



2024

Listing Attraction

PLAYBOOK

 CURAYTOR



Stay connected with me



VIA EMAIL

Jimmy@Curaytor.com



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



NETFLIX

HOME

MAIL

NEWS

FINANCE

SPORTS

ENTERTAINMENT

LIFE

YAHOO PLUS

MORE...

yahoo!finance

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BENZINGA

Blockbuster Had The Opportunity To Buy Netflix For \$50 Million But 'Laughed Them Out Of The Room' — A \$150 Billion Mistake





Only BLOCKBUSTER Total Access™ gives you the convenience of renting movies online with the choice of how you return them: by mail OR at your local participating BLOCKBUSTER® store, where you can exchange them for free movie rentals or discounted game rentals (up to monthly plan limits on exchanges).

HOW IT WORKS



SELECT MOVIES

Make your list online from over 75,000 titles.



RECEIVE BY MAIL

Free shipping. Keep your online movies as long as you want.



MAIL BACK

OR

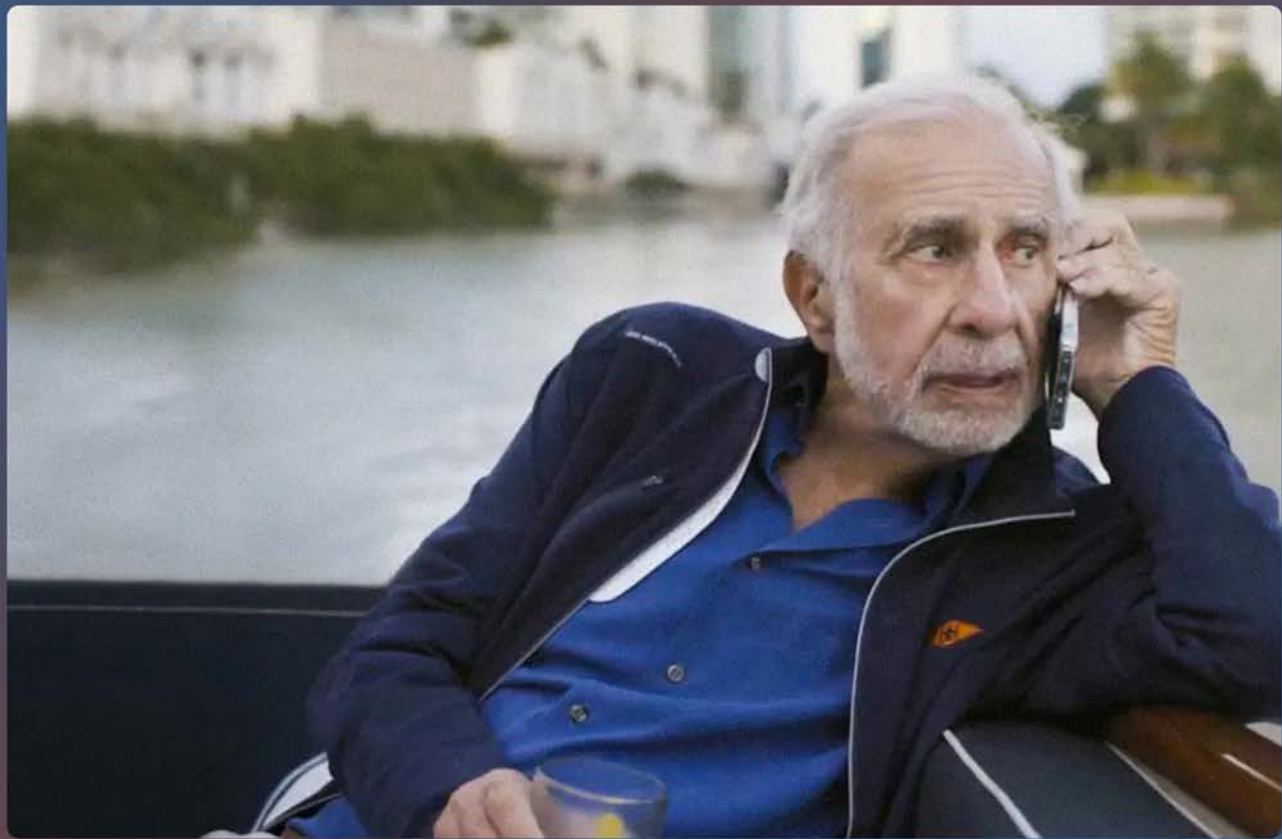


EXCHANGE IN-STORE

Return by mail OR exchange in-store (up to monthly plan limits on exchanges) at a participating store*.



NEXT DVDS ON THE WAY





**I sold my Blockbuster stock and
bought a bunch of Netflix shares.**

Market Summary > Netflix Inc

241.08 billion USD

Market capitalization

559.49 USD

+ Follow

+558.28 (46,138.84%) ↑ all time

Closed: Apr 30, 8:45 AM EDT • Disclaimer

Pre-market 557.34 -2.15 (0.38%)

1D

5D

1M

6M

YTD

1Y

5Y

Max

800

559.49 USD Apr 29, 2024

600

400

200

0

2005

2008

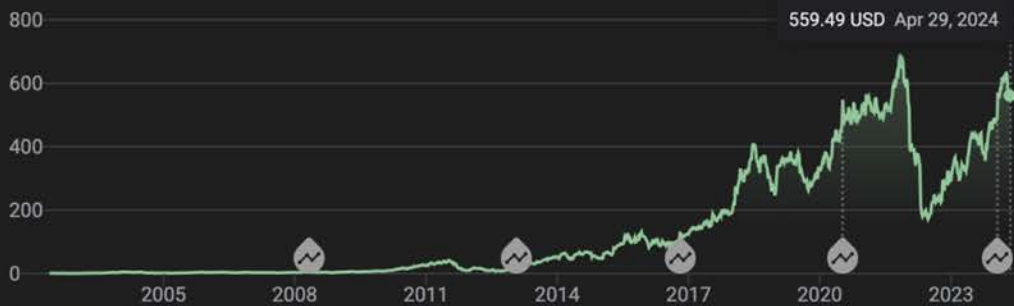
2011

2014

2017

2020

2023





“

Only when the tide goes
out do you discover who's
been swimming naked.

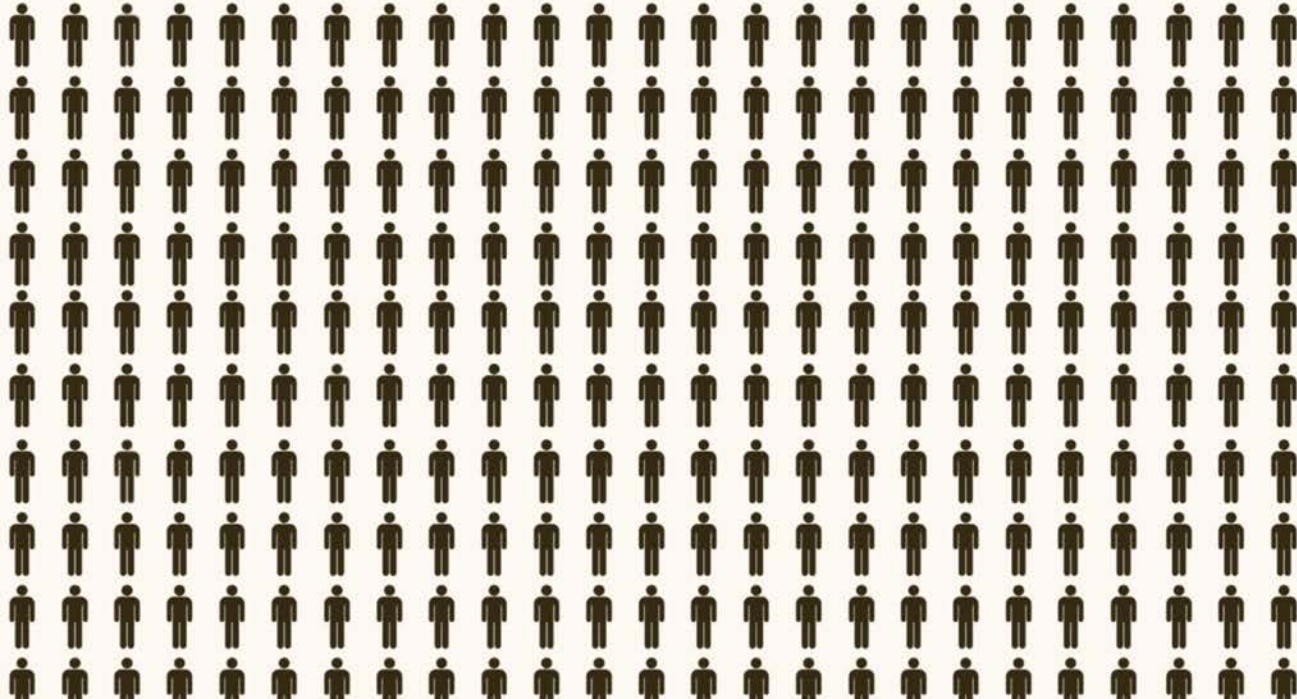
- Warren Buffett

”

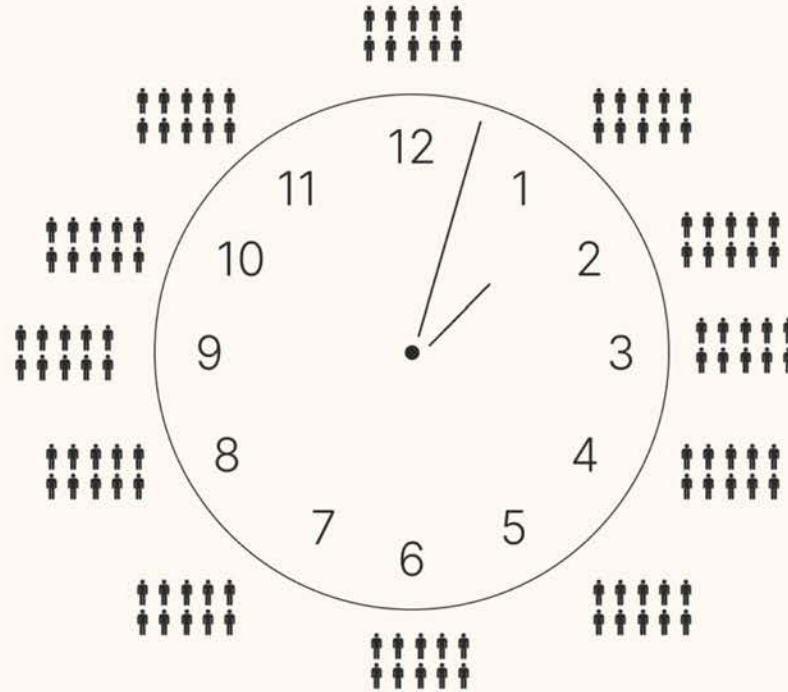
The background of the slide features a world map silhouette. This silhouette is constructed from a dense grid of small, stylized human figures in a reddish-brown color. The figures are arranged to follow the contours of the continents, with a higher density in the landmasses. The entire graphic is set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

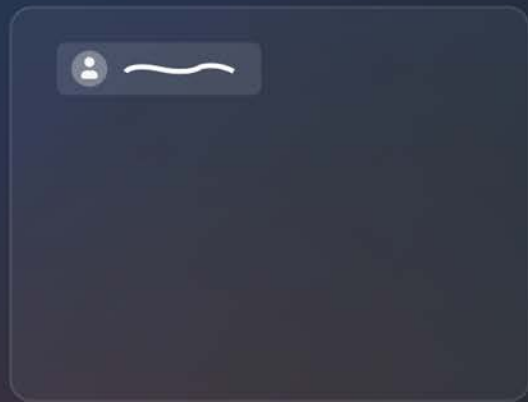
IF

Your pipeline is empty



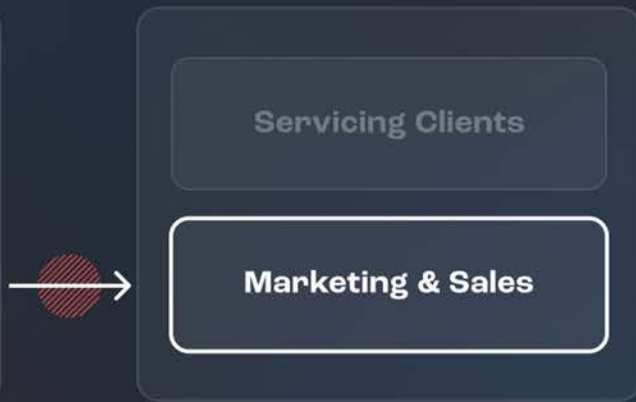
IF

Your pipeline is empty



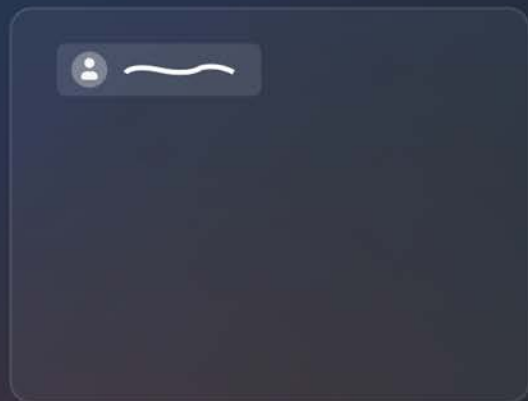
Then

You are putting all effort in



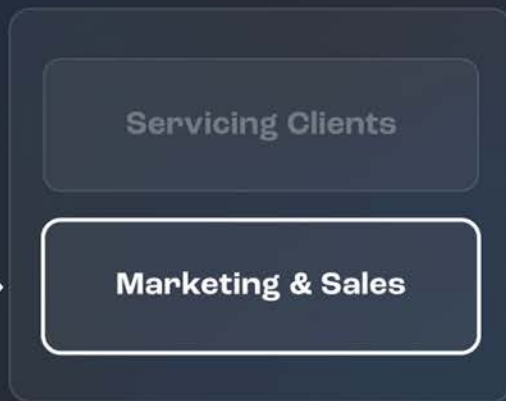
IF

Your pipeline is empty



Then

You are putting all effort in



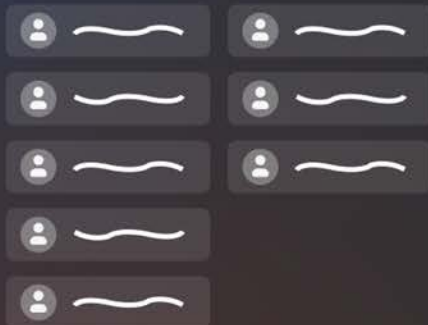
Revenue

Which results in



IF

Your pipeline is full



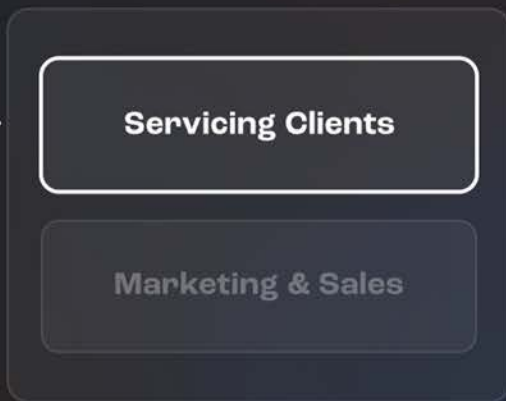
IF

Your pipeline is full



Then

You are putting all effort in



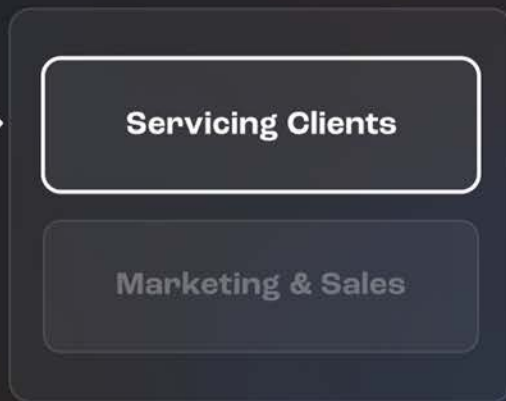
IF

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

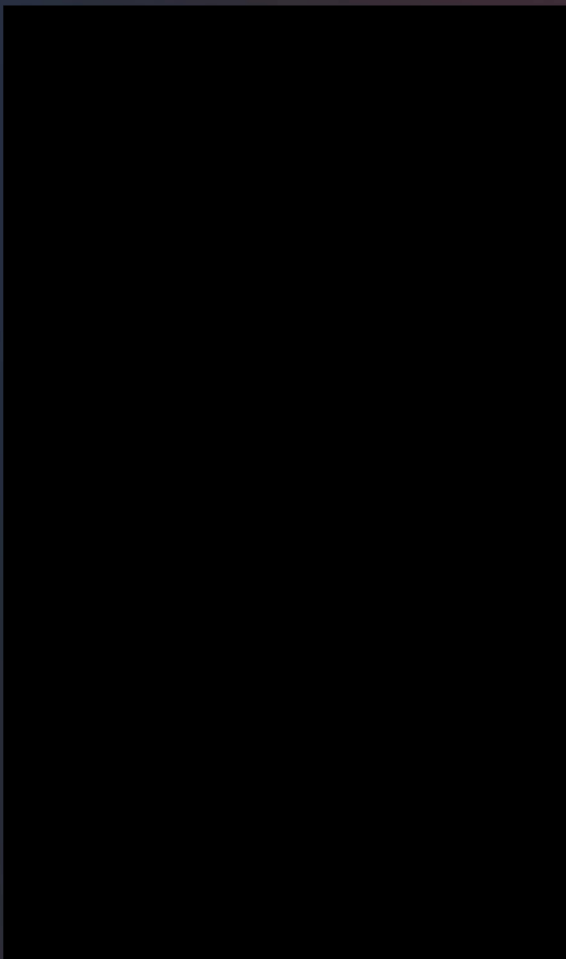






Craig Norton I don't even trust the employees of Walmart... while I'm at Walmart.

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,

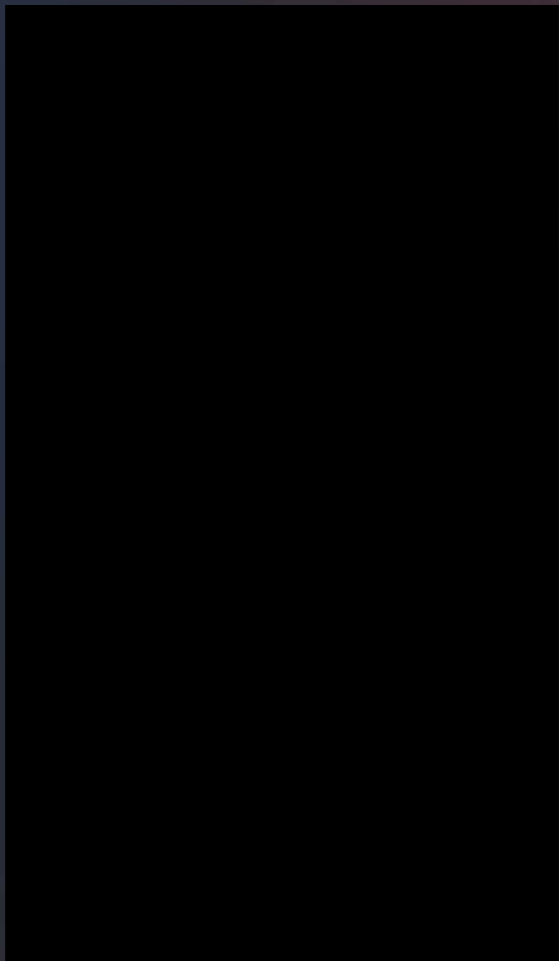
I'm writing to share a unique opportunity that may interest you. A young couple eager to join your neighborhood has tasked me with finding their dream home. They've been outbid on several properties and are now exploring homes not on the market.

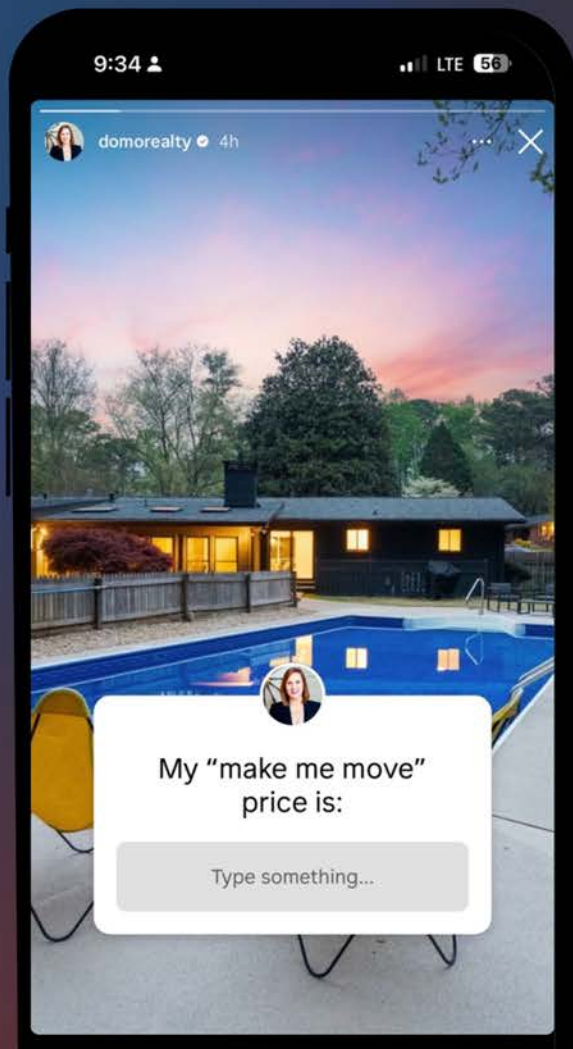
If selling your home has crossed your mind, this could be a seamless way to make a sale. There's absolutely no pressure to act, just an invitation to explore the possibility of creating a direct match with eager buyers.

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**





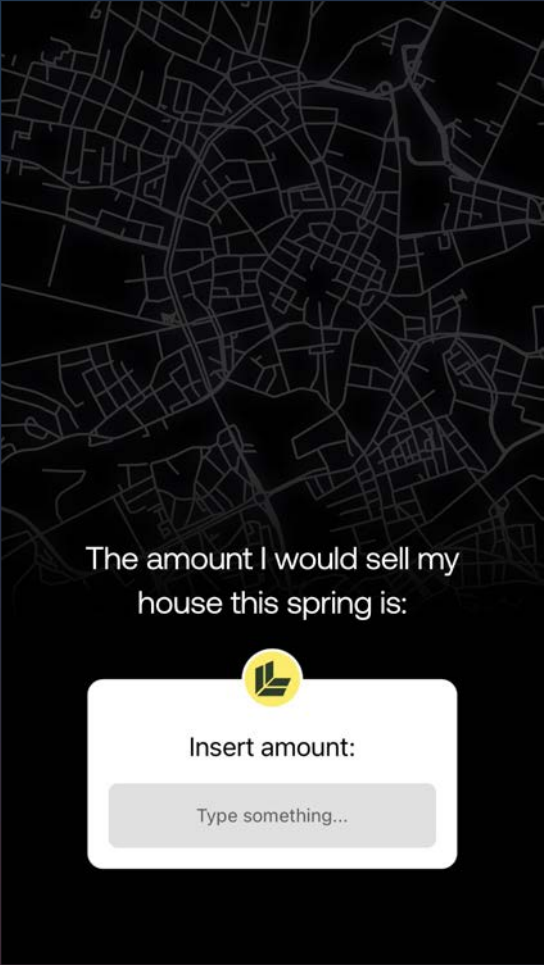
5 conversions... 1 seller
nurture 😂



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:



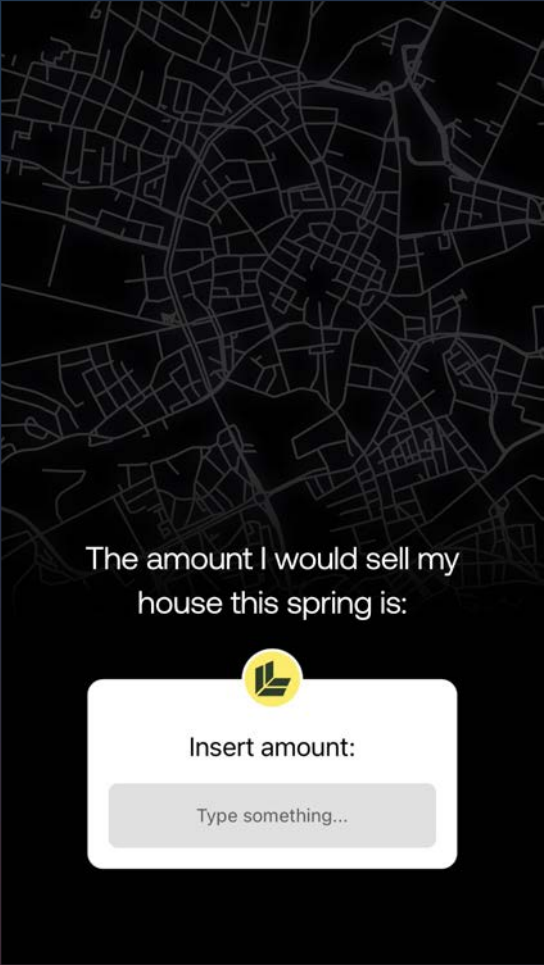
Insert amount:

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

Fill in the blank

LISTICLES

- ✓ # ___ with _____ [amenity]
- ✓ # ___ with _____ under _____ [amenity + price]
- ✓ # ___ with _____ under _____ in _____ [amenity + price + location]

NOTEWORTHY

- ✓ _____ just broke all sales records
- ✓ _____ sold way above the initial listing price
- ✓ _____ Has never been listed before
- ✓ Coming Soon in _____
- ✓ Introducing the Best Neighborhoods in _____

TRENDING

- ✓ Most in-demand _____
- ✓ Hottest _____ for sale right now
- ✓ The most desirable _____ of 2022

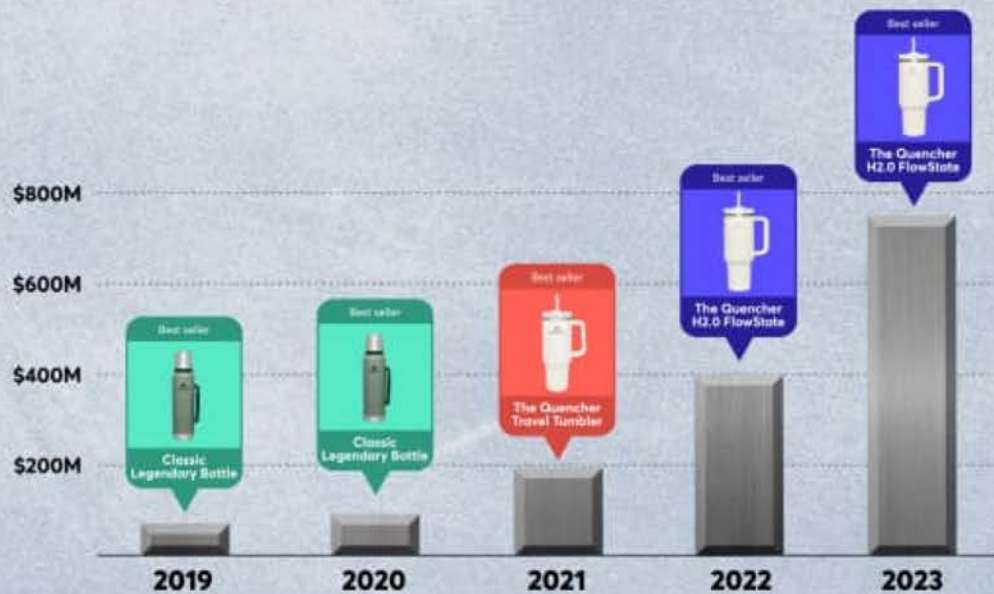
COMPARISON

- ✓ What does X vs. Y. vs. Z get you? [price]
- ✓ _____ vs. _____ [location]
- ✓ Should I buy a _____ or _____ [property type]
- ✓ Pros/Cons of buying in _____





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

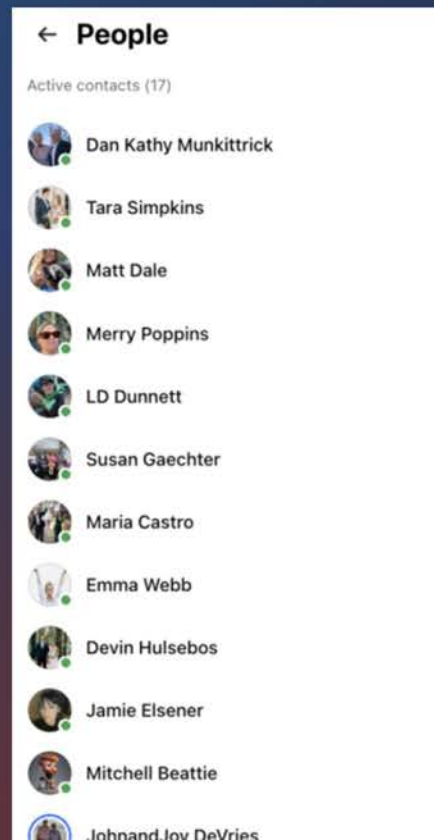
Hey John,

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?



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%

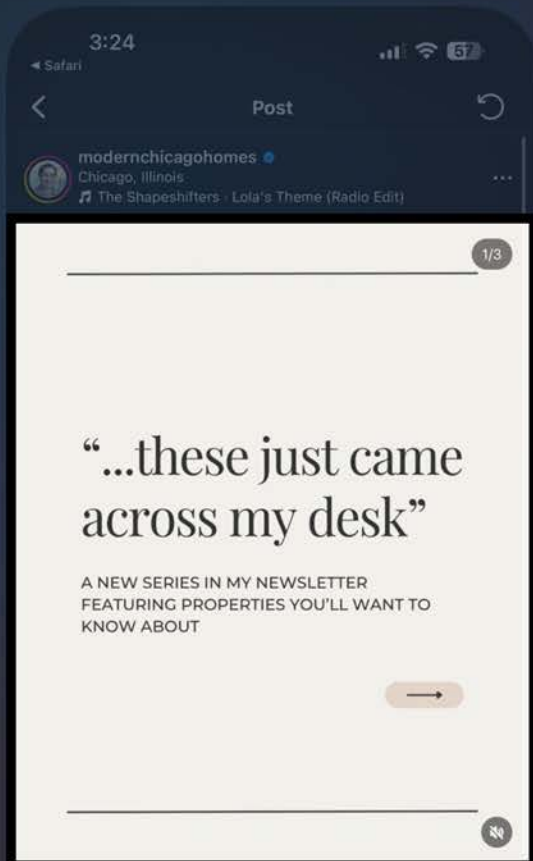
Follow

@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.





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

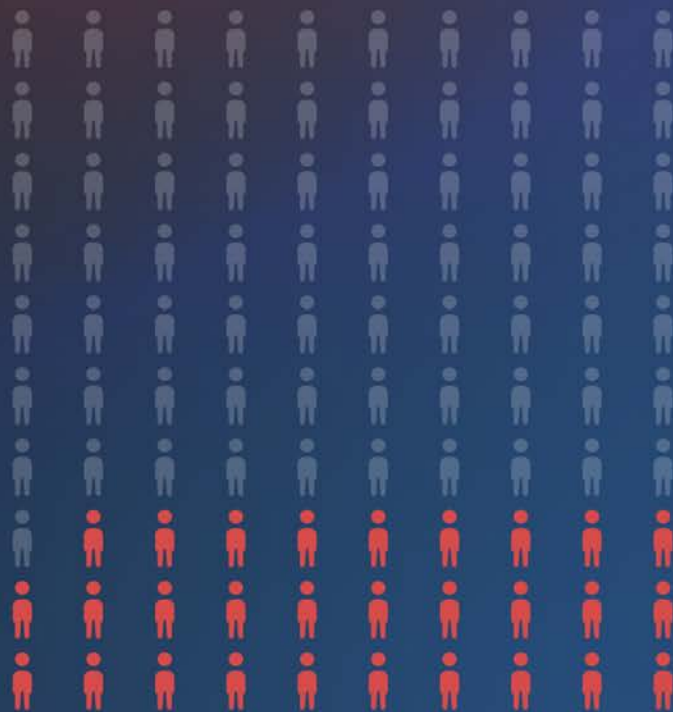


195,000 Dials

If you call
100 People



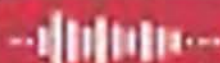
29% will pick
up the phone



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.



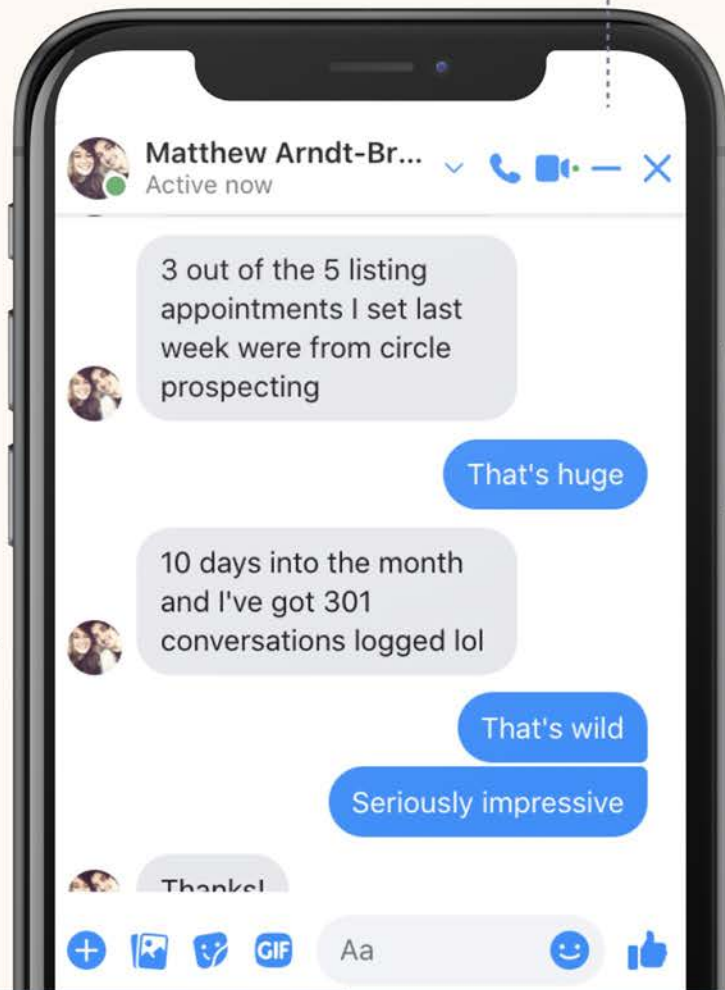


High Impact Circle Prospecting

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 _____

Voice**mail** 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

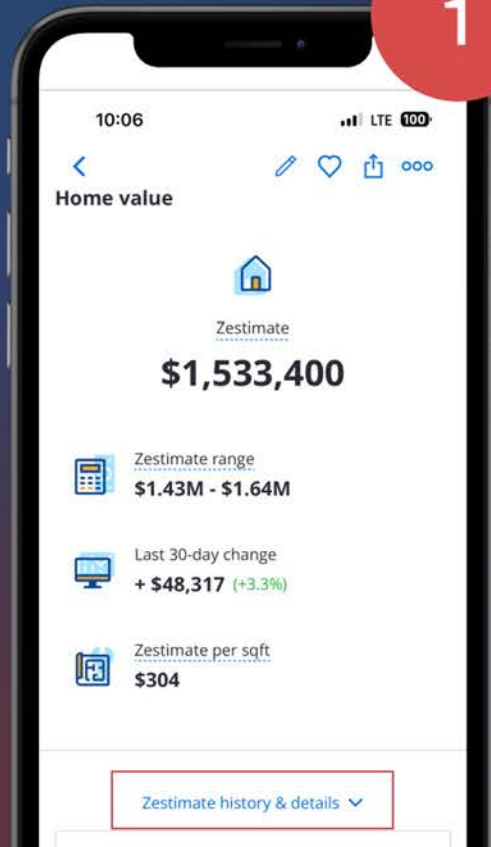


+2 picked up from the open houses using the voicemail drop invitations



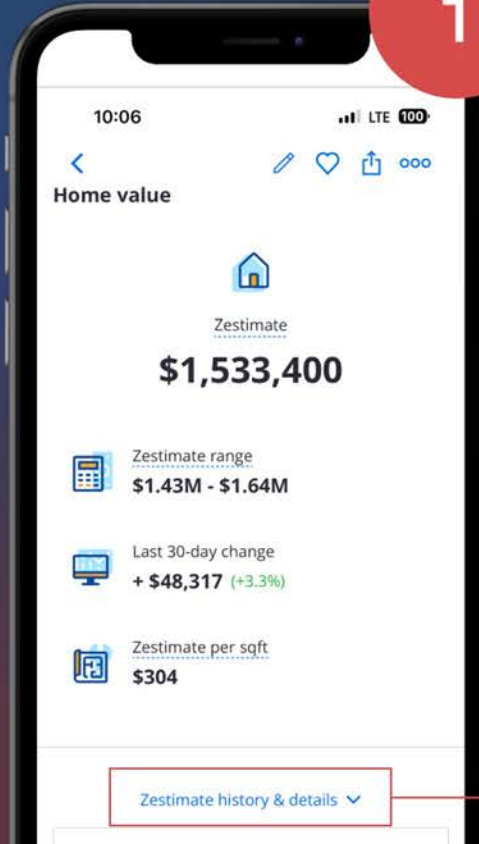
2024 MA

1

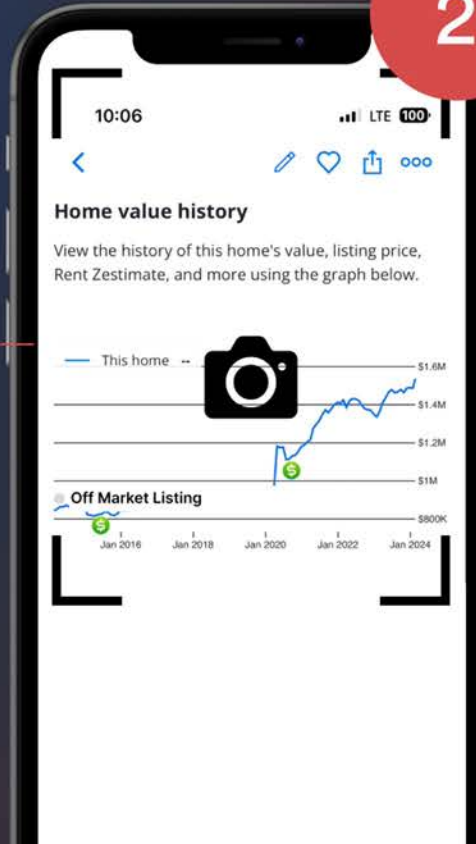


2024 MA

1

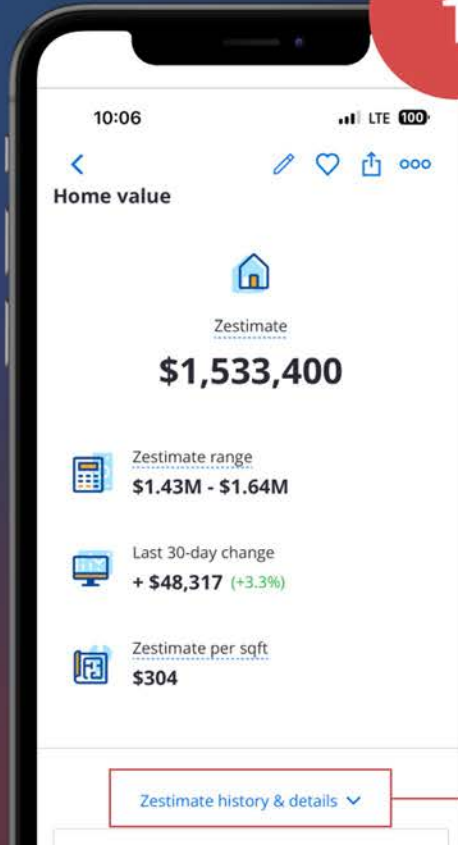


2

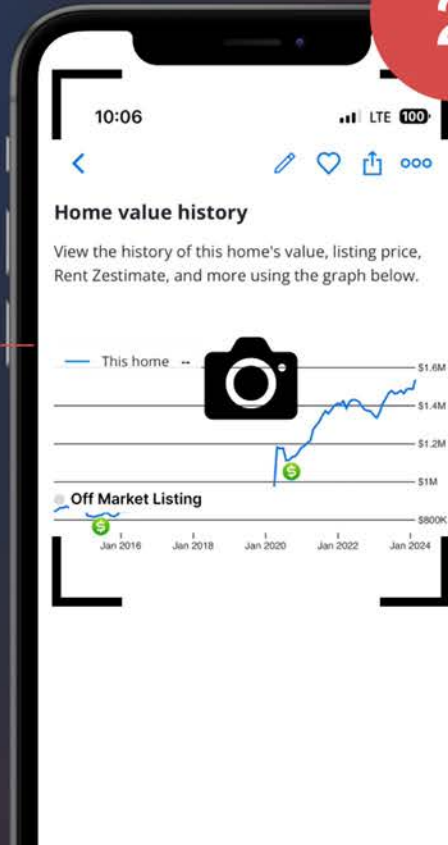


2024 ZMA

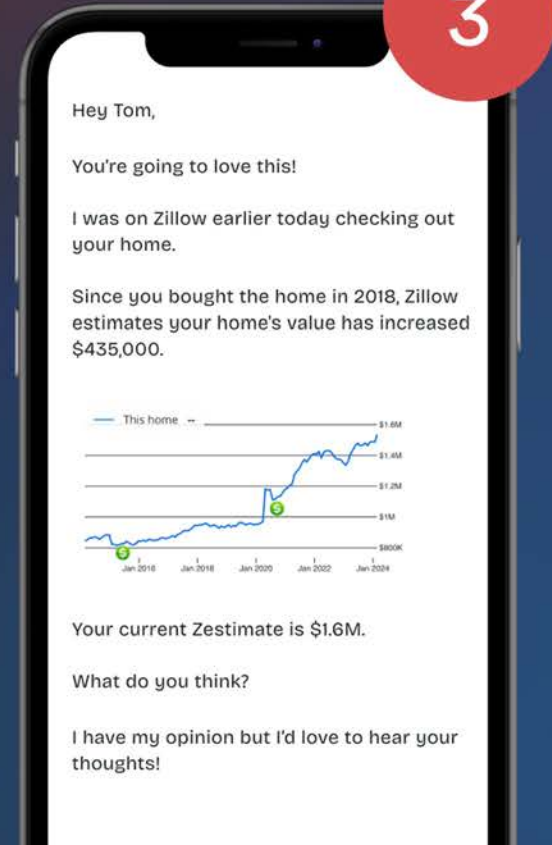
1



2



3





8:21

LTE 29



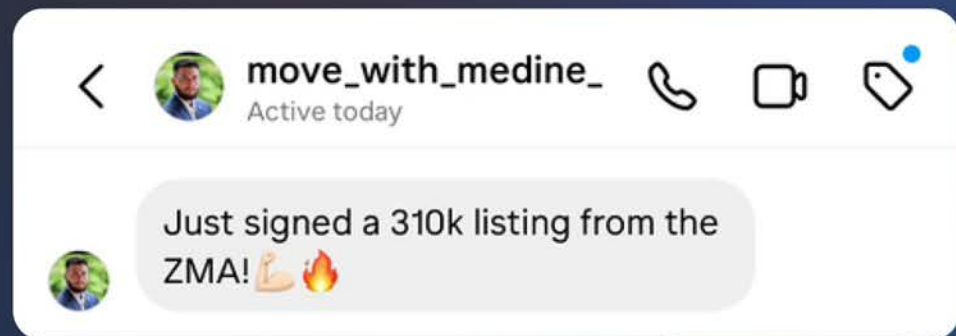
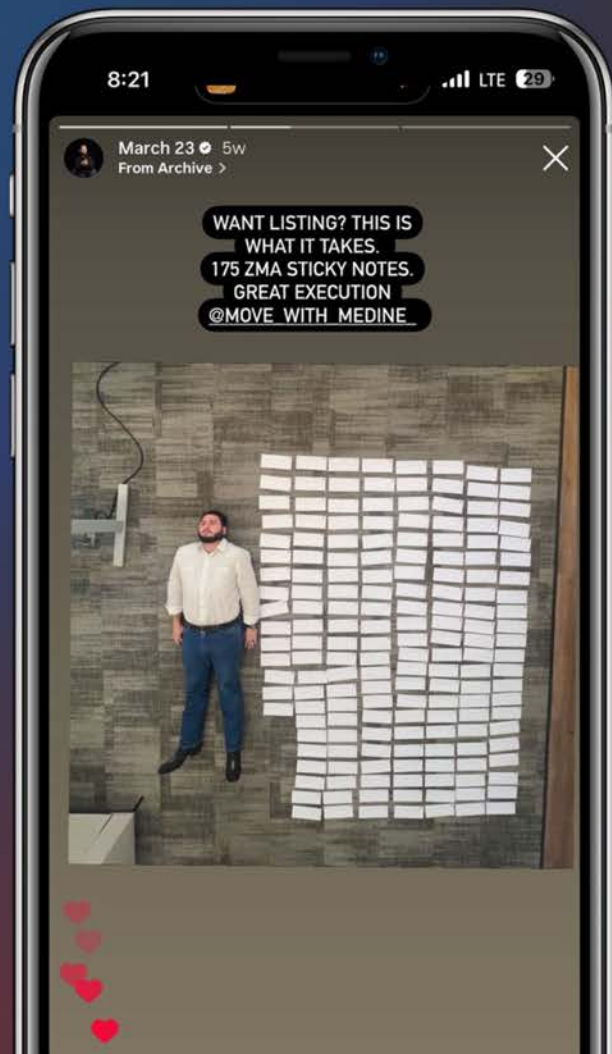
March 23 • 5w

From Archive >



WANT LISTING? THIS IS
WHAT IT TAKES.
175 ZMA STICKY NOTES.
GREAT EXECUTION
@MOVE_WITH_MEDINE





Listing Attraction

URAYTOR




808 Lookingglass Lane
Marietta, GA 30064

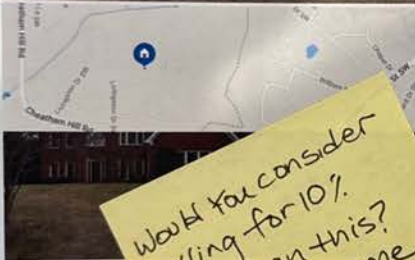

Daniel & Masako Sewell
1298 Sweet Bottom Ct
Marietta, GA 30064



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.

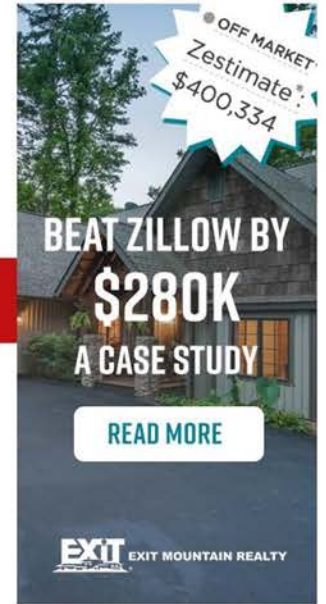
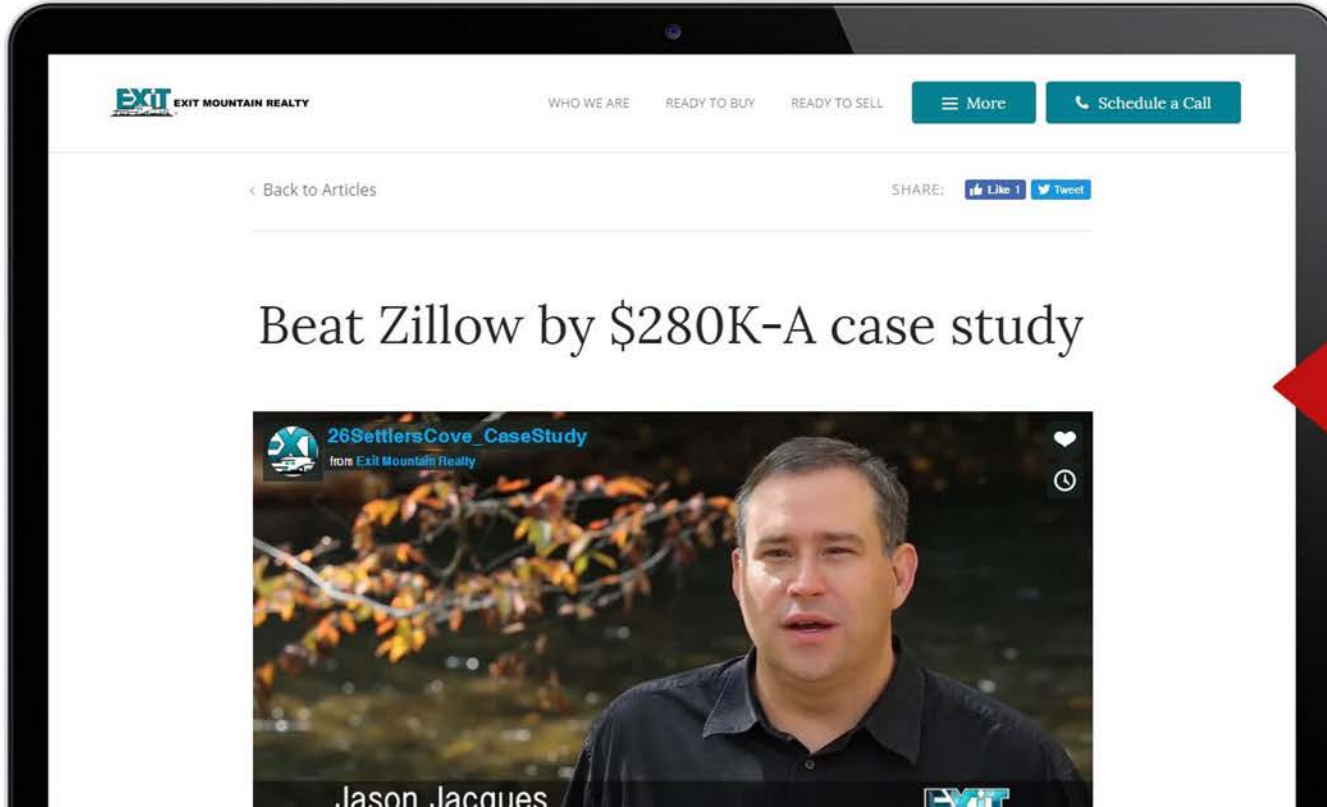
Estimated market value **\$631,100**
What is this number?
[Unlock your offer](#)

Home value

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


Zestimate
\$631,100

SELLER SUCCESS SERIES





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 924 reviews with the best Dreamie Sale. [Shop now](#) [Reviews](#) [Stores](#) [FAQ](#) [1-877-841-2346](#)

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.

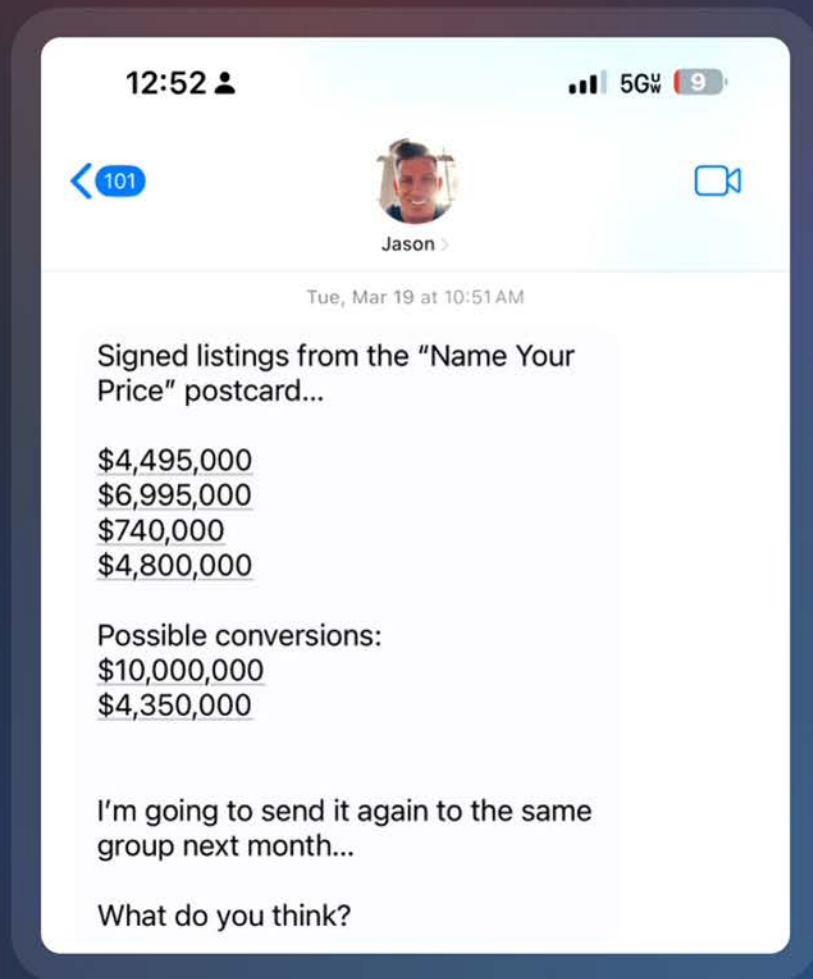
Mattresses [Pillows](#) [Bedding](#) [Furniture](#) [Mattress Accessories](#)



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!

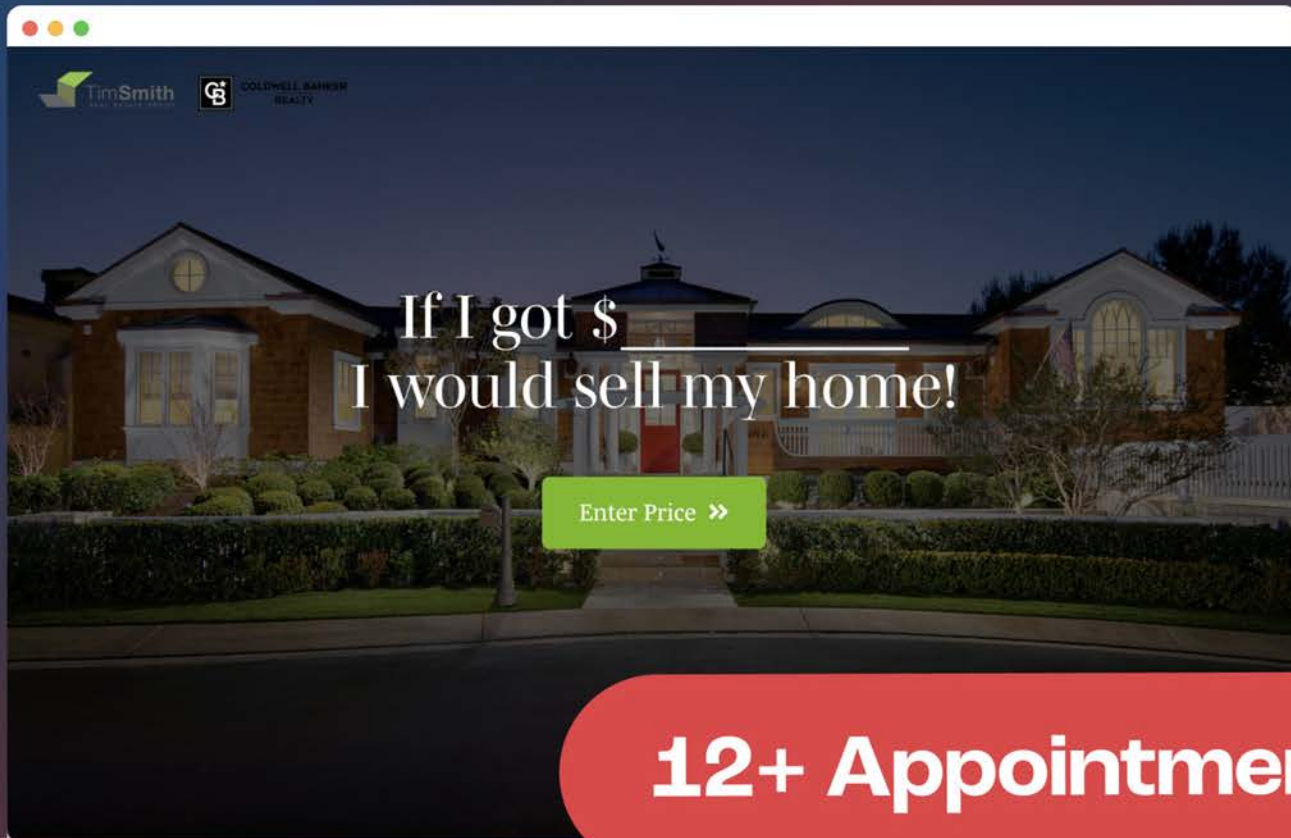
Name Your Price Postcard



NAME YOUR PRICE



516 Scans





Subject Line: Name your price

Hi Jimmy,

Could you finish this sentence for me?

"If I could sell my house for _____, I would list my home this spring. I can't wait to hear your answer 🙏.





Jamie McMartin >

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

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



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

Mosquito Joe Strategy

Hi,

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

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

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

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

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

Sincerely,
Jimmy Mackin
Curaytor Realty



vanessa@domoREALTY.com c. 404.556.1733 e. 404.974.9550

Dear Neighbor,

Guess who helped your neighbor at 105 N 4th Ave. wave goodbye to their home? That's right, it's me, Vanessa Reilly, at your service!

Here's the scoop you won't find online. The house next door? It was a tough cookie, it didn't sell the first time. But then, the owner got super picky, interviewed a bunch of agents, and even played detective with my past sellers before giving me the green light.

With the owner living the dream overseas, my team and I became the fix-it crew. We tackled the deferred yard work, sorted those pesky plumbing and electrical gremlins, and jazzed up the place with some top-notch staging.

Our marketing campaign was a huge success and included:

- A professional YouTube video that racked up over 15,000 local views.
- A 3-D floor plan that let folks explore without moving from their couch.
- A social media storm that caught everyone's attention.
- And a Zillow Showcase Listing Upgrade that had double the eyes on the prize.

The result? A whopping 34 visitors through the open house, 19 private tours, and not one, but two offers! The cherry on top? Sold for the full asking price of \$260,000, no strings attached, and the buyer took it as is - no repairs!

Wondering what your castle might fetch in today's roiling market? Email or give me a ring. Let's chat.

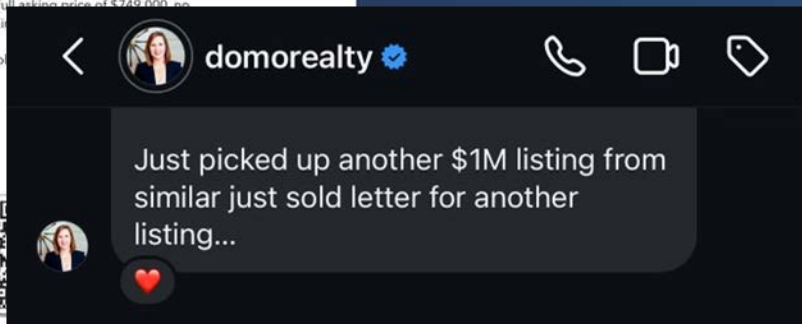
Cheers to a fantastic day!

Vanessa Reilly
vanessa@domoREALTY.com
(404) 556-1733

See how I do things differently



or, if your house is currently listed with another Real Estate Broker please disregard. It is not our intention to interfere with your listing.





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The Hook



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**Show
the sweat**

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Cheers to a fantastic day!

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Results

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CTA

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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1897+ top agents have subscribed.

Subject Line: How much equity did you gain in 2023?

I'm setting aside a few hours each week to put together home equity reports for agents.

These reports are accurate and accurate than any tool.

Can I send you one?

Let me know!

Happy New Year, Jimmy

50+ Listing Attract Strategies (just like this)


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