

Roadmap

OCT 2024

2,394

Agent

2,394

Agent

18k+

Listing Appointments

2,394

Agent

18k+

Listing Appointments

7404

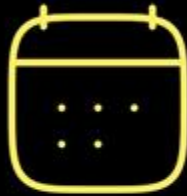
Listings



Julie Woods

35 listings
\$177k in GCI
3.5 Months

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

81 Days 

left in 2024

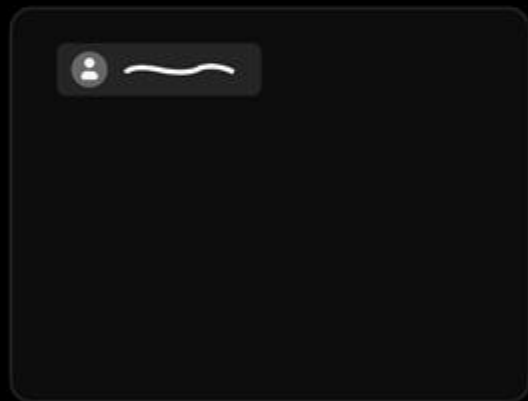
IF

Your pipeline is empty



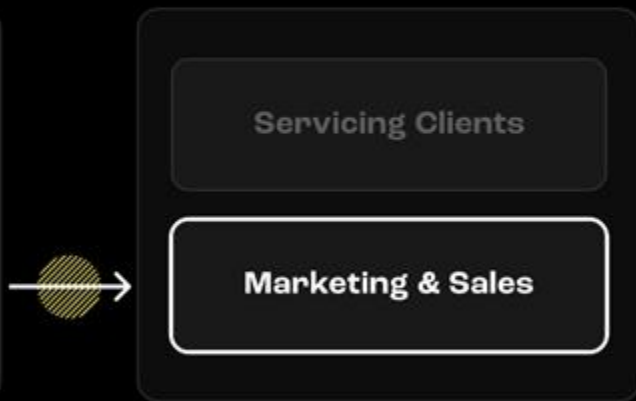
IF

Your pipeline is empty



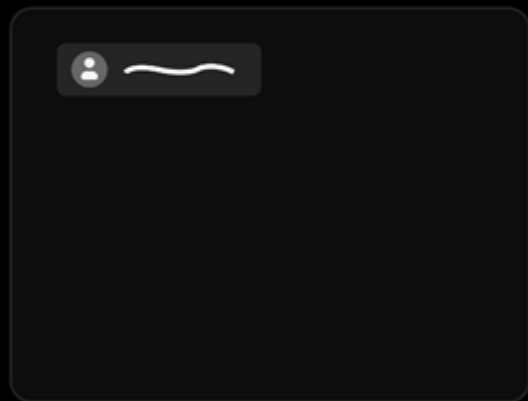
Then

You are putting all effort in



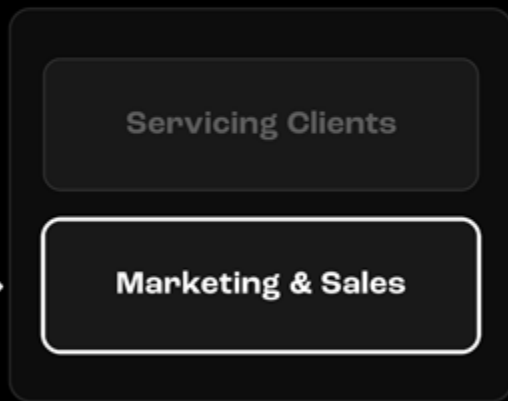
IF

Your pipeline is empty



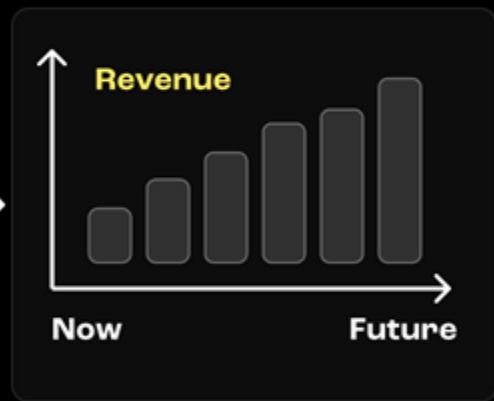
Then

You are putting all effort in



Revenue

Which results in



IF

Your pipeline is full



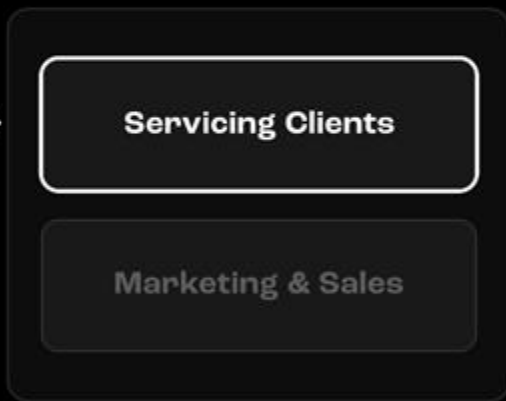
IF

Your pipeline is full



Then

You are putting all effort in



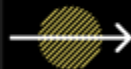
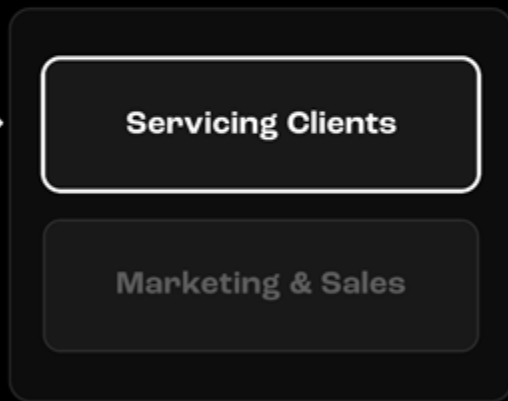
IF

Your pipeline is full



Then

You are putting all effort in

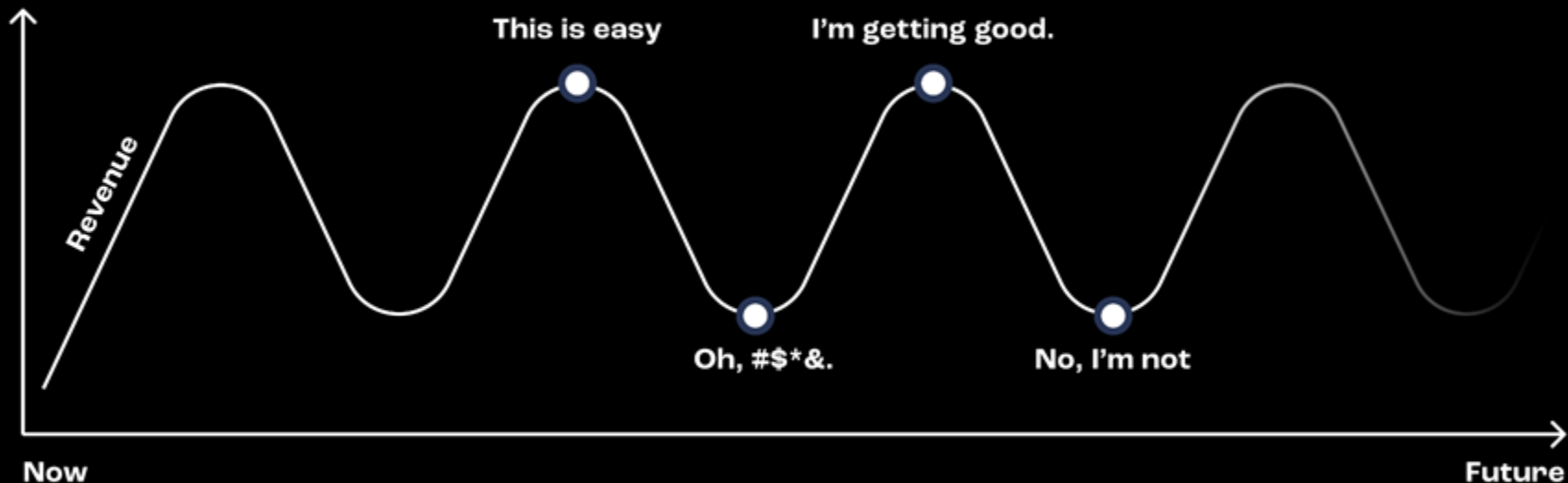


Revenue

Which results in



Vicious Cycle





© Brian Smale



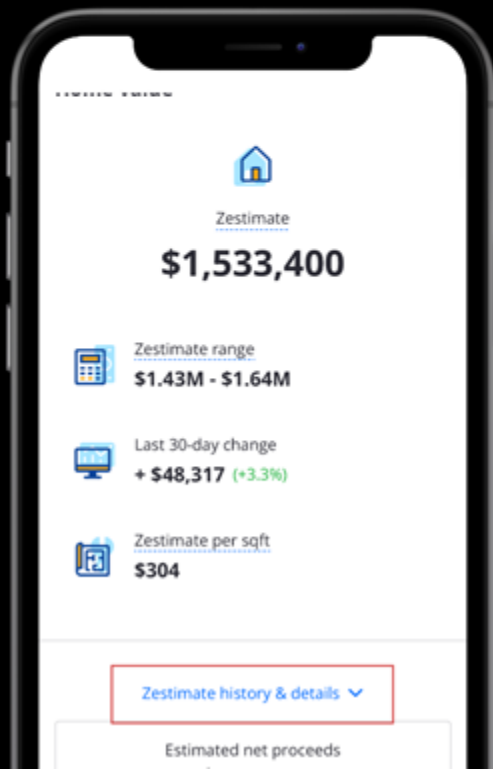


"If you change the price of the
f**king hot dog, I'll kill you."

Jim Sinegal

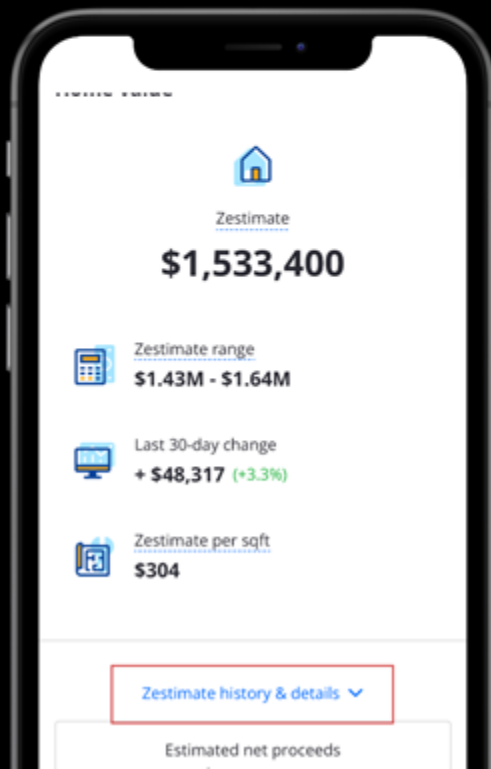
2024  MA

1

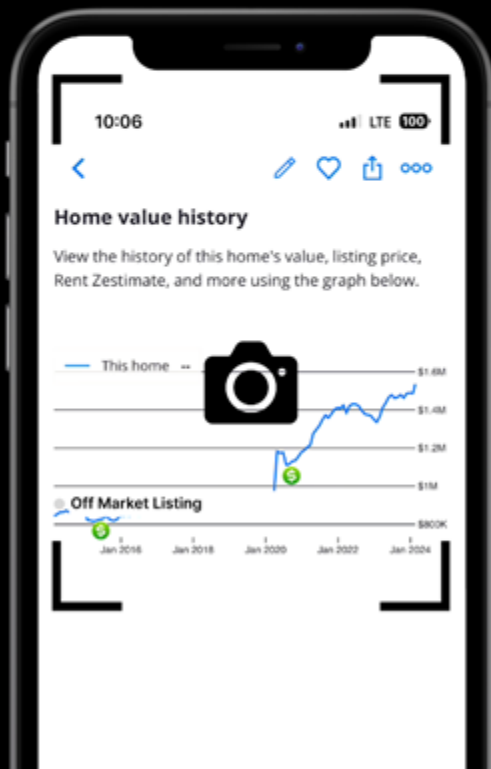


2024 ZMA

1

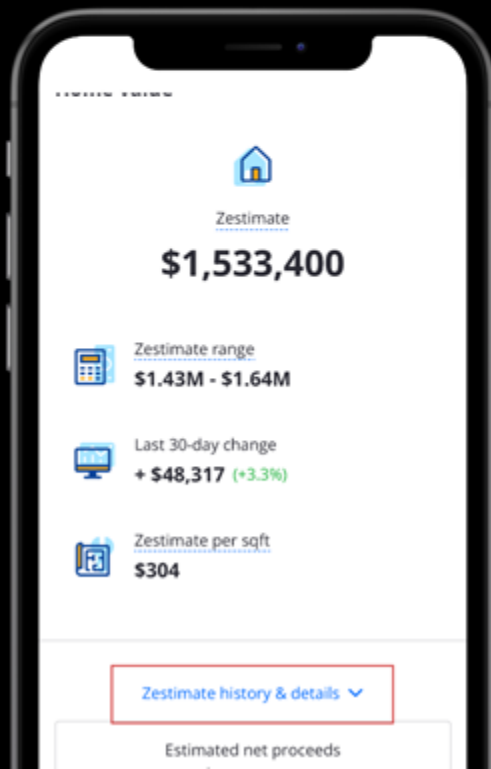


2

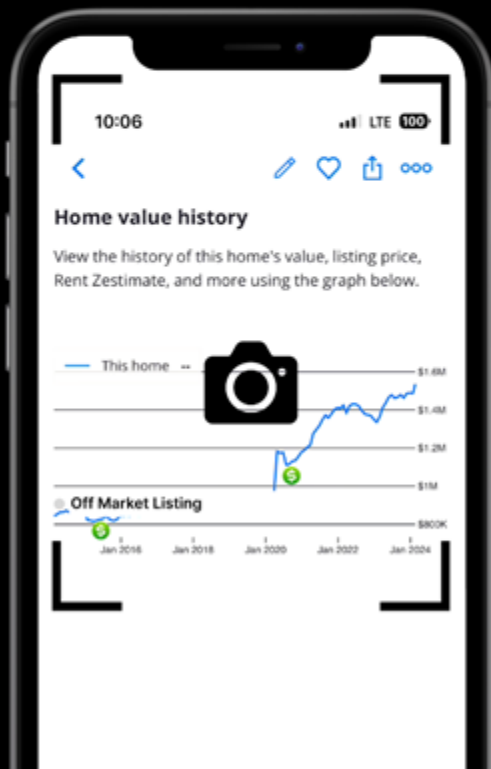


2024 ZMA

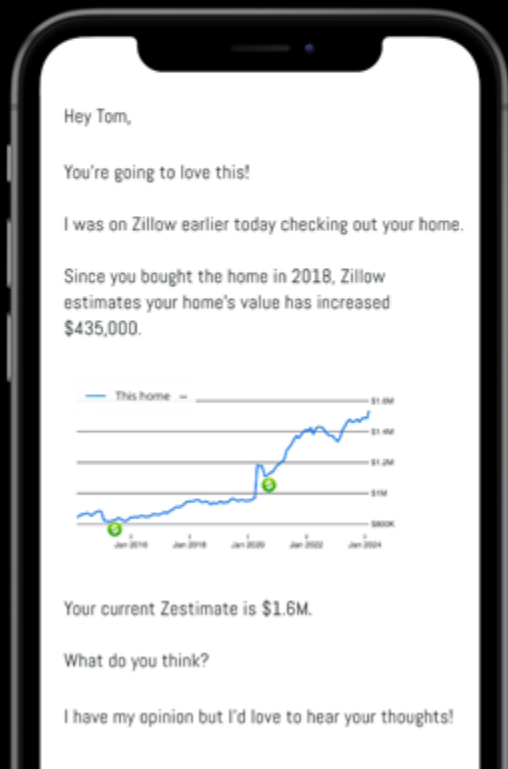
1



2

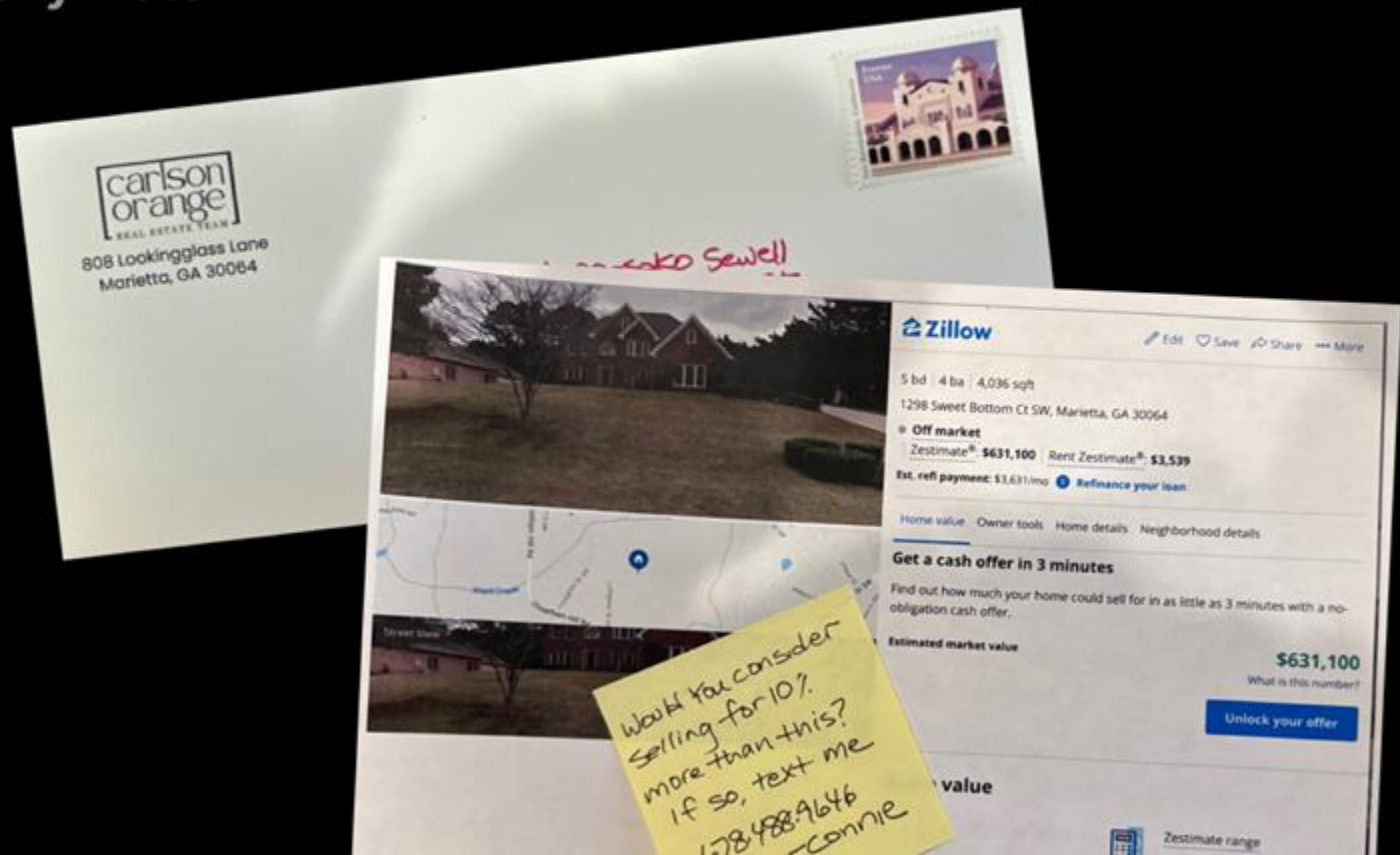


3



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.



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

1 of 1

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**,

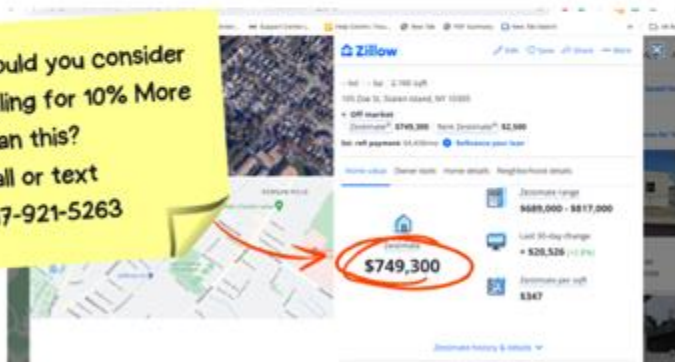
You bought your home for **\$330,000**, which has turned out to be a smart move. But maybe you've been toying with the idea of selling — moving closer to friends or family, adjusting to a new chapter in life, or simply cashing in on the equity you've built up over the years.

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



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.



Situation

AND RESULTS



STEVE ROBE | BROKER/OWNER

✉ STEVE@STEVEROBE.COM

☎ (262)705-8125



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.

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



STEVE ROBE | BROKER/OWNER

✉ STEVE@STEVEROBE.COM

☎ (262)705-8125



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.



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],

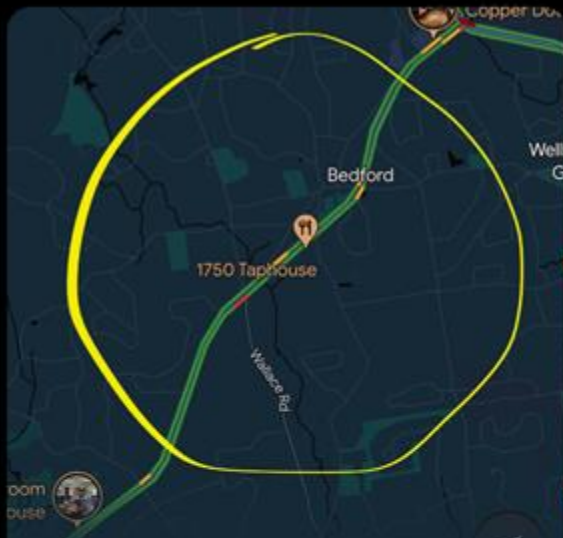
I'm reaching out because I'm calling 250 off-market listings in (insert area) this morning to see if anyone is thinking of selling.

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

Best regards,
[Your Name]

Off-market listings

Social

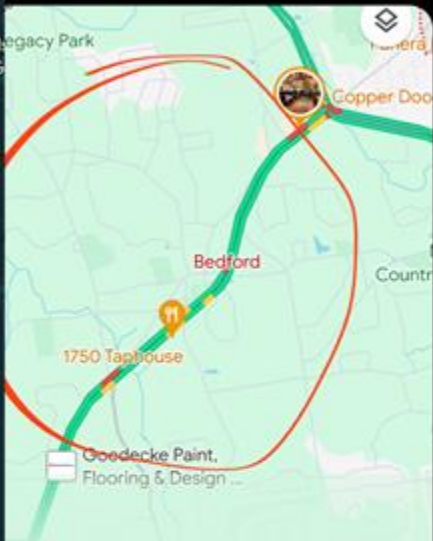


We're going to call all the off-market listings between 650-850k.

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.

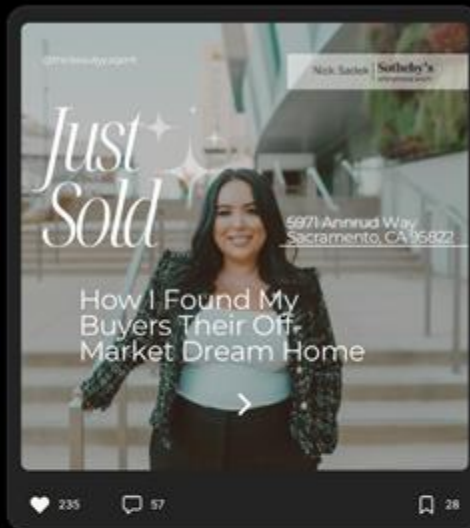
If we come across any potential deals, would you like us to let you know?

Absolutely



Off-market listings

Social



COCHON
SLEEP
ARTISTS
OFFER
DESIGN

SALE
35%
Early access
to our
Halloween sale

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 (30-12 MONTHS WITH 0% APR FINANCING)

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

Shop 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 SHOWROOMS 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 all mattresses

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

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!

Make Me Move Poll



Your story • 10h

From Create Mode >

JUST OUT OF CURIOSITY...

"If I could sell my house for \$ _____, I would list my home this summer."

DROP YOUR ANSWER BELOW
I CAN'T WAIT TO HEAR FROM YOU :)



Drop your \$ Amount

Type something...



Activity Boost Highlight More

7:42

Responses



hmlleelin

\$1,250,000

Reply >



carlykoehneman

4M

Reply >



ruthieki

No price, moving is so awful! 😡

Reply >



elguapoesq

675

Reply >



mousib

We should chat- I'm thinking of moving back to Texas!

Reply >



bowejudi

725,000

Reply >



anitka_zlotakikka

580,000

Reply >

7:41

Responses



judeo15

750000

Reply >



sometimesneha

900000

Reply >



paulaknows

500,000

Reply >



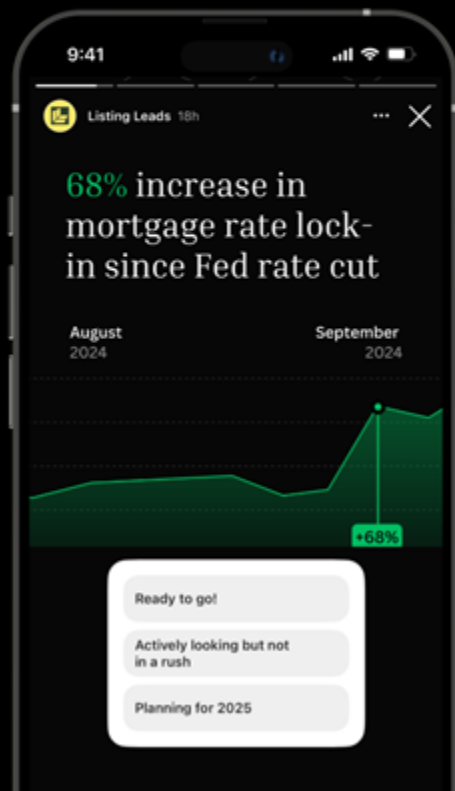
vagabond1982

\$2.5m

Reply >

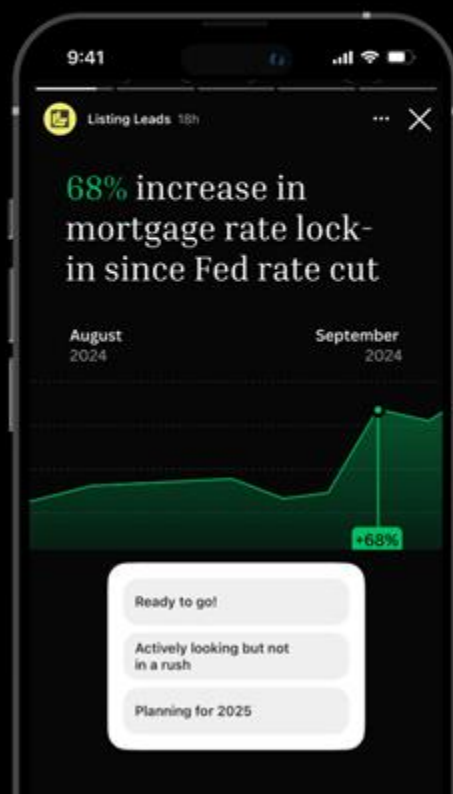
IG Lead Gen Polls

Lead Gen Polls



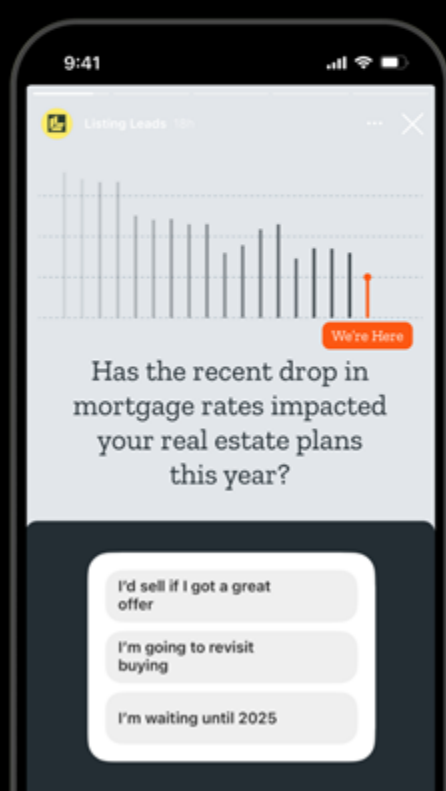
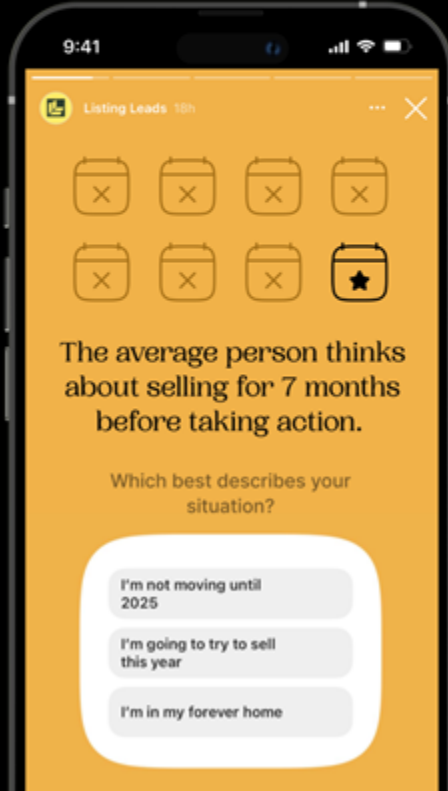
IG Lead Gen Polls

Lead Gen Polls



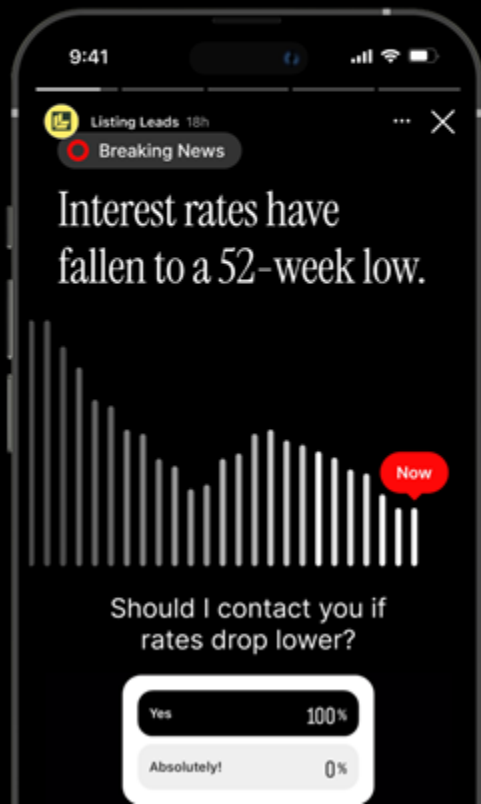
IG Lead Gen Polls

Lead Gen Polls



IG Lead Gen Polls

Lead Gen Polls



IG Lead Gen Polls

Lead Gen Polls



IG Lead Gen Polls

Lead Gen Polls





Seller activation campaigns



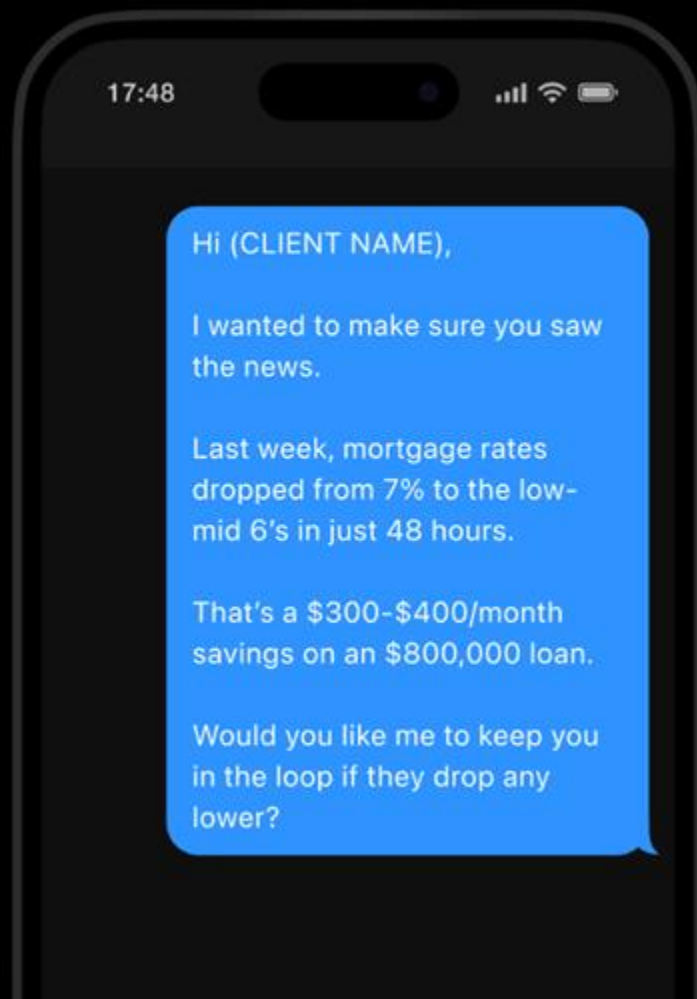
Subject: Would you sell if..?

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



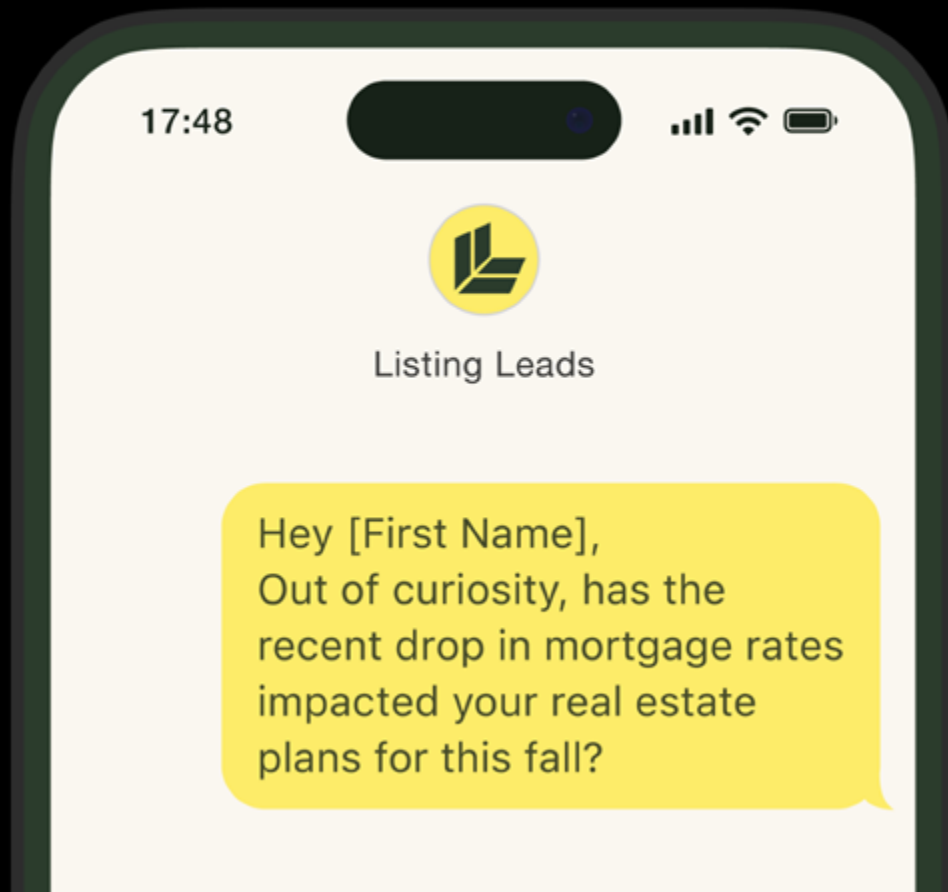
Mortgage Rate Drop Text



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

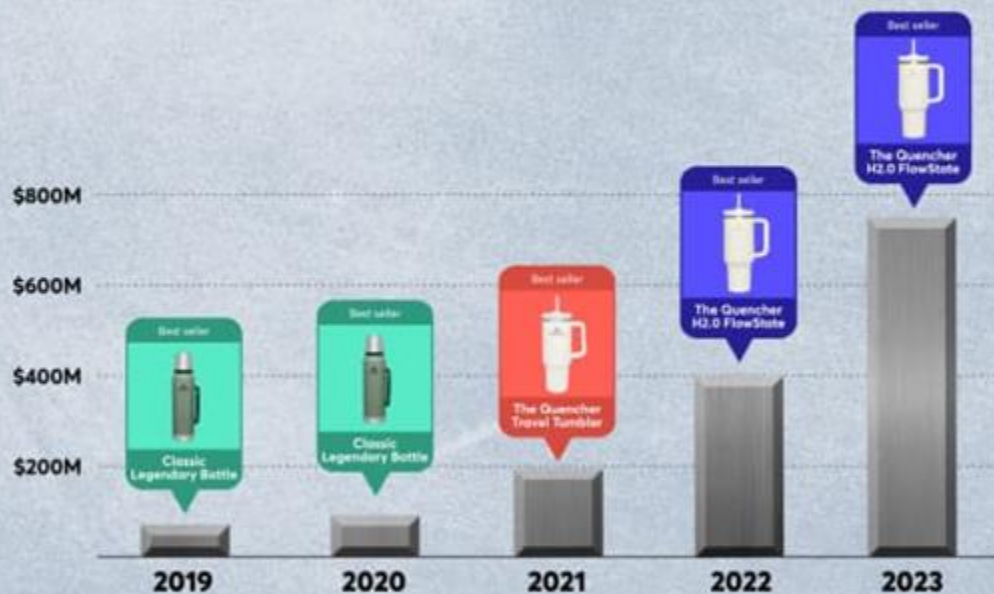


Rate Drop SOI Text





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

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.

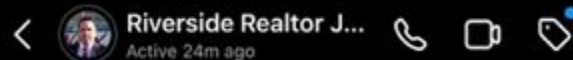
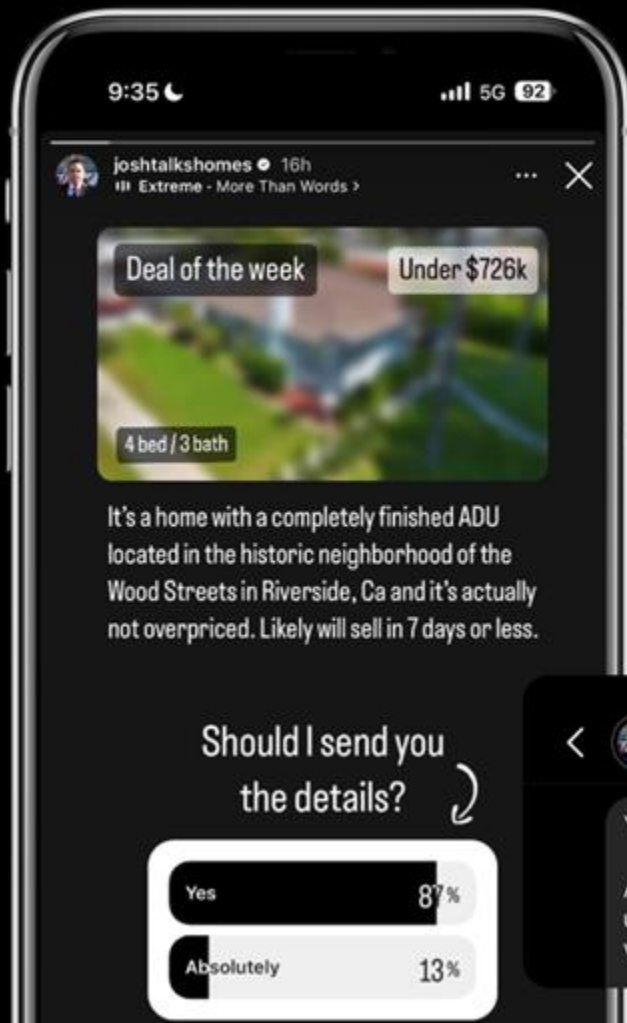
Here are the details:

- 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?

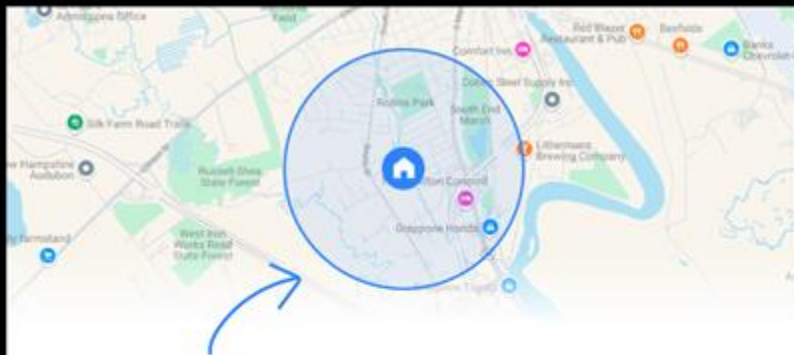
Deal Of The Week

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



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



1999 Toyota Corolla - Fine AF - \$2500

Image 1 of 22



You want a car that gets the job done? You want a car that's looks like? You want a car that literally is as well as comfortable you get? Well look no further.

The 1999 Toyota Corolla.

Let's talk about features:

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none

Bluetooth: none



1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

1999 Toyota Corolla

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
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

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 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

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.

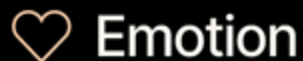
♥ Emotion | Expired Listing

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



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

FEELING



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



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

You've heard this story before.

FEELING

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.

DESIRED OUTCOME

To sell for top dollar, there are 10 essential marketing tactics.

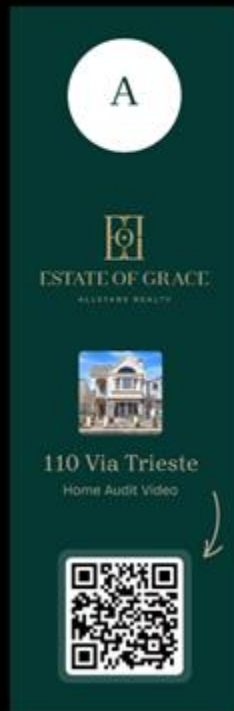
I've reviewed your home on the Multiple Listing Service and you're missing 6 of them. I'm confident that if we fix them, you could sell your home for \$865,000.

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.

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

- 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 →

