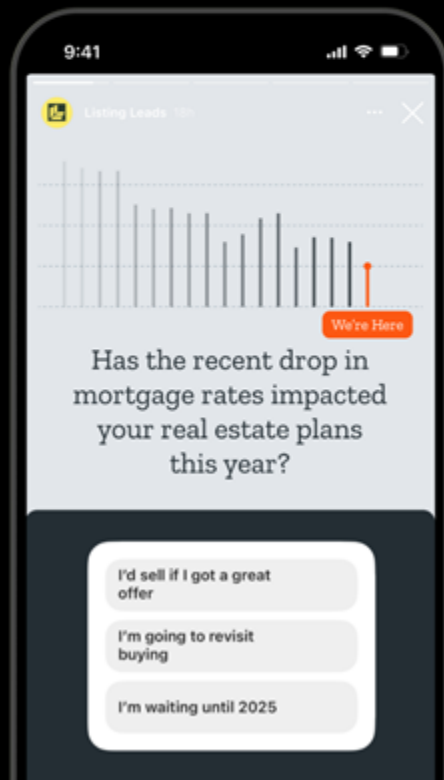
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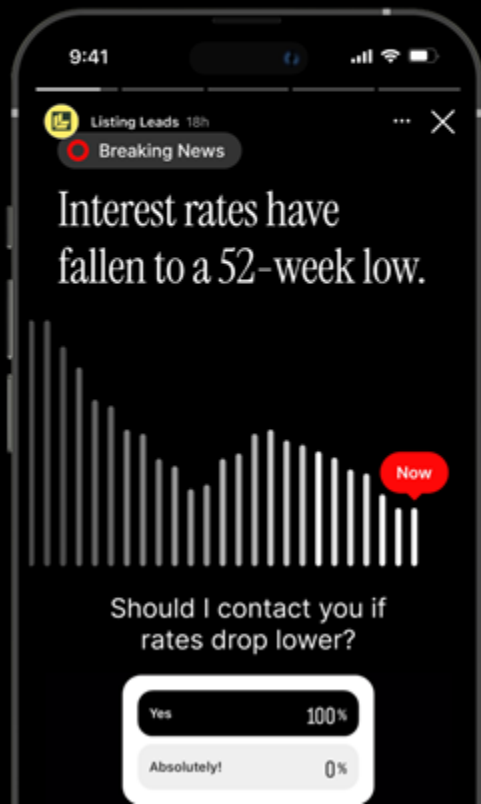
# IG Lead Gen Polls

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## Seller activation campaigns



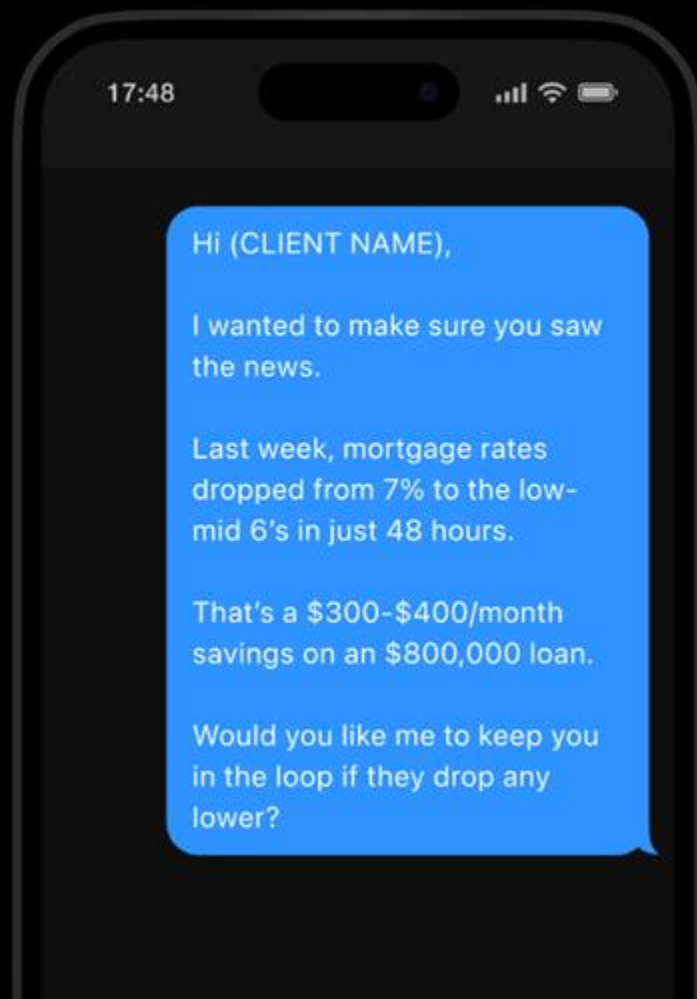
Subject: Would you sell if..?

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?

# Mortgage Rate Drop Text



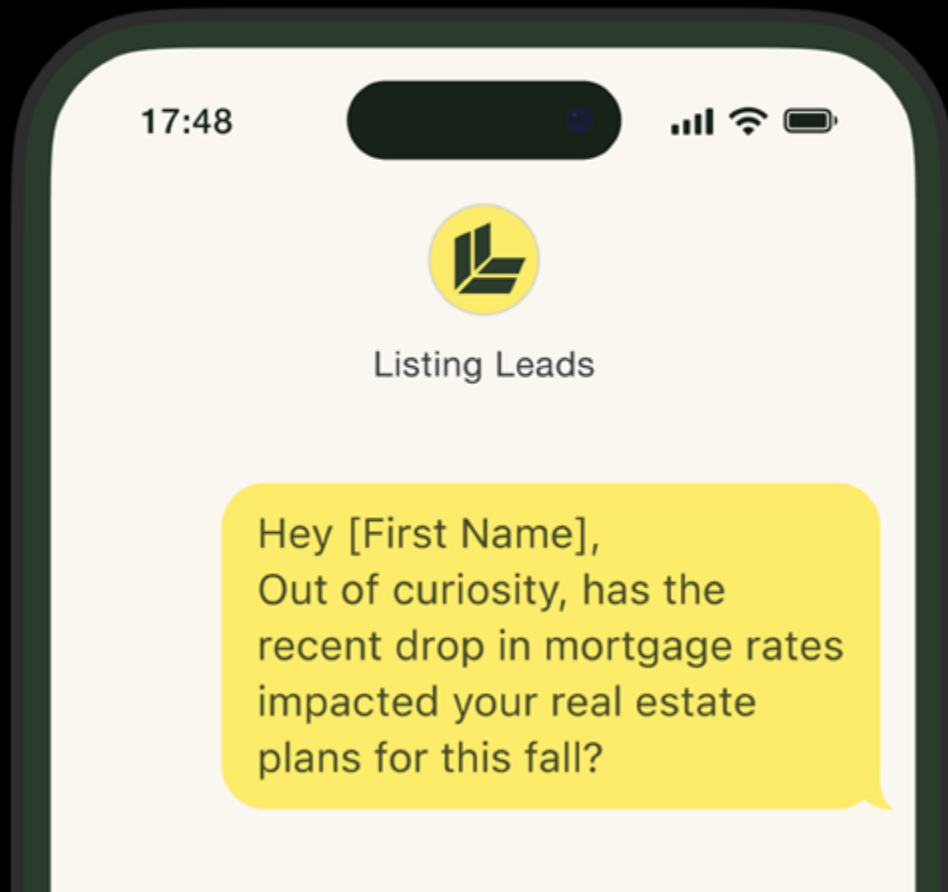
# Mortgage Rate Drop Text



If I could find you an off-market cash buyer...



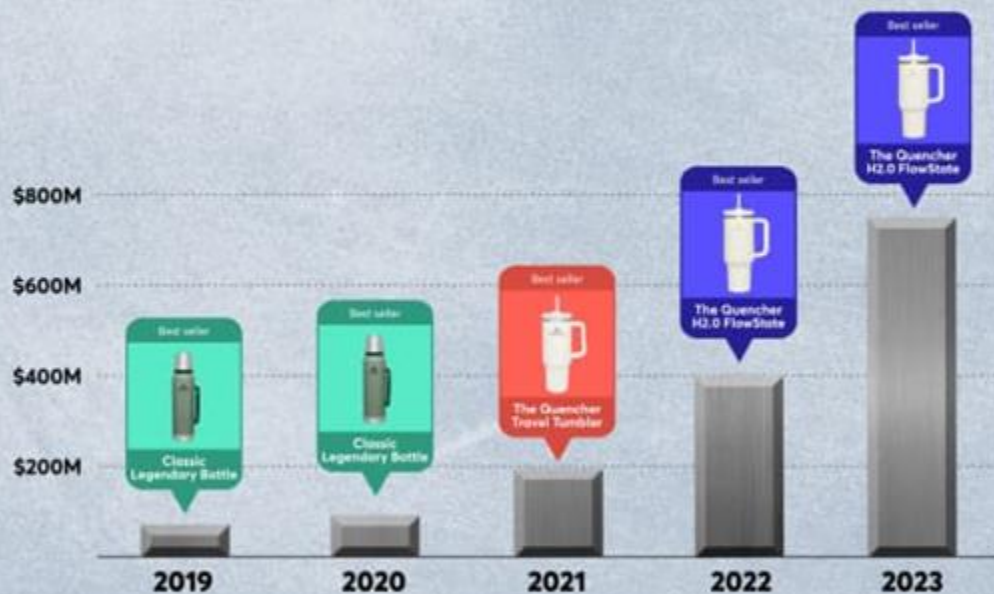
## Rate Drop SOI Text







## Stanley revenue





VALENTINE'S DAY GIFTS > SHOP NOW



HYDRATION ▾

SHOP ▾

CUSTOMIZE

EXPLORE ▾



## THE QUICK FLIP GO BOTTLE | 36 OZ

\$28.00

SIZE ▾

See 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



Subject: 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:

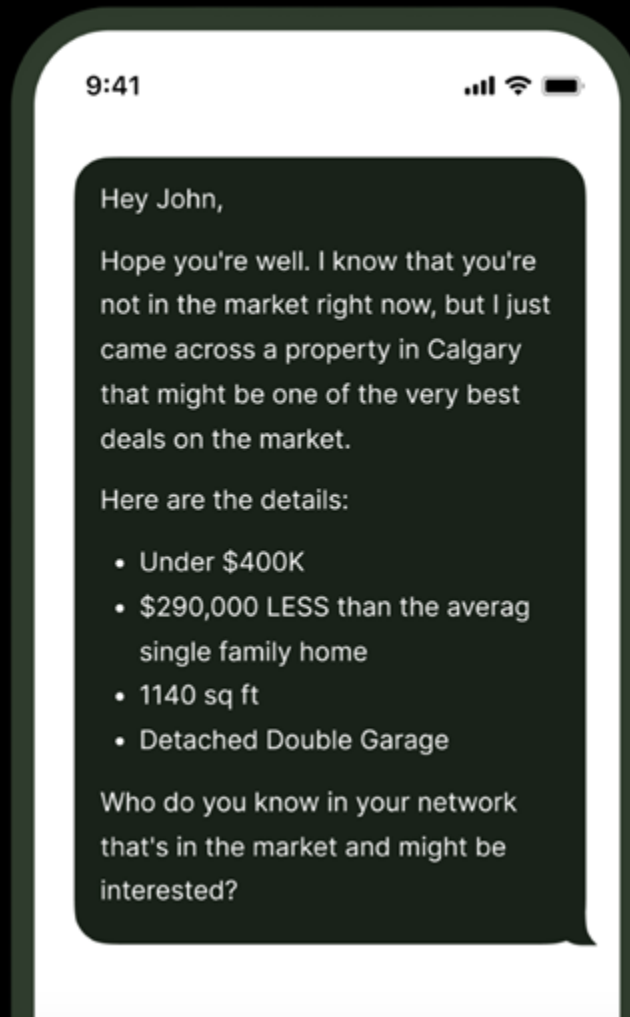
- 1140 sq. Ft. With 3 Bedrooms Up!
- Detached Double Garage
- \$290,000 LESS than the average single family home!
- Could possibly add a secondary suite!
- Great investment potential!

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

- Brad McCallum

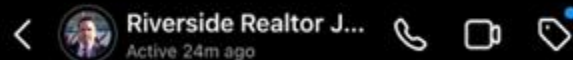
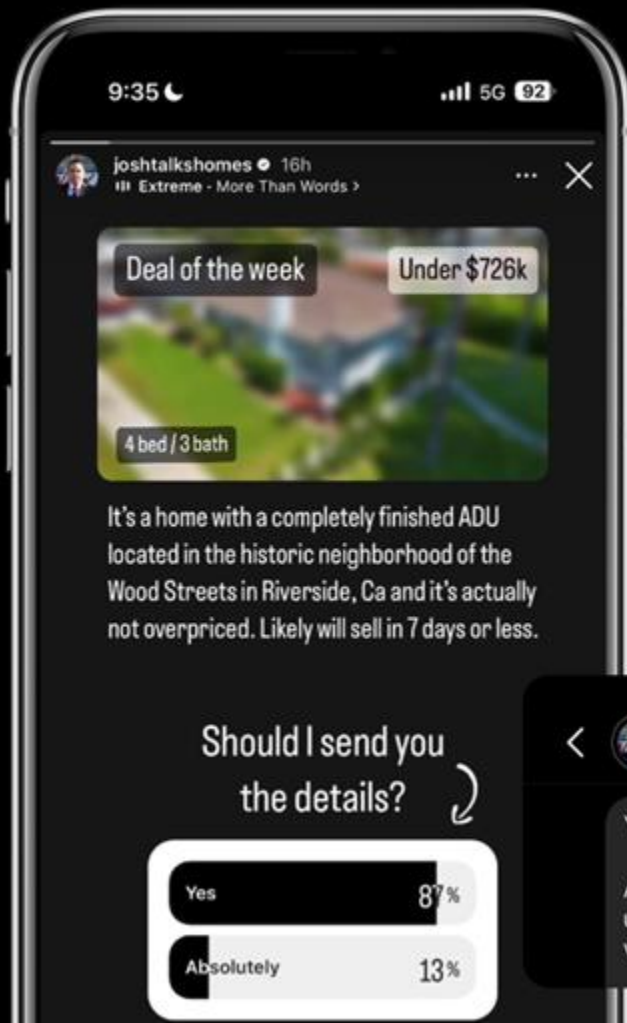
# Deal Of The Week

## Text Message



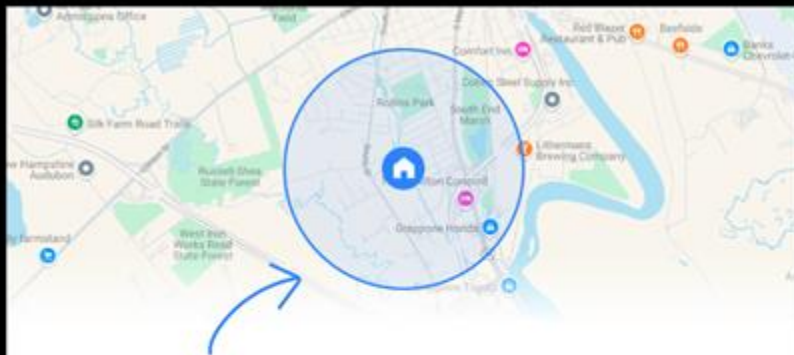
# Deal Of The Week

## Instagram Poll



# Deal Of The Week

## Letter



**123 Main Street** in Bedford Village is getting a lot of attention.

It's featured as my "Deal of the Week" and is seeing:

- 150% more views on Zillow
- More showings than usual
- Multiple offers already on the table

Why does this matter?

When a home in your neighborhood gets this kind of attention, it means you live in a highly desirable area, and buyers are willing to pay a premium.

And it means your home's value is likely about to go up.

Would you like me to send you all the details on how this could impact your home?

If yes, text me at 555-555-5555.

I look forward to hearing from you.

Warm regards,  
[Your Name]



# ALL NEW COROLLA SEDAN

FOR A LIFETIME OF  
GOODTIMES



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](http://toyota.com.au/corolla)



# ALL NEW COROLLA SEDAN FOR A LIFETIME OF GOODTIMES



© 2013 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 lane sensing alerters 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/allnewcorolla](http://toyota.com/allnewcorolla)



1999 Toyota Corolla - Fine AF - \$2500

Image 1 of 23



You want a car that gets the job done? You want a car that's looks like? You want a car that literally is  
you will not compromise you get! Well look no further.

The 1999 Toyota Corolla.

Let's talk about features:  
Bluetooth: none  
Sunroof: none  
Power windows: none

Let me tell you a story. One day my Corolla started making a strange sound. I didn't give it the time and ignored it. It went away. The fact

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,  
BOOM! You back up with Toyota, from the box, and this paper would fading over right up.

This car will make you, it will make your children.

Maybe this car is old enough to be  
your job  
Current status: yes  
Have a car is the car!

This car's got history. It's not even old. People have done enough things in this car. People have done just things in this car. It's not going to judge you  
like a fucking Volkswagen would.

Interesting facts:

The car's interior color is grey, but it's interior color is grey  
In the owner's manual, it is listed as "greyish."  
What this car has survived at the 1999 Detroit Auto Show, it earned all 1,000 attendees in approximately years. The resulting design change in an  
process inside the building caused a partial collapse of the roof. Four people died. The event is documented in the documentary "Shred to Death: The  
Story of the 1999 Toyota Corolla".

You know I love cars? Great, I had my car 100 use a Facebook mirror.

Favorite food: spaghetti

Favorite to drive: A2

Favorite food: ice cream (both and the One Broomer)

This car is as practical as a fluke (BA, it's in middle of the road as your granola during her last time A2B. It's an utterance as a member of a church  
whose origin is based entirely on taste buds.

When I see the Corolla for 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 car's the  
one you want, it's the car you deserve. The failing 1999 Toyota Corolla.

© 2013 Toyota Motor Sales, U.S.A., Inc.

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

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**

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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](mailto:Jeremy@ApplebaumKC.com)  
[www.ApplebaumKC.com](http://www.ApplebaumKC.com)

# Magic Buyer Letter Success Story

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

The number of  
EXPIREDS has  
doubled in the  
last 12 months.

2023



2024



## I Situation

They just spent the last 6 months in limbo and now they are getting bombarded with calls and messages from agents.



## ♥ Emotion | Expired Listing

### | Situation

They just spent the last 6 months in limbo and now they are getting bombarded with calls and messages from agents.

### | Feelings

They are disappointed, frustrated and annoyed.

## ♥ Emotion | Expired Listing

### | Situation

They just spent the last 6 months in limbo and now they are getting bombarded with calls and messages from agents.

### | Feelings

They are disappointed, frustrated and annoyed.

### | Outcome

They still want to sell their home but they don't want to live through the same experience again and they have a deep mistrust of real estate agents.

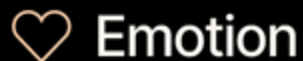
## ♥ Emotion | Expired Listing

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.



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.

# ♥ Emotion

## SITUATION



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## DESIRED OUTCOME

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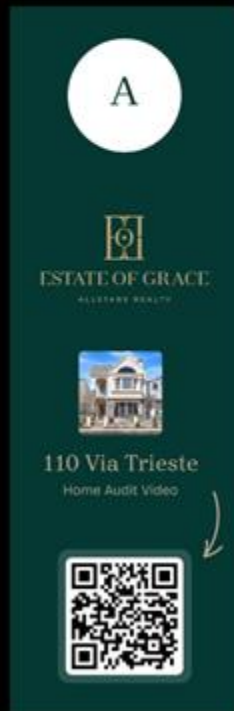
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My personal cell is 555-555-5555.

# Off-market listings

## Postcard & Door Hanger





# Off-market listings

## Expired Letters



There are 67 homes listed over \$10,000,000 that sold in the last few months.

And your house wasn't one of them.

Most people in your situation would be feeling defeated.

You contacted an agent.  
Prepared the home.  
Listed it on the market.  
Then...  
Crickets.

No offers, No showings, and Endless excuses from your agent.

Most agents will simply list your home and wait.

But a great agent will have a proactive strategy—targeting the right buyers, creating compelling marketing, and adjusting as needed to get results.

If you've read this far, it means you're not giving up.

That's why I've recorded a 3-minute Custom Home Audit specifically for your home, highlighting exactly what needs to be done to turn things around.



110 Via Trieste  
Home Audit Video



After you watch the video, contact me at 555-555-5555 and we can discuss next steps.



Let's be honest: the "list and wait" method isn't working. I know you're tired of hearing the same old promises with no results.

### Here's What No One is Telling You:

Selling a high-end home isn't about just putting it on a website and hoping for the best. It's about strategy. It's about precision. And, most importantly, it's about getting creative.

### What if... we approached your home differently?

I've put together a list of seven specific strategies I'd like to discuss with you, which I believe will give your home the exposure it needs to sell for the price you want.

If you're open to a conversation, my direct line is  
**555-555-5555.**

I look forward to hearing from you.



Krys Benjamin  
Estate of Grace | Allstars Realty | 555-555-5555



When most agents stop at the first sign of resistance, I push harder. I dig deeper. I find new angles. I make those extra calls, send the follow-up emails, and keep pushing until we find the right buyer.

### This Isn't a Guessing Game:

#### ★ You'll Hear from Me—A Lot

No more wondering what's happening. No more waiting for updates. I'll be in touch regularly—sharing what's working, what's not, and what's next.

#### ★ I'll Do What Others Won't

Follow-up isn't just a task; it's an obsession. I'll contact every lead, explore every angle, and engage every potential buyer until we make a match.

#### ★ Change is My Strategy

Sticking to the same old tactics? Not on my watch. I'll pivot, adapt, and repeat until we crack the code.

It just requires a commitment.

My direct line is **555-555-5555.**

I look forward to hearing from you.



Krys Benjamin  
Estate of Grace | Allstars Realty | 555-555-5555



# Fastest Growing Membership Site in Real Estate History

Start Here

Listing Attraction Plan

Phone & Text Scripts

Direct Mail Templates

Email Campaigns

Social Shareables

## Listing Attraction Plan

Aug 26 - Aug 30

Monday Aug 26	Tuesday Aug 27	Wednesday Aug 28	Thursday Aug 29	Friday Aug 30
 Deal Of The Week IG Poll	 EOTW: Jerome Powell	 Success Story	 Expired Letter 30-Day Offer	 Magik
 Deal of the Week Text				

Wednesday August 28

Success Story

Social Shareable

Download Canva Template

Introduction

This campaign recently generated @moderncityhouseshomes over 10 high-intent seller leads from an Instagram Story. My advice is to be posting this 2-3 times a quarter.

TARGET AUDIENCE  
Your Instagram Followers

HOW OFTEN  
Once

CHANNELS  
Instagram Story

Example

HOW WE BROKE A RECORD, IN A SLOWER REAL ESTATE MARKET

Direct for over \$500,000, selling it one of only two homes under 2000 square feet in Sherman Park history to achieve this milestone.

IT ALSO BECAME ONE OF THE MOST LIQUID LISTING UNDER

We know that to have a shot at selling this property for over \$500,000, we needed a robust marketing plan, leveraging my social media following of over 50,000 followers, we selected

- Start Here
- Listing Attraction Plan
- Best Ads
- Best Videos & Hooks** New
- What's New
- Phone & Text Scripts
- Direct Mail Templates
- Email Campaigns
- Social Shareables

Videos

Hooks

Filter

Date Added

11x 4:24

**HORIZON WEST**

How to Edit a Listing Leads Social Shareables in Canva and Posting

↓ "This is Calgary. Over 100 people move here every day. And for some people, it's the biggest mistake they can make."

More Exposure Effect FOMO

Curiosity Gap Reciprocity

11x 4:24

**INSIDE ISLEWORTH**

How to Edit a Listing Leads Social Shareables in Canva and Posting

↓ "If I had a \$1,000 budget here is what I'd do"

FOMO More Exposure Effect

11x 4:24

**WAIT TILL YOU SEE THESE!**

How to Edit a Listing Leads Social Shareables in Canva and Posting

↓ "The mistake you want to avoid"

Reciprocity Herd Effect

11x 4:24

**MASTERPLANNED COMMUNITY!!**

How to Edit a Listing Leads Social Shareables in Canva and Posting

↓ "The mistake you want to avoid"

Herd Effect Loss Aversions

11x 4:24

**Less than \$350K**

How to Edit a Listing Leads Social Shareables in Canva and Posting

↓ "The mistake you want to avoid"

11x 4:24

**TRUTH DALLAS**

How to Edit a Listing Leads Social Shareables in Canva and Posting

↓ "The mistake you want to avoid"

11x 4:24

**AMERICAN DREAM!**

How to Edit a Listing Leads Social Shareables in Canva and Posting

↓ "The mistake you want to avoid"

11x 4:24

**\$5,350,000**

How to Edit a Listing Leads Social Shareables in Canva and Posting

↓ "The mistake you want to avoid"



ListingLeads.com

Free Trial →

