

This email was gold! 10 responses, 9 CMA requests, and one highly interested seller so far.



April Aberle

Got 5 CMA requests in the first hour!





Toni Draxler Laurich

Our team has set 9 appts so far from the email! We sent to engaged leads and past clients, all of our appointments set so far have been from past clients.



Brad Winter

7 responses, 7 CMAs, 2 Scheduled meetings ••••

\$100,000,000 Email



Jacobe Kendrick

Jimmy Mackin 3 responses and 3 request so far.



Naomi Selik

Hi Jimmy - I have to admit, I was skeptical that it could be that easy, but i just sent this email and got 2 responses within 5 minutes! That's 2 listing leads over \$2M in a very tight market!



Nick Slocum

5 Responses, 4 CMA requests so far! Great email, @Jimmy Mackin!



Brian Slivka



➤ Let's do it Jimmy Mackin! As a follow up to the "how much equity " email I sent to 527 people yesterday. So far...6 CMA requests with 2 folks thinking about selling and buying...Pure gold

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Subject: How much equity did you gain in 2023?

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I'm setting aside some time this week to prepare equity reports for my clients.



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My clients love these reports because they are more detailed and accurate than online tools.



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Can I create one for your home?

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My clients love these reports because they are more detailed and accurate than online tools.

Can I create one for your home?

Let me know! Jimmy

P.S. I just completed a report for a client, and they were surprised to learn they gained \$49,000 in equity. Now, they're contacting their mortgage company to eliminate their PMI.









































ATTENTION ---- STAND OUT IN A CROWDED MARKET

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EMOTION — BUILD TRUST WITH YOUR CUSTOMERS

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ACTION — ATTRACT PROSPECTS WITHOUT CHASING

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DISTRIBUTION ----- MAXIMIZE ROI

The Blueprint







STARTING AT \$324,900.

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THEROLSTON COM

Ríze

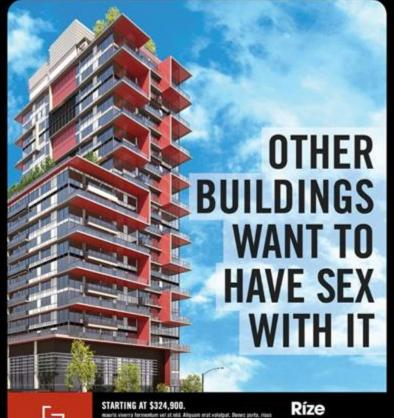
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PRESENTATION CENTRE

221 East 10th Avenue Open Sat. - Thur.: 12-5, Closed Fri. 604 688 8927

THE IS NOT AN EXPONENT FOR SALE, ANY SALES ATTEMPTS HAVE MAY BE MADE WITH A SHALLOW COMMAND IS A SILE.

Attention □ 日 ROLSTON





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THEROLSTON.COM

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info@thereiston.com

Pilotxouse

THE REAL PROPERTY CAN ARE SEEN DRIVING MAY SHARE MEN AND ASSESSMENT CONTRACT OF A 2 A 2



VANCOUVER - WE SINCERELY APOLOGIZE FOR THE SEX COMMENT IN OUR RECENT ROLSTON ADVERTISING CAMPAIGN.

The advertising campaign stating that "The Rolston was So Enticing Other Buildings Want To Have Sex With It" was considered alarming by a number of people. Yes, we did sell multiple homes at The Rolston because

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In the future we will focus on presenting the Robiton condominium homes safely on their amazing prohitectural design, downtown Vancouver lacetion and very affordable pricing.

Aut the the record, we dray the runner regarding the CN lower and the Bathew heaving size. Nor did the Bathew have see with the Waver condominations in Curry or Centro bounds in Brohemod. And we would like the Godbus development to stop solling. The Rishton desert Tille you in that way and only would be the Condomination.

Check out the Rolaton for yearpell and see what all the fury is about

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#140 - 1265 Grandle Street Open Sat - Wold 12-5, Good Thurs. & Fri. 604,688.8927

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ROLSTON

STARTING AT \$349,900.

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THEROLSTON.COM



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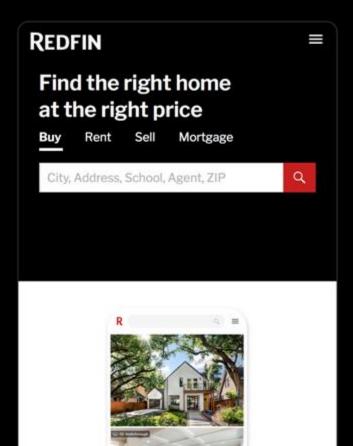
And, for the record, we deny the rumor regarding the CN Tower and The Rolston having sex. Nor did The Rolston have sex with the Wave condominiums in Surrey or Centro homes in Richmond. And we would like the OnQue development to stop calling. The Rolston doesn't like you in that way and only wants to be friends.

Check out the Rolston for yourself and see what all the fuss is about!

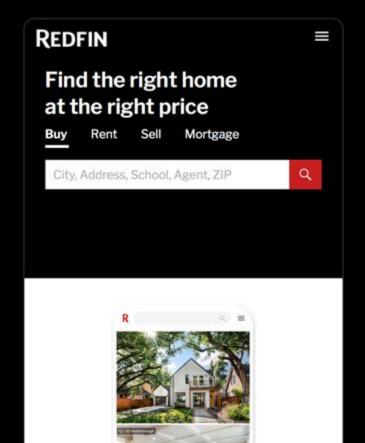


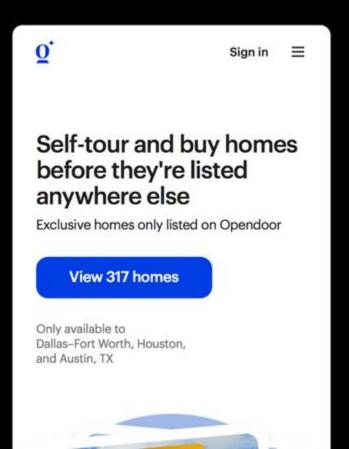
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Curiosity		











INSTEAD OF

Coming Soon: 55 Main Street Bedford, NH

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TRY THESE

PRIMING \longrightarrow Forward this to a friend

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SCARCITY -> Exclusivity ends in 24 hours

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PATTERN INTERUPT \longrightarrow I don't want to share this with you (but I have to)

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SURPRISING STATISTICS — Homes like this sell in 8.4 Days

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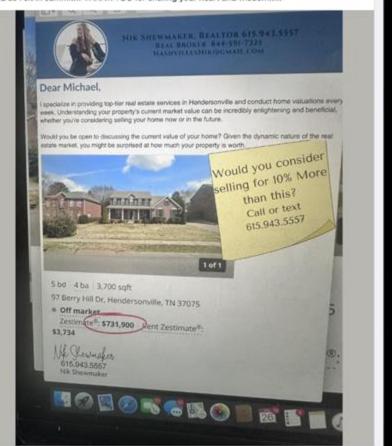
PATTERN INTERUPT \longrightarrow I don't want to share this with you (but I have to)

SURPRISING STATISTICS — Homes like this sell in 8.4 Days

CURIOSITY — Would it be helpful if...?



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!!!!!





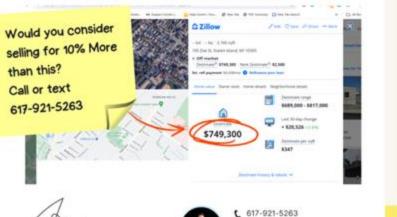
Zillow thinks your home is worth \$749,300,

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.



Jimmy Mackin



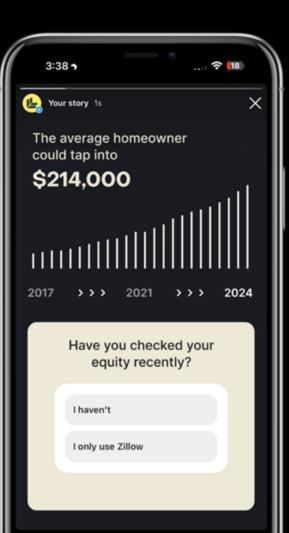
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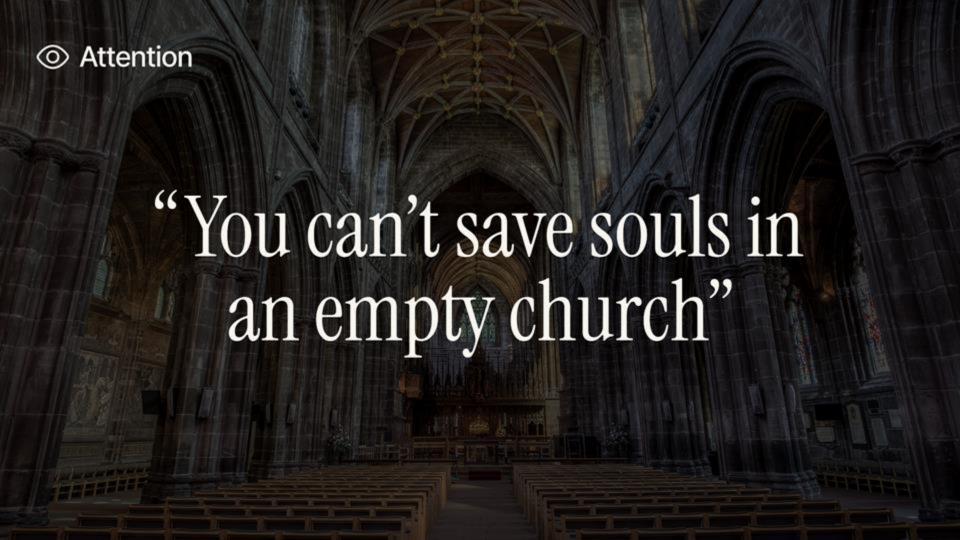
support@listingleads.com

123 Anywhere St., Any City

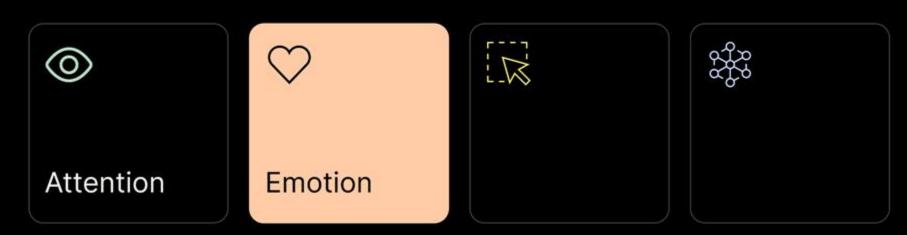


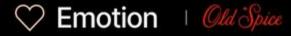
Follower.



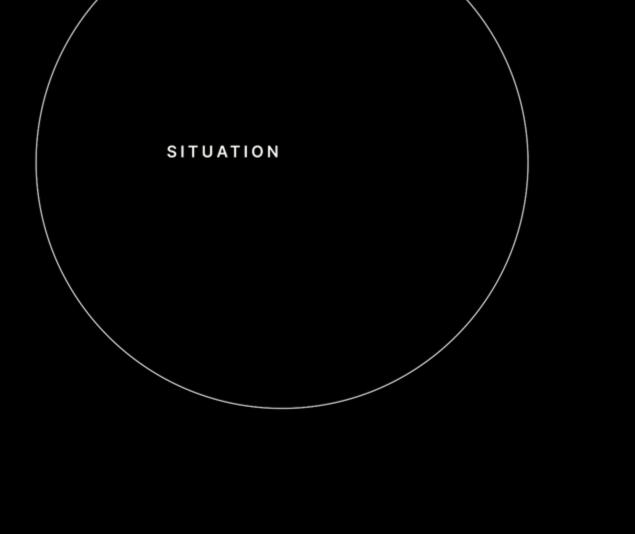


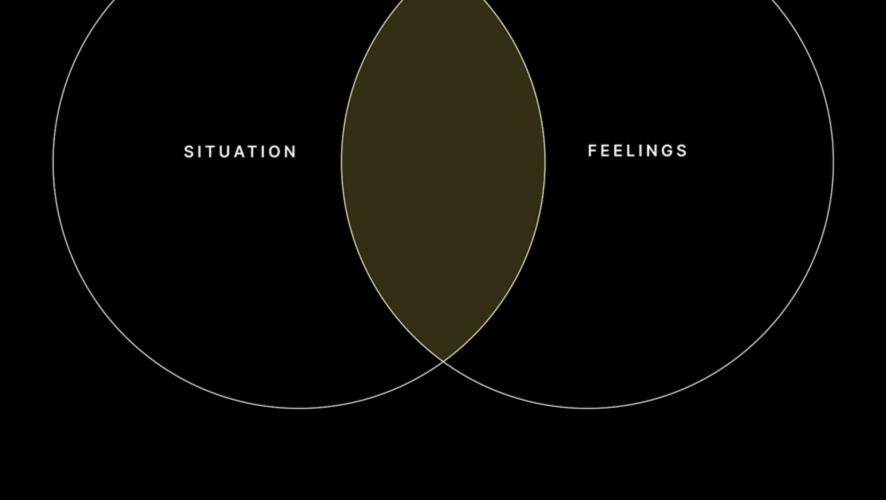
The Blueprint

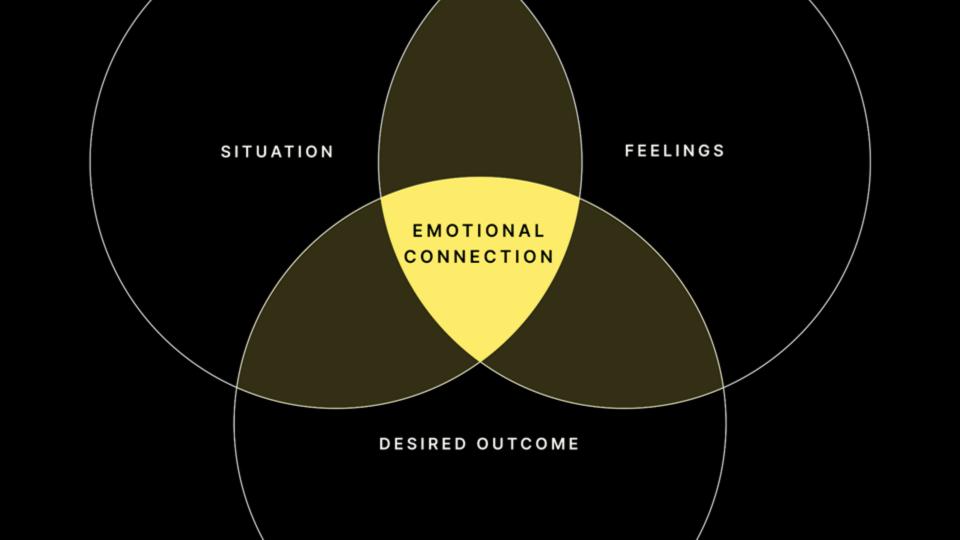




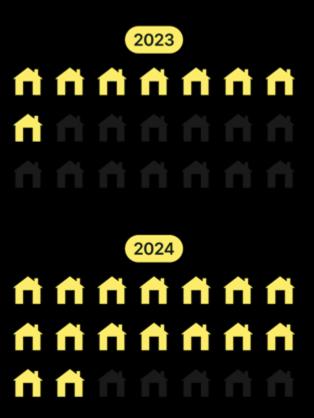


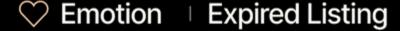






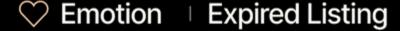
The number of EXPIREDS has doubled in the last 12 months.





I Situation

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

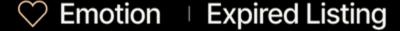


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Outcome

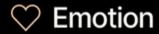
They still want to sell their home but they don't want to live through the same experience again and they have a deep mistrust of real estate agents.

Emotion | Expired Listing

Dear Matthew,

I noticed that your property listing at 654 Elmwood Street has

- right respired and right lam 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.

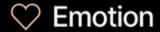
To sell for top dollar, there are 10 essential marketing tactics.

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.



SITUATION



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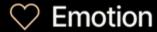
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Listing Leads

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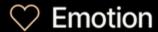
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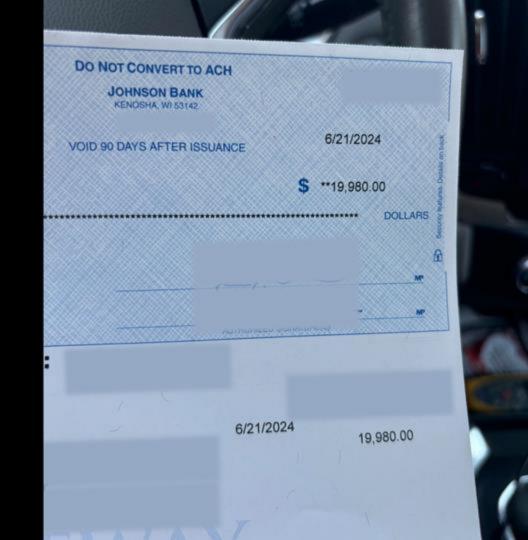
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DESIRED OUTCOME



Hí,

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



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 I BROKER/OWNER STEVERSTEVERORE.COM Q (262)705-8125



Hi

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MIND RESULTS









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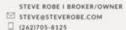
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REAL ESTATE REINVENTED...INTEGRITY...SERVICE AND RESULTS







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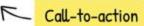
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REAL ESTATE REINVENTED...INTEGRITY...SERVICE AND RESULTS



STEVE ROBE I BROKER/OWNER

STEVEOSTEVEROBE.COM

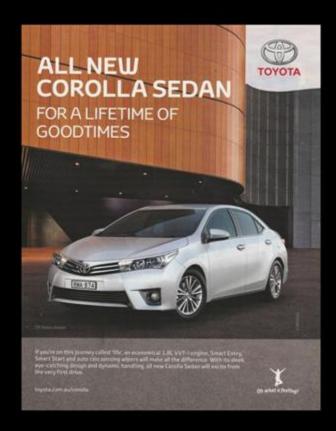
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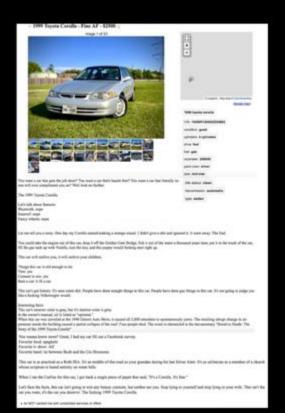






□ Emotion □ ⊕ TOYOTA







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.

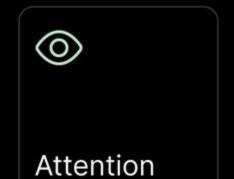
Bluetooth: nope

Sunroof: nope

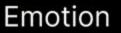
Fancy wheels: nope

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.

The Blueprint



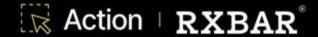






Action



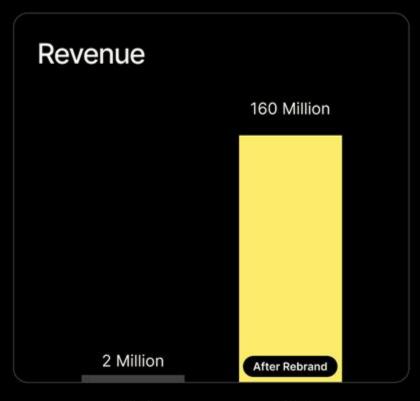




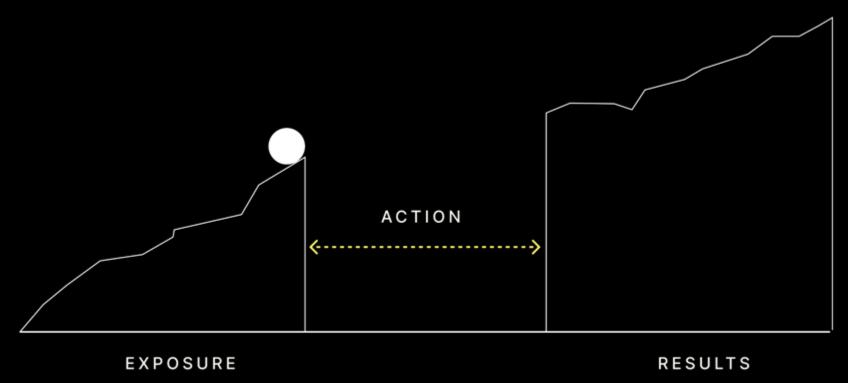


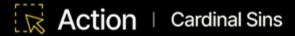










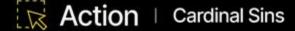


TOO PUSHY ——— "Don't Miss This One-Time Offer!"



TOO PUSHY ——— "Don't Miss This One-Time Offer!"

TOO MANY ASKS ——— Click, Call, Text, Scan, and Subscribe



TOO PUSHY ----- "Don't Miss This One-Time Offer!"

TOO MANY ASKS —— Click, Call, Text, Scan, and Subscribe

TOO GENERIC ——— "Find Out How Much Your Home Is Worth"

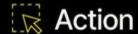


CLARITY





COMPELLING





Give it up for \$100k in 100 days! Day THREE, I get a referral from a zmai! 1 referral per 15 zmas- Fill take that ratio Jimmy Mackini Doug Hannan 🛴 💢 💍 🚳

I have my opinion but I'd love to hear your thoughts!

Tell Mike hi!

Yesterday 5:37 PM

Hi thanks Bill! Wow that's awesome but we love our neighborhood and where we live!

Yesterday 7:29 PM

Love hearing that! Shella says hi!

Hi Sheila!!

I'll have to refer you to my MIL, she lives in Everett and wants to move to Wakefield or closer to but is nervous about the process.

She said some realtor keeps coming to her house frequently harassing them to sell the house . Weird right



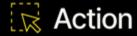
iMessage





CALL-TO-ACTION

I was just on Zillow earlier today and I saw they estimate your home is worth \$520,000. I have my opinion but I'd love to hear yours. What do you think?



CALL-TO-ACTION

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



CALL-TO-ACTION

I'd be a terrible realtor if I didn't ask, would you consider selling your home if you got a great offer?

Seller Activation Email



Seller Activation Email



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?

Lead Conversion:

HOME VALUE LEAD:

8.2%

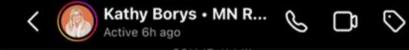
CASH OFFER LEAD:

21.6%

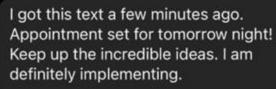
SELLER LEAD:

31%

SOURCE: fello







STEVE STUCK

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 locking forward to hearing from you!

Sincerely,

Steve Stych, Realtor® RE/MAX Concepts

Action



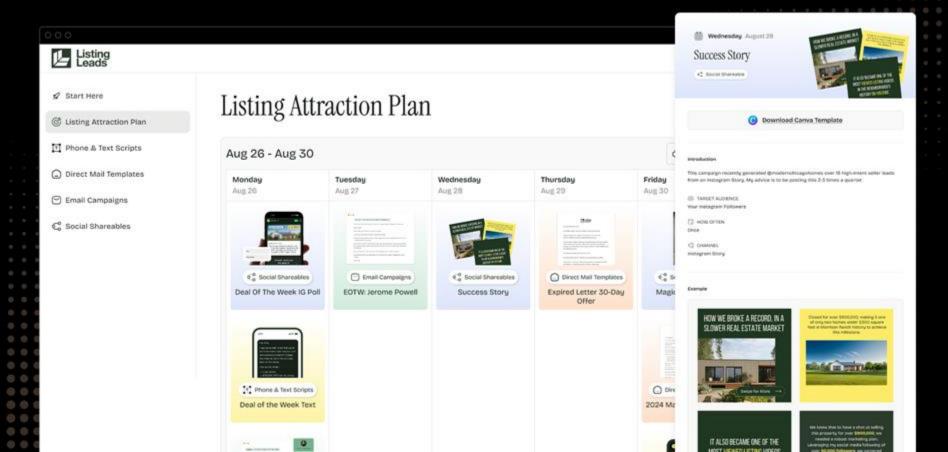
Action

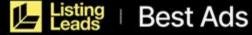


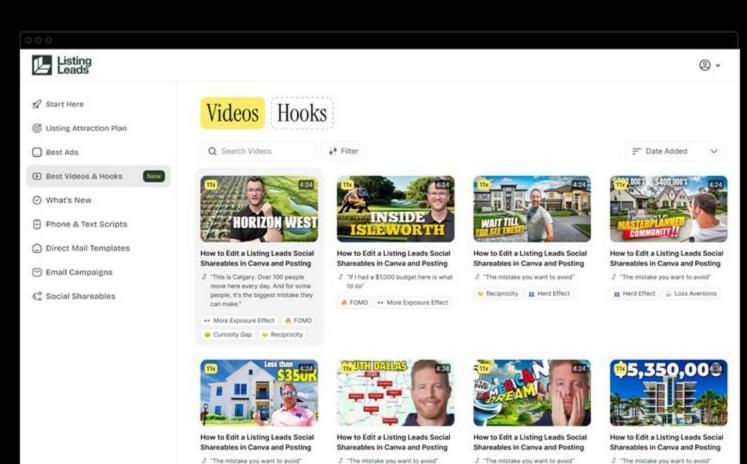




Listing | Fastest Growing Membership Site in Real Estate History







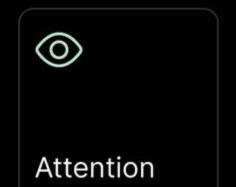


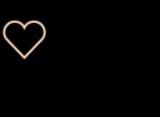
ListingLeads.com

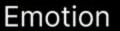
Free Trial \rightarrow



The Blueprint

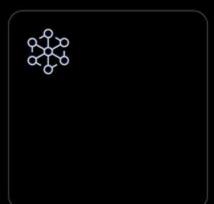














This email was gold! 10 responses, 9 CMA requests, and one highly interested seller so far.



April Aberle

Got 5 CMA requests in the first hour!





Toni Draxler Laurich

Our team has set 9 appts so far from the email! We sent to engaged leads and past clients, all of our appointments set so far have been from past clients.



Brad Winter

7 responses, 7 CMAs, 2 Scheduled meetings ••••

\$100,000,000 Email



Jacobe Kendrick

Jimmy Mackin 3 responses and 3 request so far.



Naomi Selik

Hi Jimmy - I have to admit, I was skeptical that it could be that easy, but i just sent this email and got 2 responses within 5 minutes! That's 2 listing leads over \$2M in a very tight market!



Nick Slocum

5 Responses, 4 CMA requests so far! Great email, @Jimmy Mackin!



Brian Slivka



➤ Let's do it Jimmy Mackin! As a follow up to the "how much equity " email I sent to 527 people yesterday. So far...6 CMA requests with 2 folks thinking about selling and buying...Pure gold

✓

Subject: How much equity did you gain in 2023?

I'm setting aside some time this week to prepare equity reports for my clients.

My clients love these reports because they are more detailed and accurate than online tools.

Can I create one for your home?

Let me know! Jimmy

P.S. I just completed a report for a client, and they were surprised to learn they gained \$49,000 in equity. Now, they're contacting their mortgage company to eliminate their PMI.

Subject: How much equity did you gain in 2023?

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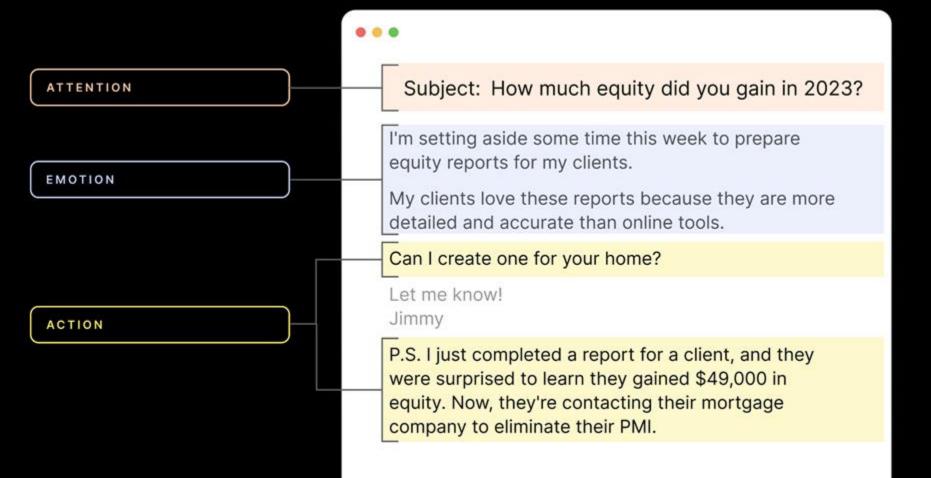
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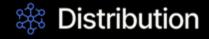
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Distribution is the best kept secret in marketing.





BUSINESS • COMPANIES

This 1-Year-Old Startup Says It's the Fastest-Growing Business App Ever

2 MINUTE READ









Dear Microsoft,

WOW, BIG NEWS! CONGRATULATIONS OR LOCAY'S announcements. We're genuinely excited to have some competition.

We realized a few years ago that the value of switching to Slack was so obvious and the advantages so overwhelming that every business would be using Slack, or "something just like it," within the decade. It's validating to see you've come around to the same way of thinking. And even though - being honest here - it's a little scary, we know it will bring a better future forward faster.

However, all this is harder than it looks. So, as you set out to build "something just like it," we want to give you some friendly advice.

First, and most importantly, it's not the features that matter. You're not going to create something. people really love by making a big list of Slack's features and simply checking those boxes. The revolution that has led to millions of people flocking to Slack has been, and continues to be, driven by something much deeper.

Building a product that allows for significant improvements in how people communicate requires a degree of thoughtfulness and craftsmanship that is not common in the development of enterprise software. How far you go in helping companies truly transform to take advantage of this shift in working is even more important than the indi-Vidual software features save and don't

We are deeply committed to making our customers' experience of their existing tools even better, no matter who makes them. We know that playing nice with others isn't exactly your MO, but if you can't offer people an open platform that brings everything together into one place and makes their lives dramatically simpler, it's just not going to work.

Third, you've got to do this with love. You'll need to take a radically different approach to customer. support and partnering with customers to help them adjust to new and better ways of working.

When we push a same-day fix in response to a customer's tweet, agonize over the best way to slip some humor into release notes, run design sprints with other software vendors to ensure our products work together seamlessly, or achieve a 100-minute average turnaround time for a thoughtful, human response to each support inquiry, that's not "going above and beyond." It's not "us being clever." That's how we do. That's

We love our work, and when we say our mission is to make people's working lives simpler, more pleasant, and more productive, we're not simply mouthing the words. If you want customers to switch to your product, you're going to have to match our commitment to their success and takeuriven by something much deeper.

Building a product that allows for significant improvements in how people communicate requires a degree of thoughtfulness and craftsmanship that is not common in the development of enterprise software. How far you go in helping companies truly transform to take advantage of this shift. in working is even more important than the individual software features you are duplicating

Communication is hard, yet it is the most fundamental thing we do as human beings. We've spent tens of thousands of hours talking to customers and adapting Slack to find the grooves that match all those human quirks. The internal transparency and sense of shared purpose that Slack-using teams discover is not an accident. Tiny details make big differences.

Second, an open platform is essential. Communication is just one part of what humans do on the Job. The modern knowledge worker relies on dozens of different products for their daily work. and that number is constantly expanding. These critical business processes and workflows demand the best tools, regardless of vendor.

That's why we work so hard to find elegant and creative ways to weave third-party software workflows right into Slack. And that's why there are 750 apps in the Slack App Directory for everything from marketing automation, customer support, and analytics, to project management, CRM, and developer tools. Together with the thousands of applications developed by customers, more than six million apps have been installed on Slack bearns so far.

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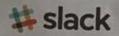
We love our work, and when we sa to make people's working lives. pleasant, and more productive, we mouthing the words. If you want switch to your product, you're go match our commitment to their su the same amount of delight in their

One final point: Slack is here to where work happens for millions of the world.

You can see Stack at work in nearly evand every technology company acros Slack powers the businesses of archit makers and construction material m and lawyers and creative agencies labs. It's the only tool preferred by b comedy writers and risk & compliance in some of the world's largest enterpri tens of thousands of businesses on the n towns and cities all over the planet. A petting started.

So welcome, Microsoft, to the revolglad you're going to be helping us def product category. We admire me achievements and know you'll be a v petitor. We're sure you're going to com couple of new ideas on your own too. right there, ready,

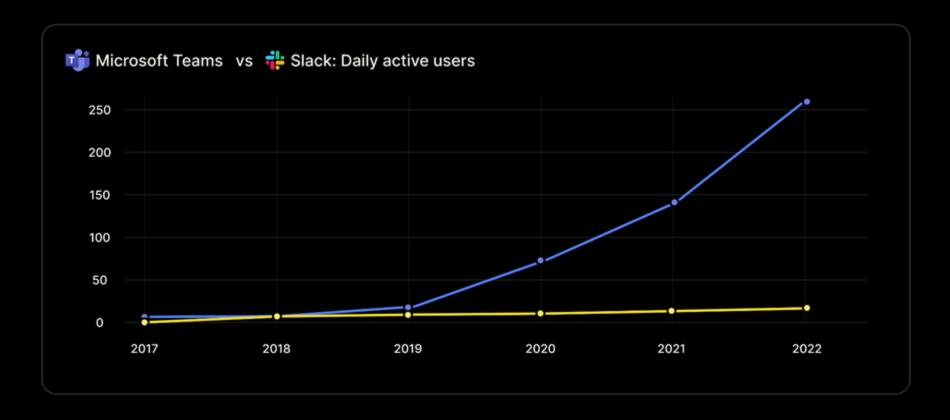
--- Your friends at Slack



Where work happens.

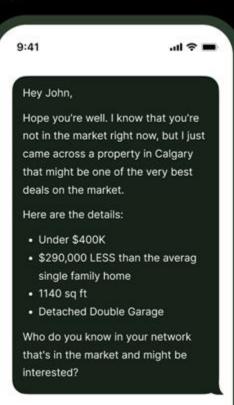
Read this below prices at worse place completely well-



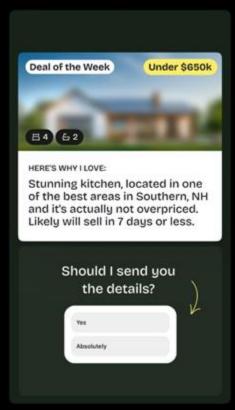


Deal of the Week

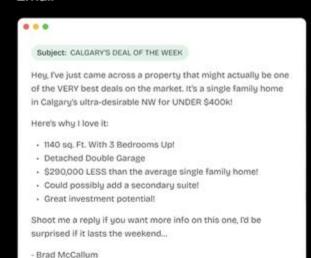
SMS



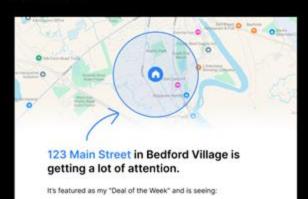
Social



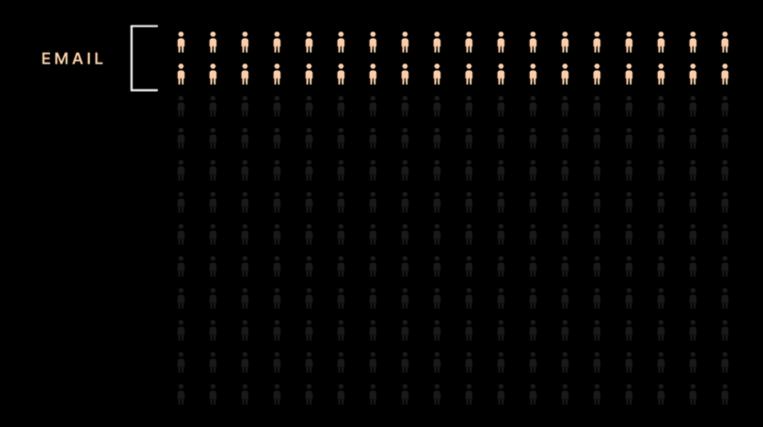
Email



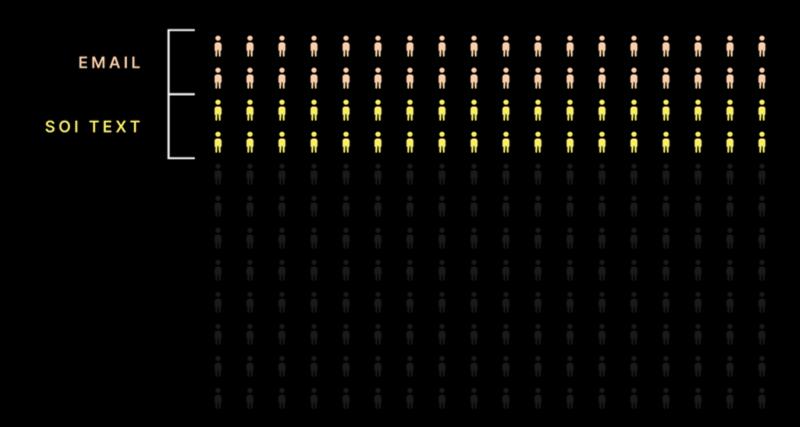
Direct Mail



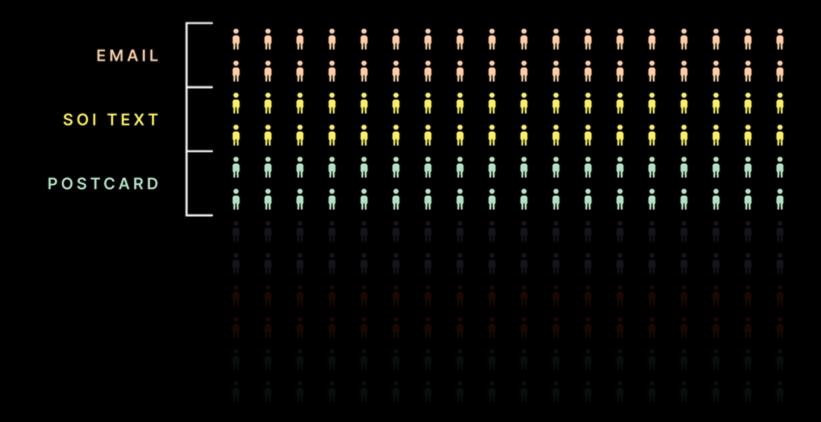








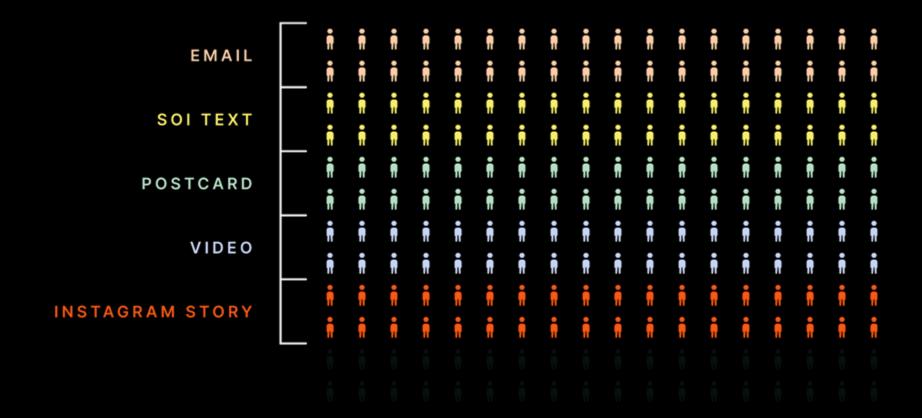




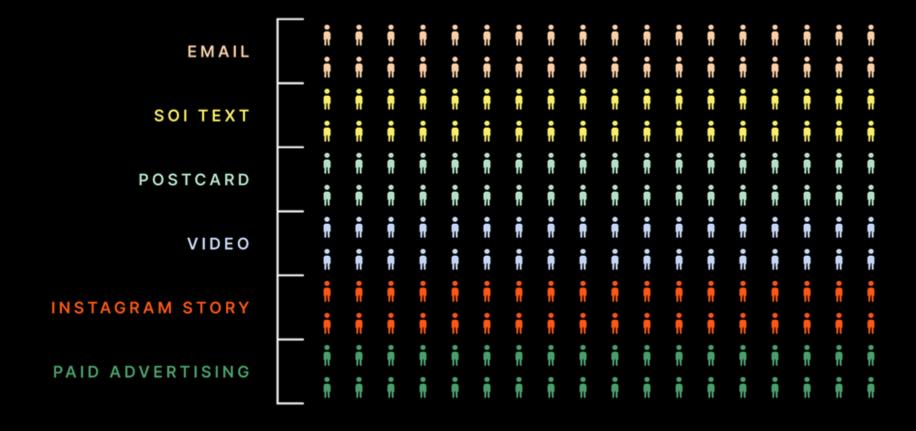












The Blueprint



Attention



Emotion



Action



Distribution

If you don't try to be great, you won't even be good.

Paul Graham