



2024

Listing Attraction

PLAYBOOK

 CURAYTOR



Stay connected with me



VIA EMAIL

Jimmy@Curaytor.com



FOLLOW ME ON INSTAGRAM

[@jimmymackin](https://www.instagram.com/jimmymackin)

BORDERS

BORDERS



Amazon takes over Borders.com

Internet retailer Amazon.com has sealed a deal with arch-rival Borders to absorb its e-commerce operation and develop closer ties with the high street.

Amazon will take over Borders.com, which had hitherto tried to compete against Amazon in the online book-selling arena.

The deal means that Borders will opt out of the online book business and work to promote Amazon in its high-street stores across the world.

Stock Prices: Amazon vs. Borders

January 2002 to July 2011





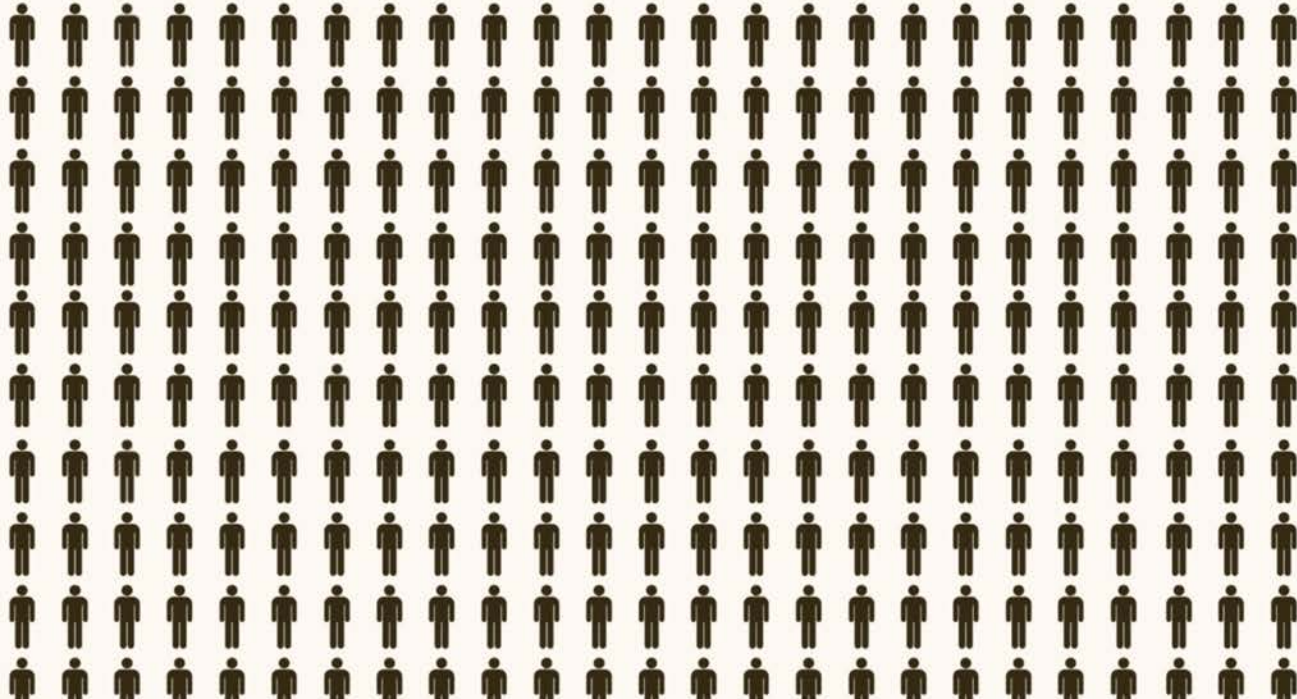
**"Whoever is the closest
to their customer wins."**

Bernadette Jiwa

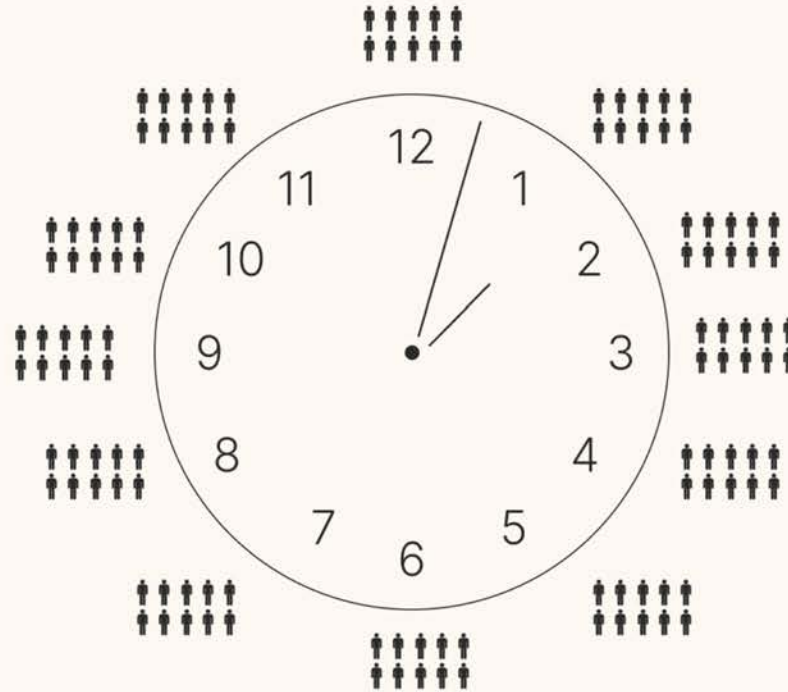
The background of the slide features a world map silhouette. This silhouette is constructed from a dense grid of small, stylized human figures in a reddish-brown color. The figures are arranged to follow the contours of the continents, with a higher density in the landmasses. The entire graphic is set against a dark blue gradient background.

**Why listing are more
competitive**

During The Real Estate Gold Rush,
we added **87,477** Realtors in 12 Months



1 New Realtor Every 6 Minutes





Jerome Powell

**Chairman of the
Federal Reserve**

also known as

The Night King

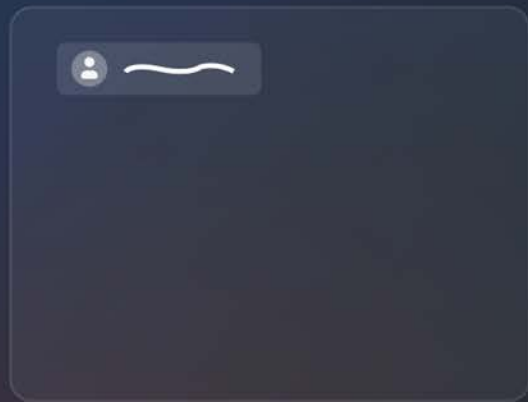
IF

Your pipeline is empty



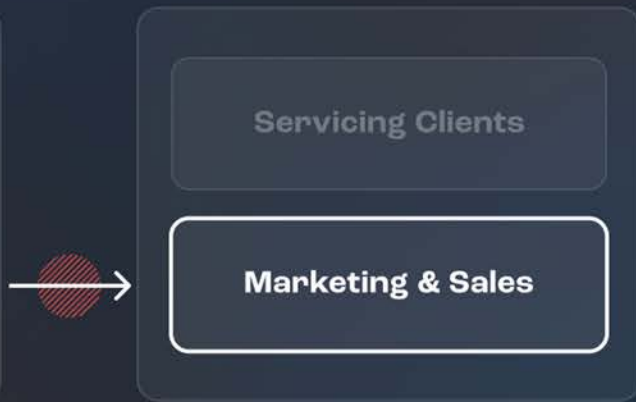
IF

Your pipeline is empty



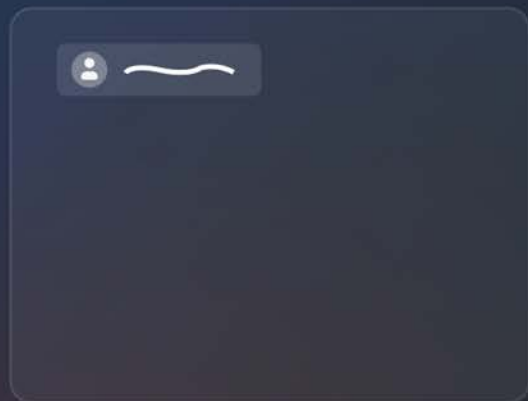
Then

You are putting all effort in



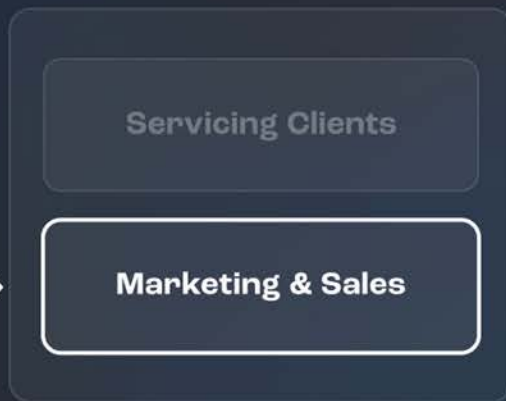
IF

Your pipeline is empty



Then

You are putting all effort in



Revenue

Which results in



IF

Your pipeline is full



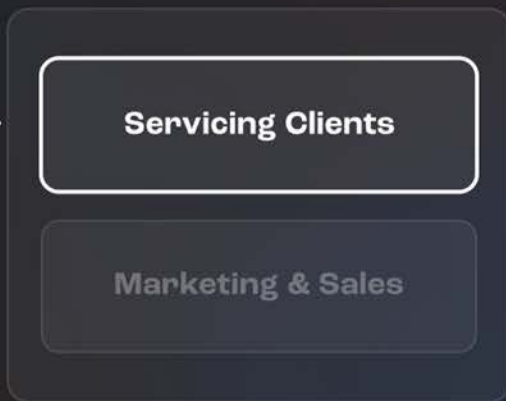
IF

Your pipeline is full



Then

You are putting all effort in



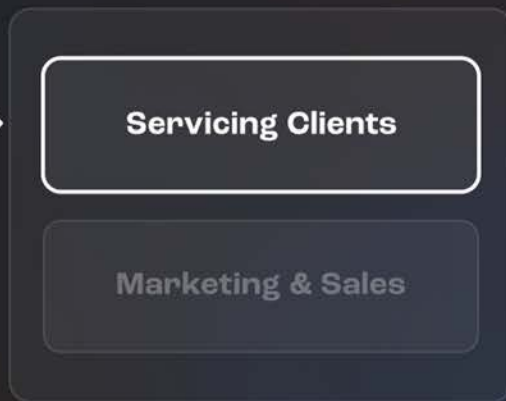
IF

Your pipeline is full



Then

You are putting all effort in



Revenue

Which results in



Vicious Cycle







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

Jim Sinegal

How to Generate \$80K in Less Than One Week

Hi Mary,

I just wanted to do a quick equity update for you. It looks like homes like your are selling between 625-675, depending on finishing & amenities. I'm not sure if you've had any thoughts of selling this year, but even if you don't, I wanted to know where you're at.

Ken Pozek's Equity Update Strategy



“Equity Update Poll”

Do you want an equity report for your home?



Equity Update Email

Subject: My client was shocked

Hi John,

I just did a home value equity update for my client.

They gained \$35,230 just in the last 12 months.

In fact, since they bought their house in 2013, their home value has increased 163%.

If it's been awhile since you've gotten your home value assessed by a professional, maybe it's time to receive an updated equity report.

Can I prepare one for your home?

Let me know!

Sincerely,

Jimmy Mackin



Rachel Tierney 1:00 PM

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



5



3 replies Last reply today at 1:07 PM

Equity Update Direct Mail

Hi Neighbor,

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

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

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

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

Sincerely,

Jimmy Mackin

Mackin Realty



Get a competitive cash offer on your home



Buy before you sell your home



Get the highest price offer with our custom selling strategy

Text this number to receive your home equity update.



919-899-4844

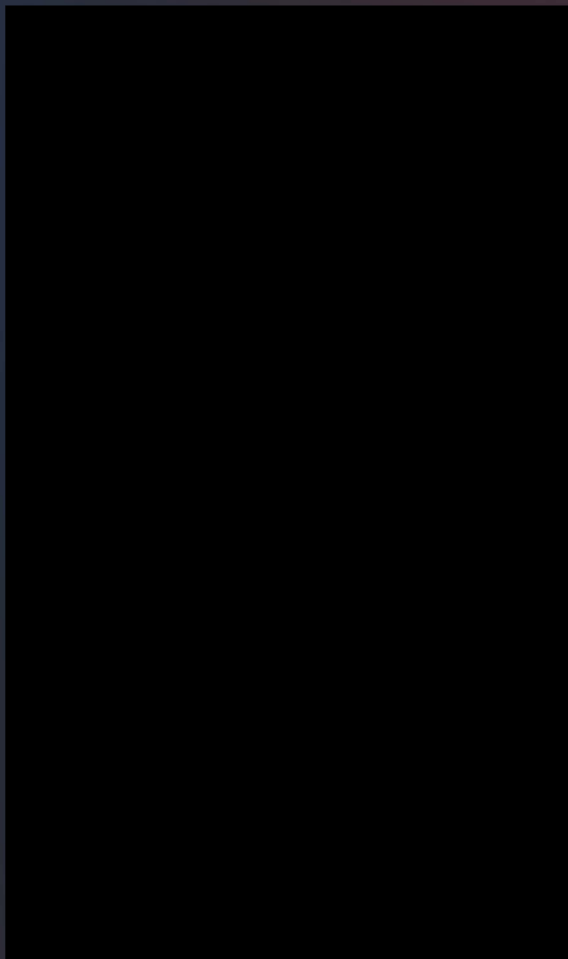






Craig Norton I don't even trust the employees of Walmart... while I'm at Walmart.

Like • Reply •  65 Yesterday





CHARLES KING
GROUP

Dear Homeowner,

I'm writing to share a unique opportunity that may interest you.

A young couple eager to join your neighborhood has reached out with finding their dream home. They've been suited on several properties and are now exploring homes not on the market.

If selling your home has crossed your mind, this could be a seamless way to make a sale. There's absolutely no pressure to sell, just an invitation to explore the possibility of creating a direct match with eager buyers.

This is an opportunity for a hassle-free transaction that could benefit you and fulfill the dreams of a young couple. Thank you for considering, and feel free to contact me at your convenience to chat further.

Best regards,

The Hook



CHARLES KING
GROUP

Dear Homeowner,

I'm writing to share a unique opportunity that may interest you. A young couple eager to join your neighborhood has tasked me with finding their dream home. They've been outbid on several properties and are now exploring homes not on the market.

If selling your home has crossed your mind, this could be a seamless way to make a sale. There's absolutely no pressure to sell, just an invitation to explore the possibility of creating a direct match with eager buyers.

This is an opportunity for a hassle-free transaction that could benefit you and fulfill the dreams of a young couple. Thank you for considering, and feel free to contact me at your convenience to chat further.

Best regards,

The Reason



CHARLES KING
GROUP

Dear Homeowner,

I'm writing to share a unique opportunity that may interest you. A young couple eager to join your neighborhood has tasked me with finding their dream home. They've been outbid on several properties and are now exploring homes not on the market.

If selling your home has crossed your mind, this could be a seamless way to make a sale. There's absolutely no pressure to act, just an invitation to explore the possibility of creating a direct match with eager buyers.

This is an opportunity for a hassle-free transaction that could benefit you and fulfill the dreams of a young couple. Thank you for considering, and feel free to contact me at your convenience to chat further.

Best regards,

Self-Select



CHARLES KING
GROUP

Dear Homeowner,

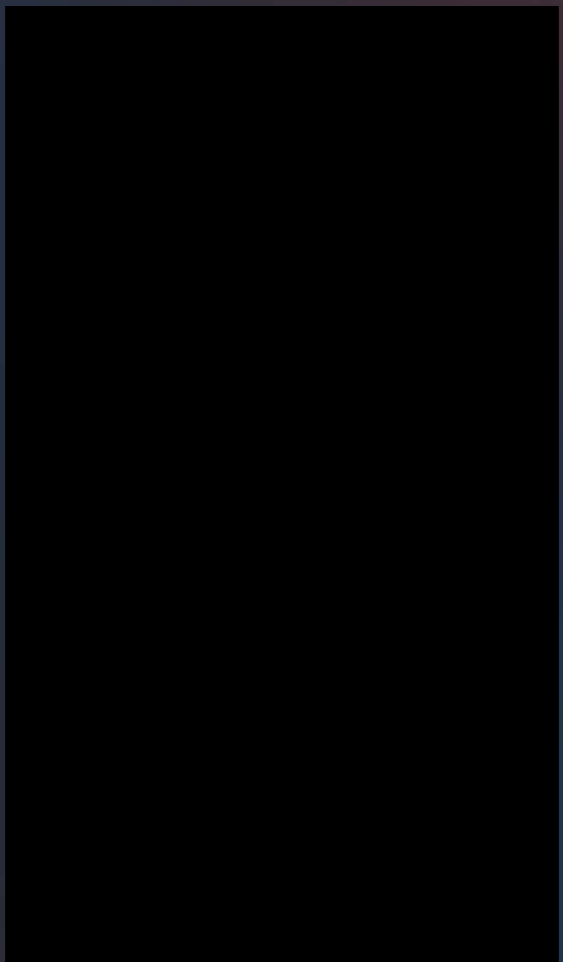
I'm writing to share a unique opportunity that may interest you. A young couple eager to join your neighborhood has tasked me with finding their dream home. They've been outbid on several properties and are now exploring homes not on the market.

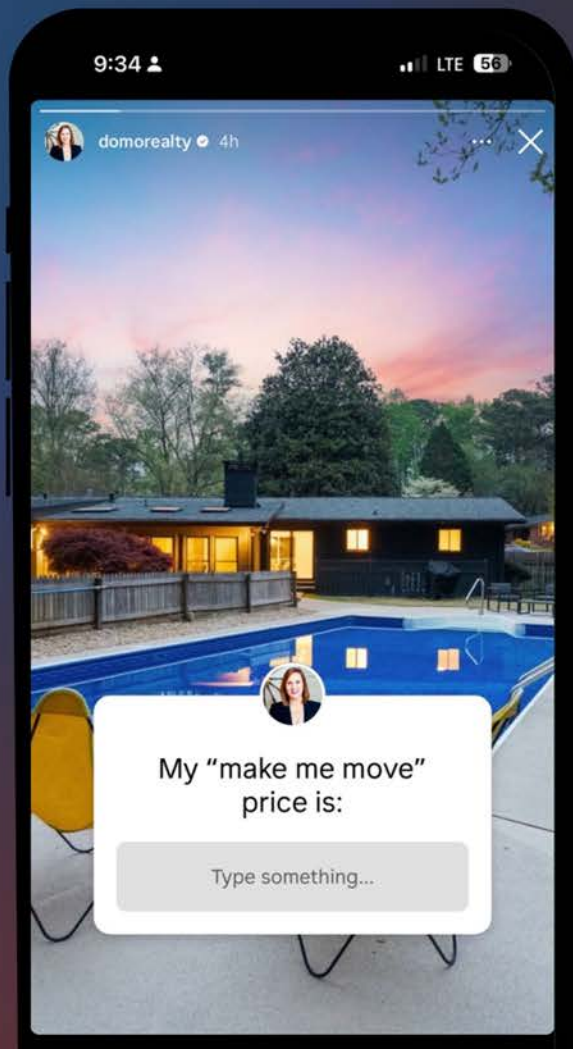
If selling your home has crossed your mind, this could be a seamless way to make a sale. There's absolutely no pressure to act, just an invitation to explore the possibility of creating a direct match with eager buyers.

This is an opportunity for a hassle-free transaction that could benefit you and fulfill the dreams of a young couple. Thank you for considering, and feel free to contact me at your convenience to chat further.

Best regards,

**Low
Pressure
CTA**





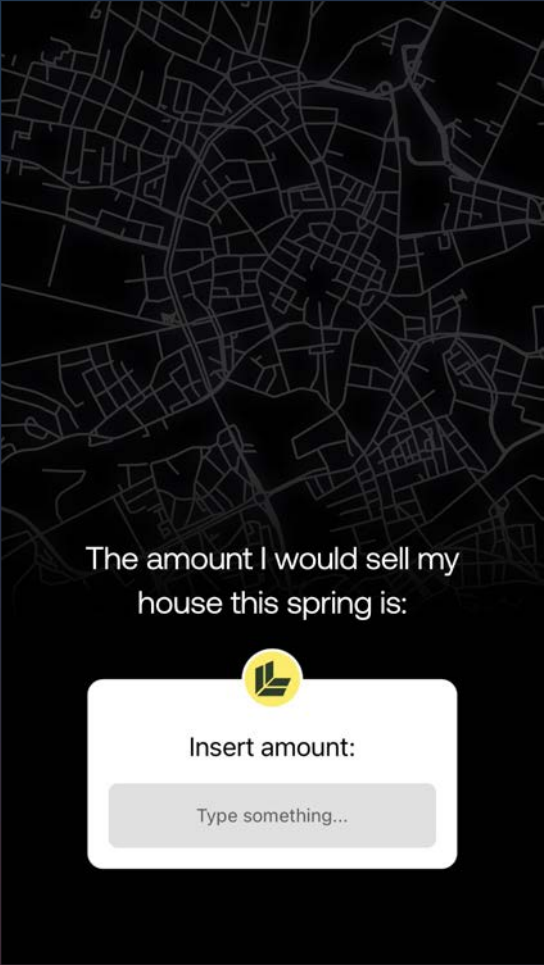
5 conversions... 1 seller
nurture 😂



Hello my dear Jimmy !!!
Here are my numbers:

- 11 people: too small
- 3 CMAs requested
- 1 appointments






The amount I would sell my
house this spring is:



Insert amount:

Type something...



The amount I would sell my
house this spring is:



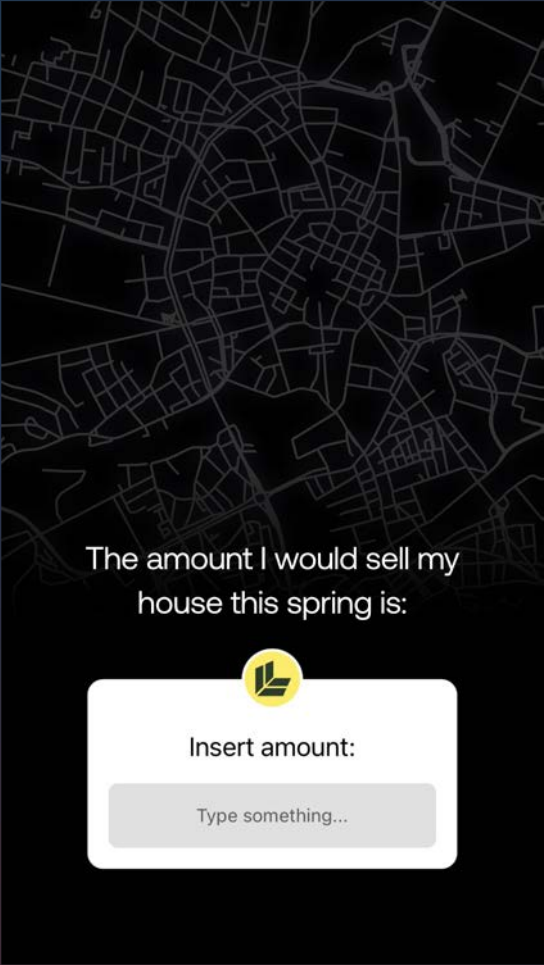
Insert amount:

Type something...

In the last 7 days

It's been a while

It's been way too long



The amount I would sell my
house this spring is:



Insert amount:

Type something...

In the last 7 days

It's been a while

It's been way too long

My house is...

Too small

Too big

The perfect size

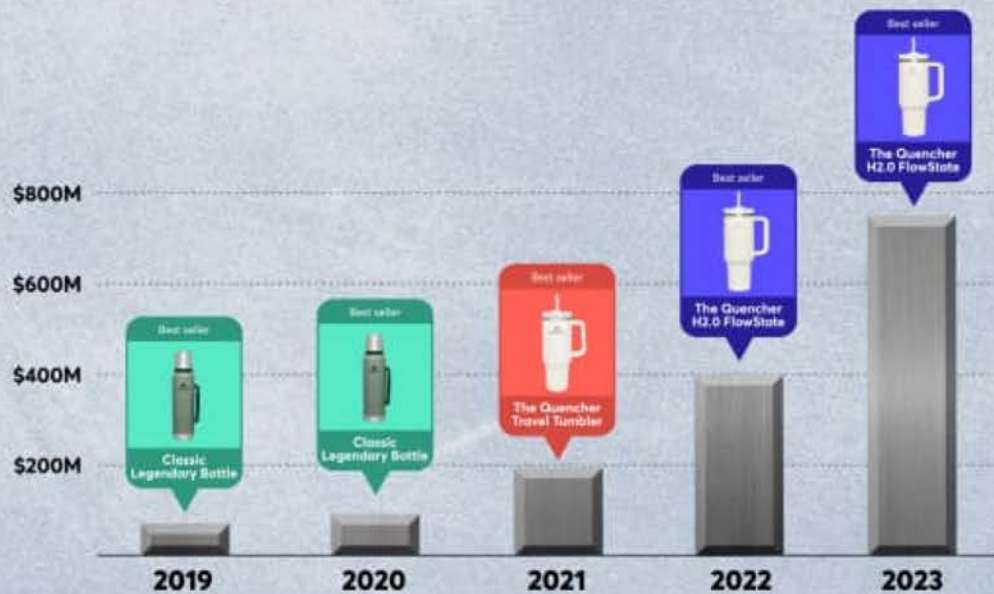


Too Small





Stanley revenue





VALENTINE'S DAY GIFTS > SHOP NOW



HYDRATION ▾

SHOP ▾

CUSTOMIZE

EXPLORE ▾



THE QUICK FLIP GO BOTTLE | 36 OZ

\$28.00

SIZE ▾

More Sizes

CURRENTLY NOT AVAILABLE

CURRENTLY NOT AVAILABLE

Free 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





Subject: CALGARY'S DEAL OF THE WEEK

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

Here's why I love it:

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

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

- Brad McCallum

20+
Responses



Brad
McCallum



Dean Linnell Top Contributor

BTW - this email drummed up a reply from one of the neighbours in this neighbourhood who may want to sell next year. His place is worth probably \$8m right now.

1w Like Reply

Deal of the Week Text

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?

← People

Active contacts (17)


 Dan Kathy Munkittrick

 Tara Simpkins

 Matt Dale

 Merry Poppins

 LD Dunnett

 Susan Gaechter

 Maria Castro

 Emma Webb

 Devin Hulsebos

 Jamie Elsener

 Mitchell Beattie

 John and Joy DeVries

Process

- ☒ Open up Facebook Messenger.
- ☒ Click "Active Contacts."
- ☒ Start conversations.

Deal of the Week IG Poll



Jimmy Mackin



I just came across a property in Calgary that might be one of the VERY best deals on the market.

- Under \$400K
- 1140 sq ft
- Detached double garage

WANT ME TO SEND YOU THE
DETAILS?

(A) Absolutely

(B) Yes

✓ 100%

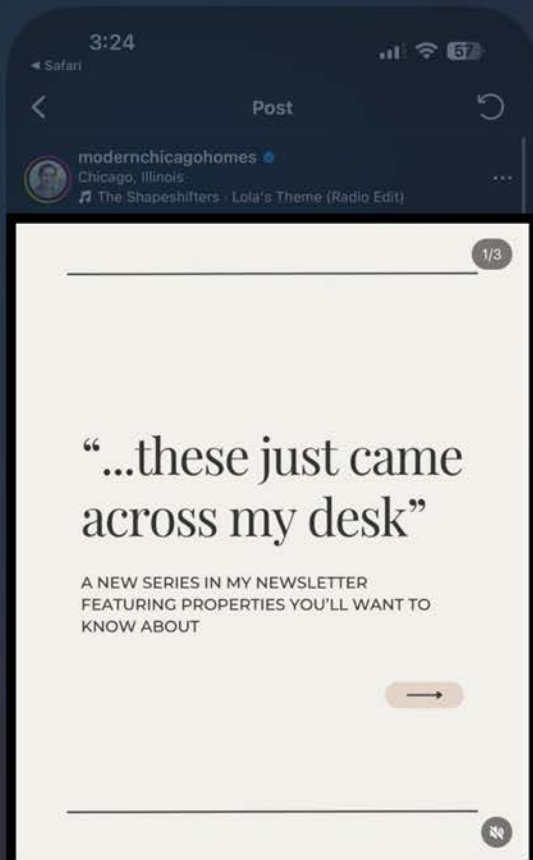
Follow

@modernchicagohomes



Probably 70% of my biz is from IG this year including deals that were \$2.1, \$1.9, \$1.6, \$1.2 and other smaller deals.

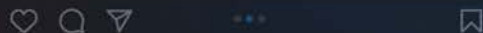




66 likes

modernchicagohomes Comment "News20" or sign up for my newsletter in my link in bio to be included.

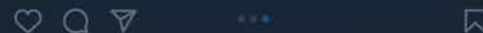
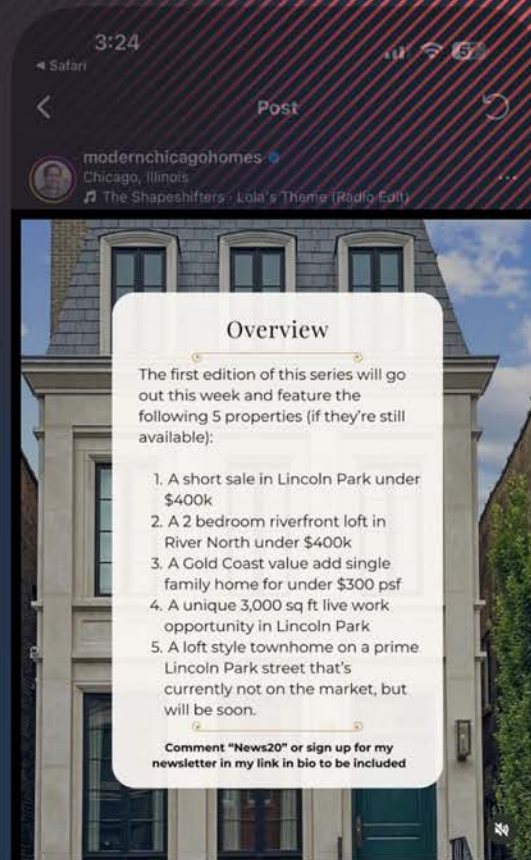
I go through hundreds of Chicago (and nearby) properties



66 likes

modernchicagohomes Comment "News20" or sign up for my newsletter in my link in bio to be included.

I go through hundreds of Chicago (and nearby) properties



66 likes

modernchicagohomes Comment "News20" or sign up for my newsletter in my link in bio to be included.

I go through hundreds of Chicago (and nearby) properties

Database/SOI



89% of consumers say that they would use their agent again but only 12% actually do.

89%

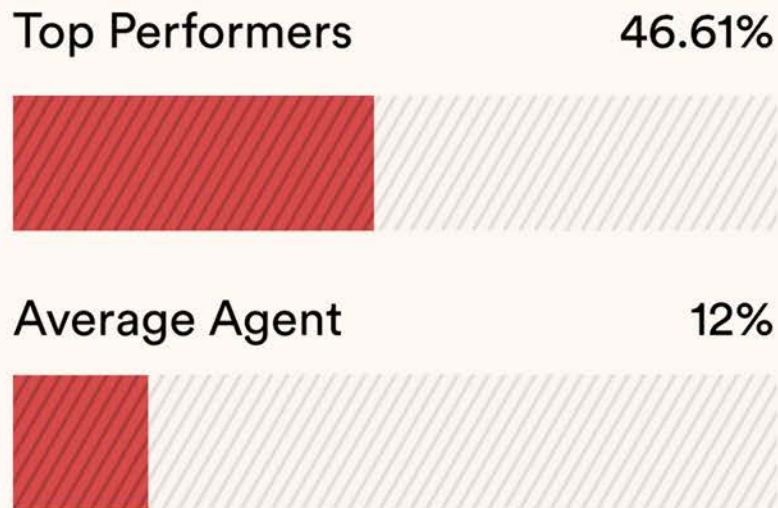


12%

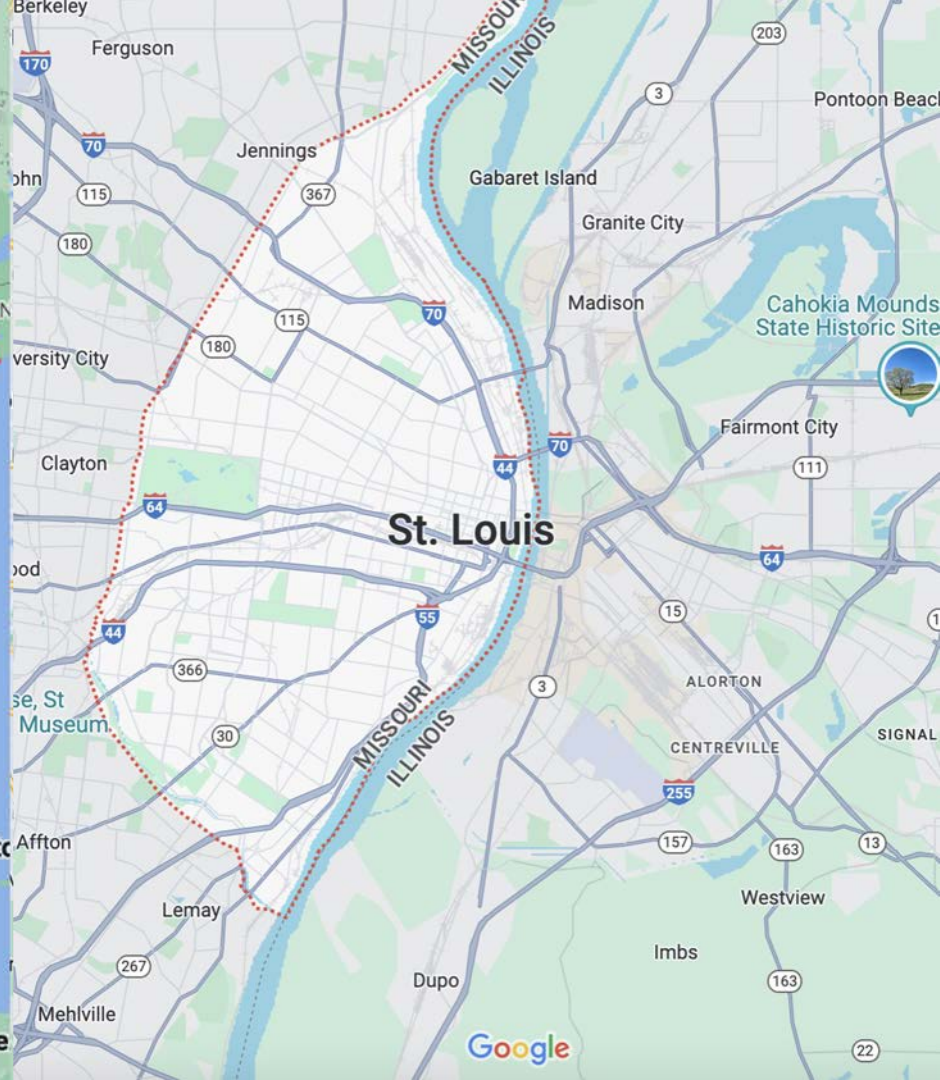
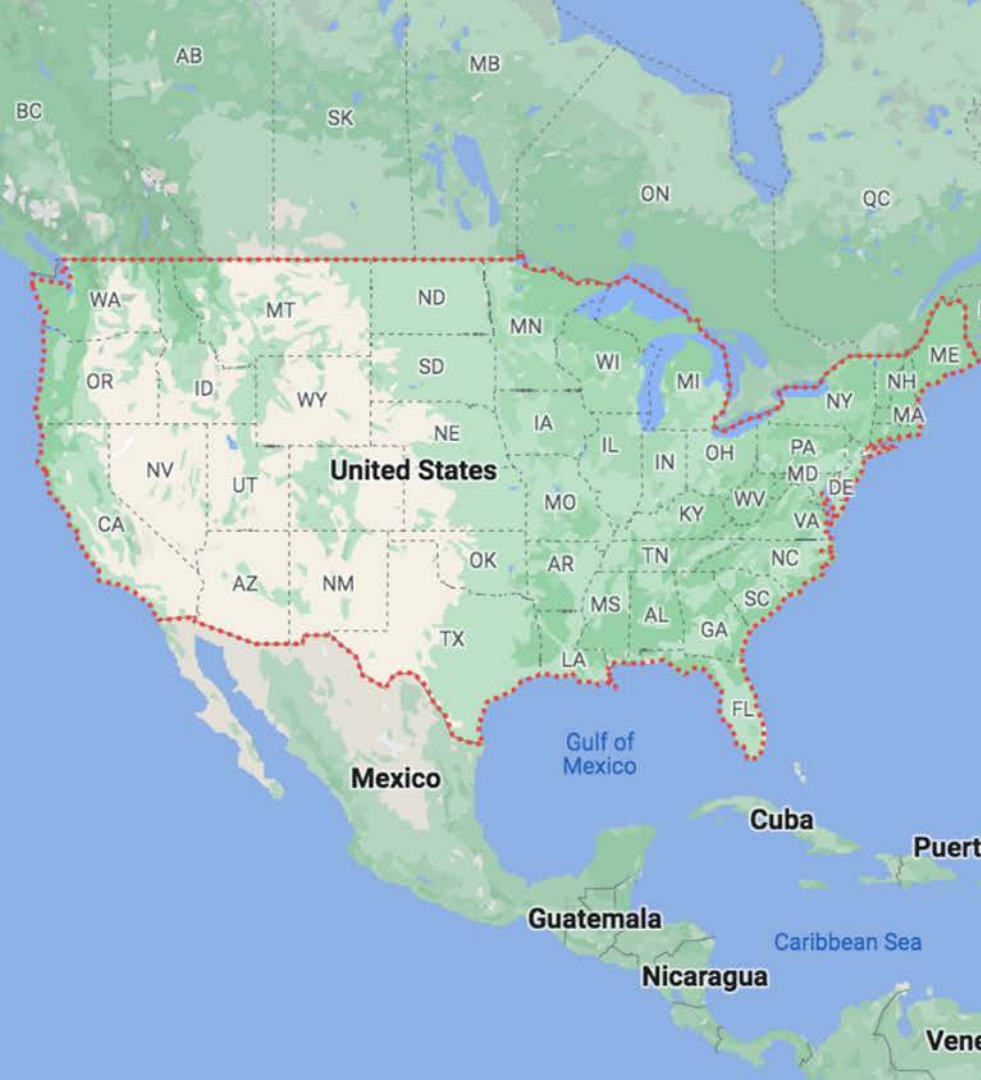


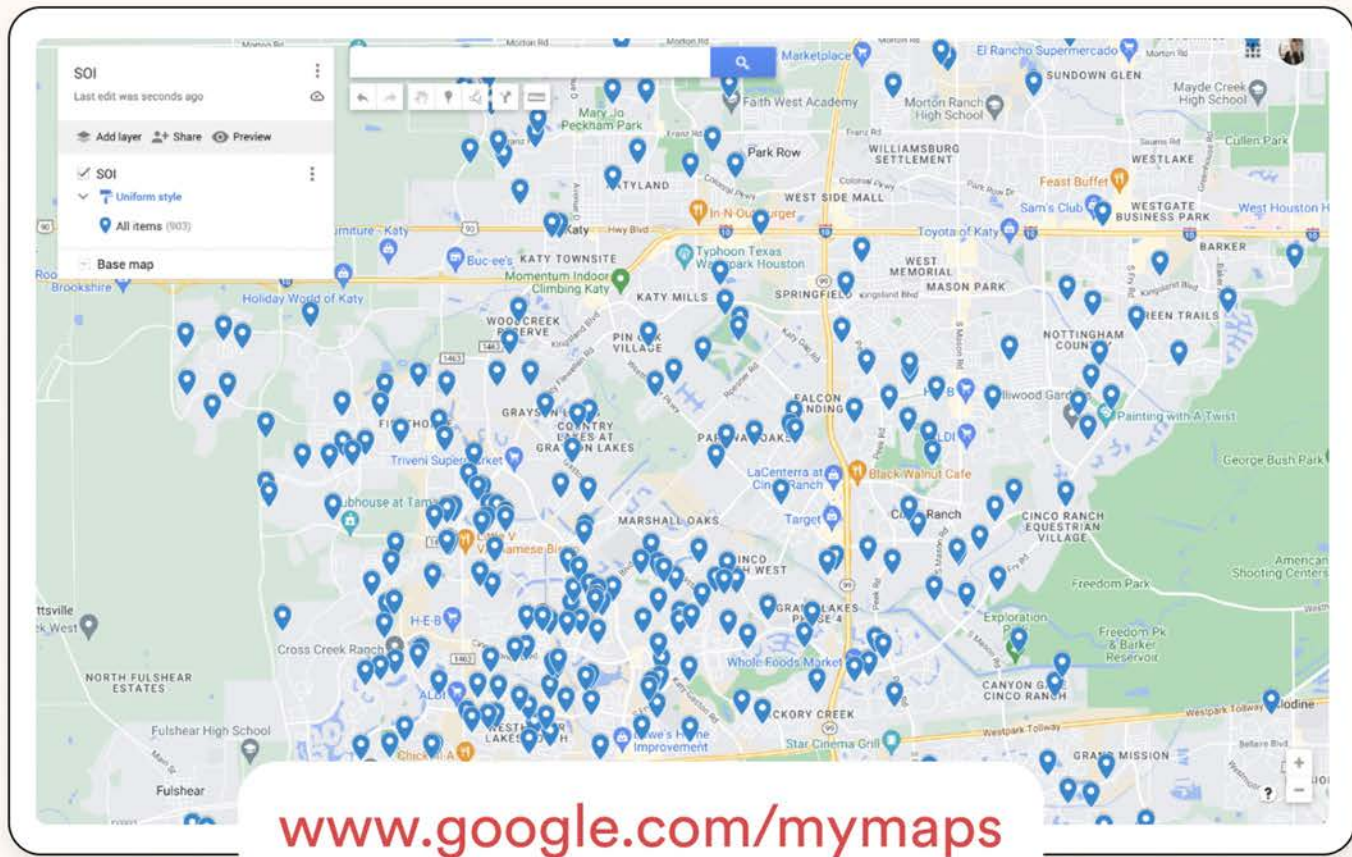
Source: NAR

Average Retention Rate



Source: Curaytor Research





Events That Would Trigger a 1:1 Market Update:



New Listing That
Will Sell Quickly



Massive Price
Reductions



Hot Homes
(Homes That Are Getting
Massive Attention/Traction)

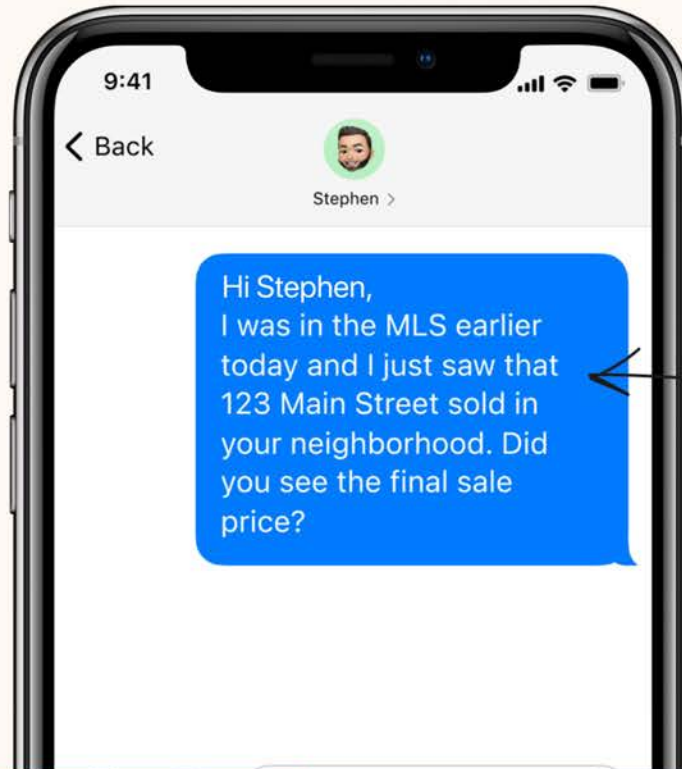


Notable Sales
(Way Above/Below Asking Price)



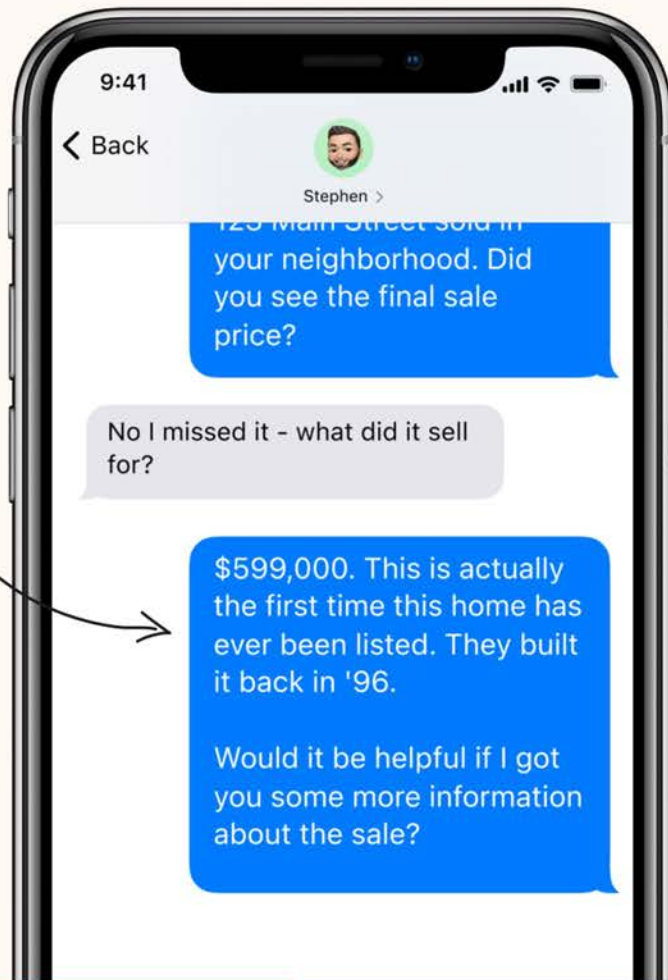
Expired Listings
(Homes That Didn't Sell)

1 to 1 Market Update



Relevant Opening

1 to 1 Market Update

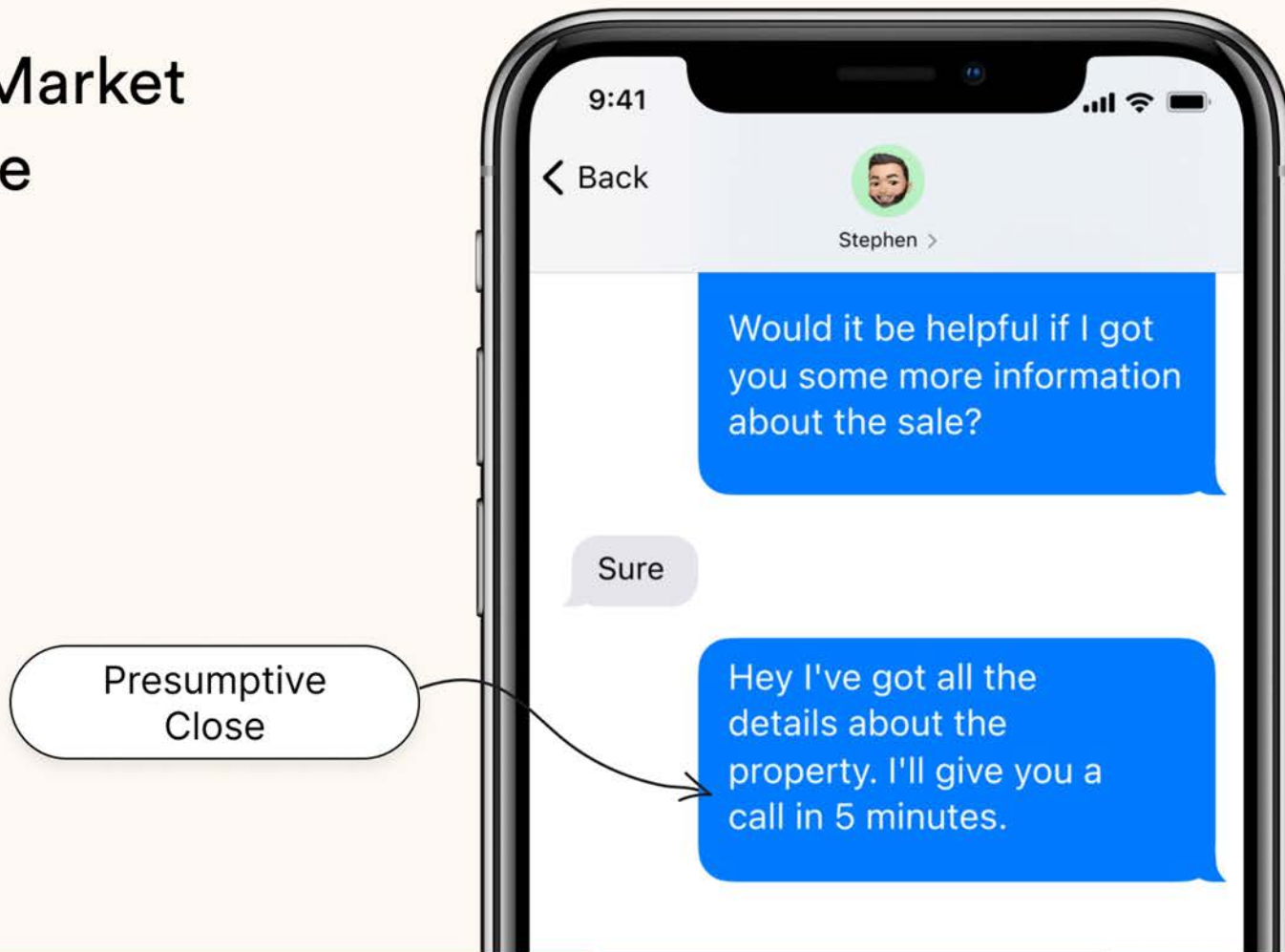


Interesting Data

\$599,000. This is actually the first time this home has ever been listed. They built it back in '96.

Would it be helpful if I got you some more information about the sale?

1 to 1 Market Update



Since 2012

10+ Million Leads Generated

**I can't get a hold of
them.**

**I can't get a hold of
them.**

**Nobody is responding
to me.**

**I can't get a hold of
them.**

**Nobody is responding
to me.**

The leads are shit.

I built an ISA Team

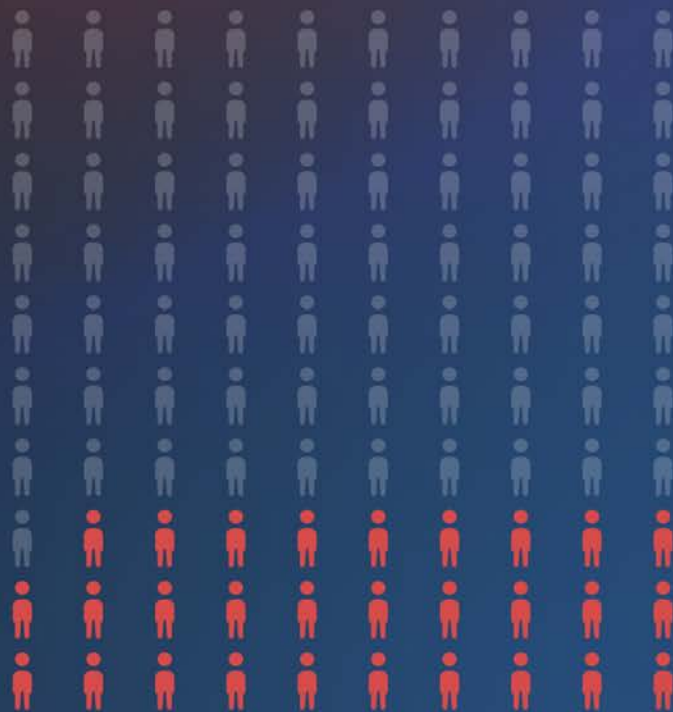


195,000 Dials

If you call
100 People



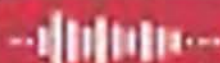
29% will pick
up the phone



2 calls will
convert into
appointments



Who are you? What do you want?



Hey there. This is Laboya. I'm actually calling on behalf of _____, we know that you're not expecting us. We're just trying to reach out to people who might be in the market for a new home.



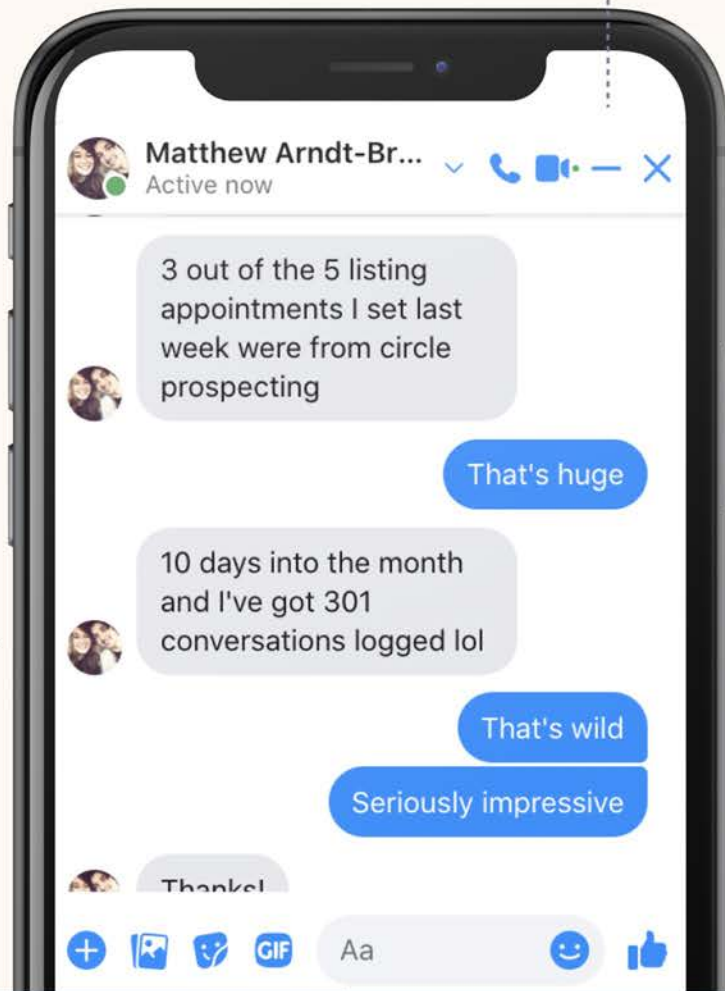


High Impact Circle Prospecting

Hi this is [Your Name] with [Your Team]. The reason I'm reaching out is that we recently sold your neighbor's home at 123 Main Street. They actually closed on Thursday and got \$40K over asking.

Typically when something like this happens, a few people in the neighborhood start to think about moving. So if you know of anyone who might be interested in selling, call me back at 678-488-9646.

I look forward to hearing from you.



How to **Circle Prospect** with Value-Based Voicemails



Hi, this is Madison with the Coley Group.

I'm reaching out because the North Hills market appreciated faster than almost every market in Raleigh.

This is causing a lot of homeowners in North Hills to explore selling.

If you're open to the idea of selling your home this spring, we'd love to chat.

Call me or text me at _____

One more thing – even if you have no plans of selling, we can provide you with an up-to-date estimate of how much your home would sell for in today's market.

This will be helpful because it will be much more accurate than an online estimate.

I look forward to hearing from you.

My number is _____

Voiceemail Script

I Sell Books Online

1999 Jeff Bezos



**“I sell
whatever the
f*ck I want”**

2023 Jeff Bezos



Kale Search Trend



Kale Search Trend



Oberon Sinclair, "Queen of Kale"



Pizza Hut Salad Bar





Rooy Eapen

Active 3m ago



Tue 8:32 PM



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



Boom! Value-based voicemails or ZMAs?



ZMA for all four so far.

Love it! How many have you sent total?



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



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

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

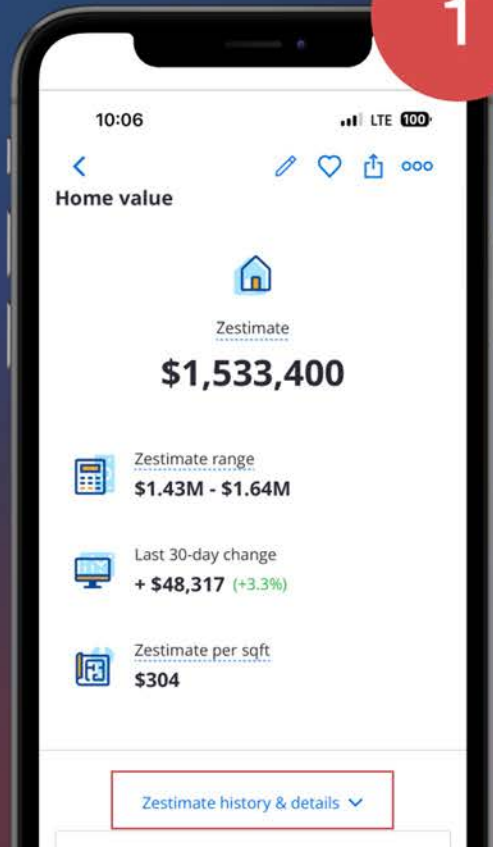


+2 picked up from the open houses using the voicemail drop invitations



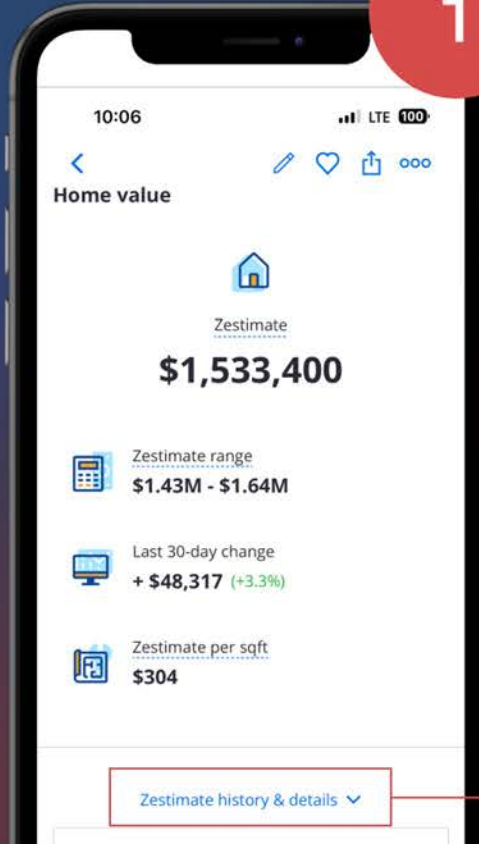
2024 MA

1

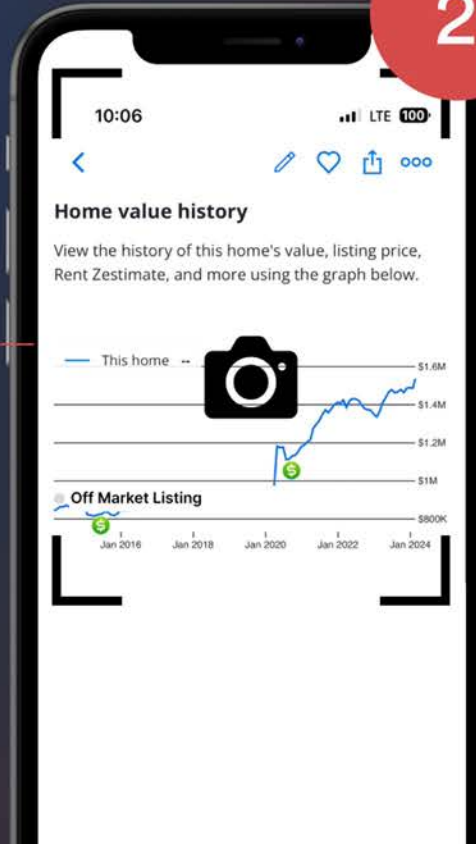


2024 MA

1

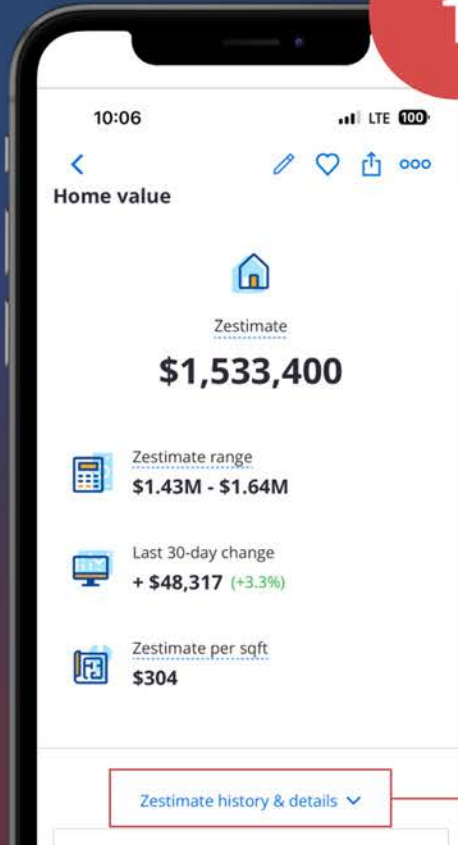


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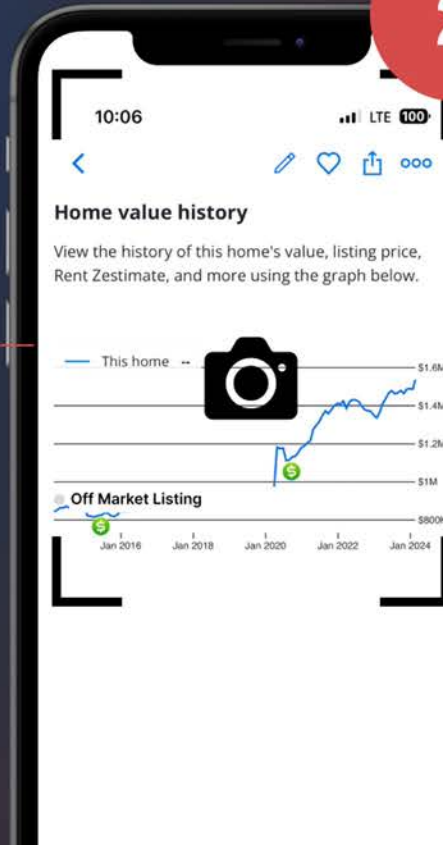


2024 ZMA

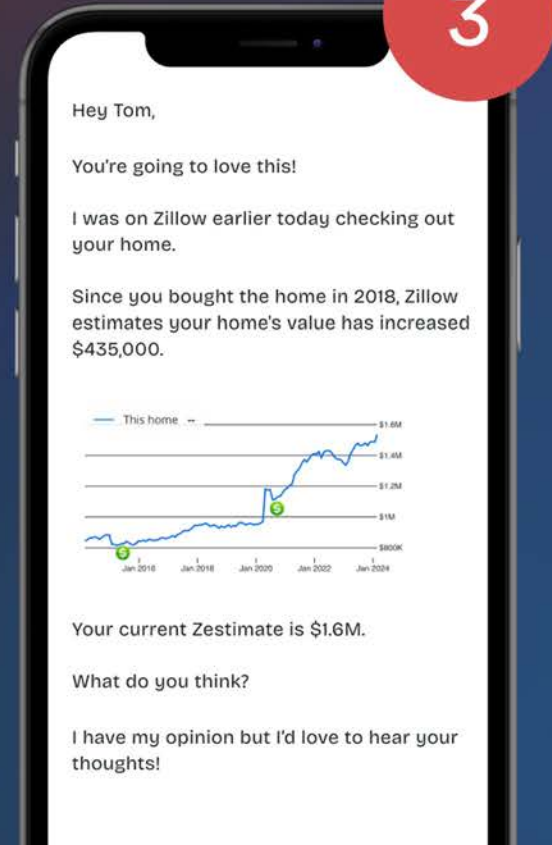
1



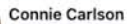
2



3







...

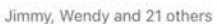
I used PropStream to scrub my area for the most likely to sell households. Here are the search parameters

Owner occupant

Owner for 7+ years

35% equity

4.5% mortgage rate or higher



20 comments

Listing Attraction

URAYTOR




808 Lookingglass Lane
Marietta, GA 30064

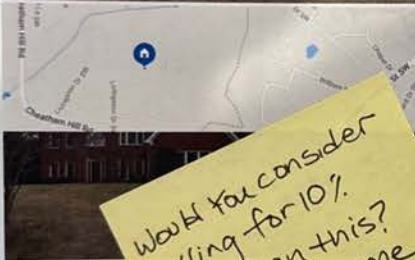

Daniel & Masako Sewell
1298 Sweet Bottom Ct
Marietta, GA 30064



real

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

Edit Save Share More



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




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


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

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

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

Home value

	Zestimate range \$587,000 - \$682,000
	Last 30-day change -\$2,619 (-0.4%)
	Zestimate per sqft \$156


Zestimate
\$631,100



COCCON [SHOP](#) [REVIEWS](#) [OFFERS](#) [ORDERS](#)

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

[SHOP NOW](#)

FREE SHIPPING - HASSLE FREE RETURNS - 10 YEAR WARRANTY

\$3.499/2OR.12 MONTHS WITH EQUAL PAYMENTS¹

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

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

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

Get up to \$208 in free bedding when you buy the only mattress* that cushions and supports, adapts as you move, and dissipates body heat. [Details](#)

[SHOP MATTRESSES](#)

#1 in Customer Satisfaction, 2 Years in a Row With Mattresses Online by J.D. Power [Award Details](#)

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

[Free, no-contact delivery*](#) [100-night risk-free trial*](#) [10-year limited warranty*](#)

DAYLIGHT SAVINGS SALE
**15% off
 all mattresses***

Plus 10% off dreamy sheets, pillows, and more

[Shop now](#)

Save 20%
 with bundles.

[Shop bundles](#)

See 925 reviews with the best Dreamy Side. [Shop now](#) [Reviews](#) [Stores](#) [FAQ](#) [1-877-847-2346](#)

TUFT&NEDDLE [Mattresses](#) [Bedding](#) [Furniture](#) [Compare](#) [About](#) [Sign in](#)

**10% off
 sitewide.**

Sweet Dreams. Extended through 10/1.

[Shop Now](#) [Learn more](#)

Sleep off the sugar coma.
[Shop mattresses](#)

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

Shop our family of products.

Mattresses [Pillows](#) [Bedding](#) [Furniture](#) [Mattress Accessories](#)



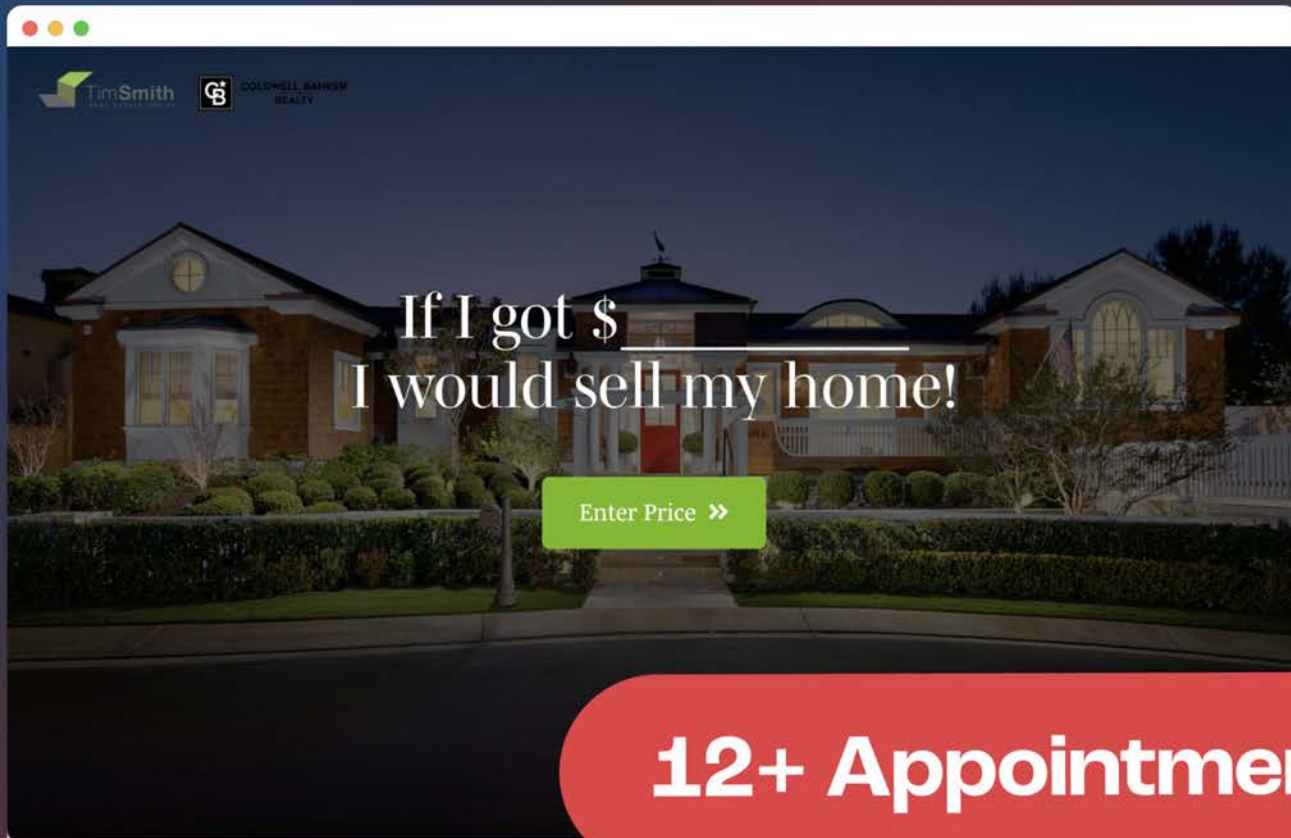
Beds should look like beds.
I ordered this when I was high
because I thought it was a giant ice cream
sandwich. It's not. It's a bed and not the
\$150 ice cream sandwich I wanted.

disappointed!

NAME YOUR PRICE



516 Scans



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

15%

None

34%

1-5

29%

6-10

17%

11-20

4%

21 or more



1. Our business is change.
2. We're on offense. All the time.
3. Perfect results count -- not a perfect process.
Break the rules: fight the law.
4. This is as much about battle as about business.
5. Assume nothing.
Make sure people keep their promises.
Push yourselves push others.
Stretch the possible.
6. Live off the land.
7. Your job isn't done until the job is done.
8. Dangers
Bureaucracy
Personal ambition
Energy takers vs. energy givers
Knowing our weaknesses
Don't get too many things on the platter
9. It won't be pretty.
10. If we do the right things we'll make money damn
near automatic.



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Jimmy

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