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Jimmy Mackin

December 18, 2023 · 🌐



I predict we will see a rise in cancellations not because the market is softening but rather because inexperienced and unskilled agents have not set proper expectations with their clients.

After a home is on the market for 4-6 weeks, the seller will likely lose confidence and start exploring other options.

This is good news for agents who:

1. Have a 90-day listing marketing plan
2. Plan to market/sell to Expires in 2024

What do you think?



Terry Mackin, Peter Raider and 115 others

56 comments 3 shares



Like



Comment



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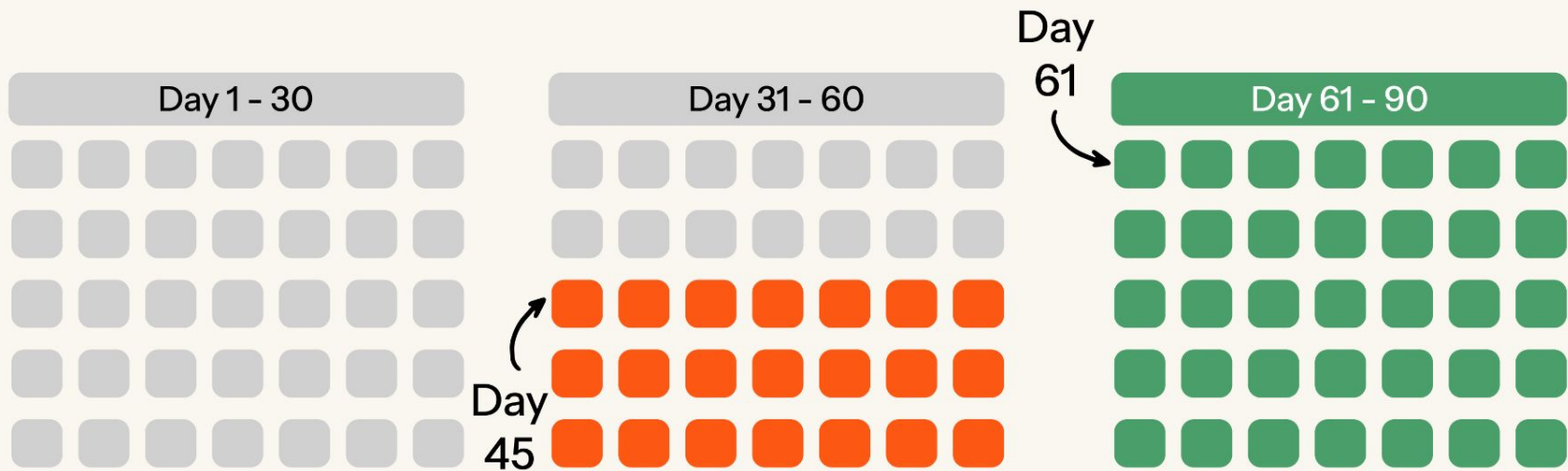
The number of
EXPIREDS has
doubled in the
last 12 months.




2023



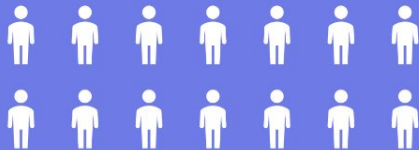
2024





-  Day 1-45 **Expectation:** when the seller thinks the home will sell
-  Day 46-60 **Danger Zone:** when the seller loses confidence
-  Day 61-90 **Reality:** When the home will **actually sell**

2019

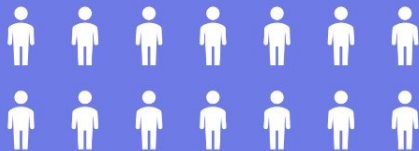


Agents marketing to Expireds



Number of Expireds

2019



Agents marketing to Expireds



Number of Expireds

2025



Agents marketing to Expireds



Number of Expireds

Reengaging Homeowners: A Strategic Timeline

Letter 1 – "The Frustration of an Unsold Home"

Week 1, Day 1

Letter 3 – "Persistence and Proven Results"

Week 2, Day 8

Letter 5 – "Before You Relist, Do This First"

Week 4, Day 22

Letter 7 – "A Lot Has Changed"

Week 8, Day 50



Week 1, Day 4

Letter 2 – "The Biggest Mistake Expired Listings Make"

Week 3, Day 15

Letter 4 – "Why Your Home Didn't Sell— and How to Fix It"

Week 6, Day 36

Letter 6 – "Let's Reimagine How Your Home Is Sold"

The Conversion Gap



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.



@jessicatroutd-realestateag1033 5 days ago

I wrote the letter to expires in my area. I sent the first 10 and got a listing appointment from one of the letters in less than 5 days!



Reply



• 1 reply

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.



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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.



What's the worst thing you can do when your home doesn't sell the first time?

Relist it at the same price.

Here's why:

- Of the homes that relist, only ~14% sell at the same price.
- ~54% of homes sell at a lower price.
- But here's the good news: ~31% sell for more than their original list price.

Here's the takeaway: It's not just the price — **it's the strategy.**

If this is the first time you've heard advice like this, we should talk.

I specialize in building creative strategies that help sellers avoid the frustration of a failed listing — and I'd love to share what I'd recommend for your home.

Call or text me at [555-555-5555] to discuss how we can get it right this time.

Sincerely,

[Your Full Name]

[Your Phone Number]

[Your Real Estate Brand/Tagline]



If your home didn't sell, you might be wondering: was it the price? The marketing? Or something else?

Before you relist, here's what I recommend:

1. Get a detailed analysis of comparable homes that sold while your home was on the market.
2. Identify whether the issue was pricing, marketing, or presentation.
3. Create a plan to address those gaps.

In my experience selling 159 homes in the past 36 months, it's rarely a problem with the home. It's almost always a marketing and strategy issue — and that's where I can help.

If you haven't received a comprehensive market analysis, I'd be happy to prepare one for you. **No cost, no obligation** — just the facts to help you make your next move with confidence.

Call or text me at [555-555-5555] , and I'll have your report ready today.

Sincerely,

[Your Full Name]

[Your Phone Number]

[Your Real Estate Brand/Tagline]

2025 Expired Marketing Blueprint



Expired Real Estate Engagement

- Initial Contact
- Strategy Reinforcer
- Trust Building
- Professional Review
- Market Analysis
- Creative Strategy

Expired Letter Sequence

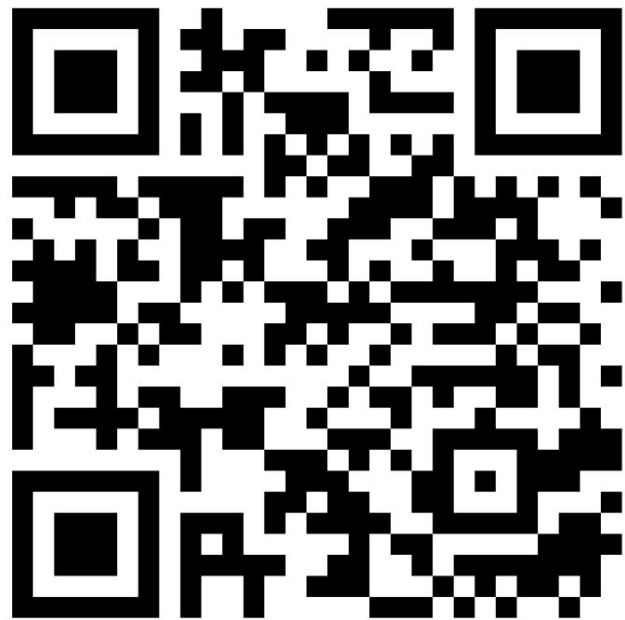
- DAY 1 Letter: The Frustration of an Unsold Home
- DAY 5 Letter: The Biggest Mistake Expired Listings Make
- DAY 10 Letter: Persistence and Proven Results
- DAY 15 Letter: Why Your Home Didn't Sell—and How to Fix It
- DAY 20 Letter: Before You Relist, Do This First
- DAY 25 Letter: Let's Reimagine How Your Home Is Sold
- DAY 30 Letter: Corresponding Follow-Up



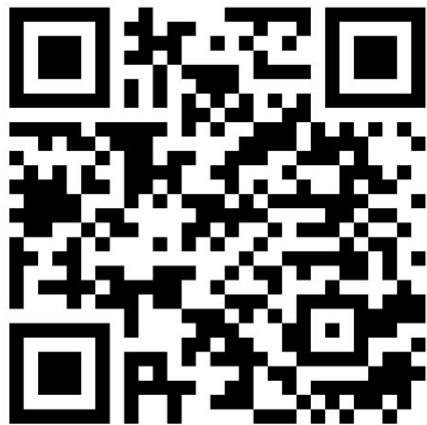
ListingLeads.com

7-Day Free Trial →

2025 Expired Listing
Blueprint Included



25 Social Media Marketing Ideas For Expireds



Emotional Reco Reframing

Your Home Deserves It Happen This Time

Focuses on turning disappointments into re-engage buyers.

Why 67% of Home Try (and How to Right Approach)

Uses specific data to show the right approach.

Feel Like It's Really Happening

Explores how to make the experience more fixable.

Before Mo

pu
ji

Marketing Makeover

The Instagram Effect: How to Like a Product People Can't Resist

Discusses leveraging modern marketing to create demand.

The Secret Sauce: What Great Differently to Sell Homes That

Shares specific marketing tactics that create interest.

Why Your Home's First Impression How to Fix It

Focuses on improving photography, staging, and relisting.

From Invisible to Irresistible Talking About Your Home

Explains how to build buzz through social media events.

The 3-Step Marketing Plan Like Yours in Under 30 Days

Outlines a specific, actionable marketing strategy.

Tactical Adjustments

The 5-Minute Pricing Exercise You Thousands

Introduces a method to set a competitive price.

Why Your Listing Photos Might Be Away (And How to Fix Them)

Focuses on the impact of bad visuals and how to change the game.

The 7 Home Upgrades Under \$500 Love

Specific and actionable improvements to make a home more appealing without breaking the bank.

The Paint Colors That Sell Homes Fast by Buyer Data)

Discusses trends in neutral palettes and design choices that appeal to buyers.

How to Turn a 'Tough Market' Into an Opportunity Lessons from Sellers Who Succeeded

Case studies of how smart adjustments helped other sellers succeed.