



Stay connected with me



VIA EMAIL

Jimmy@Curaytor.com



FOLLOW ME ON INSTAGRAM

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

Turning Buyers into Listings



Charlie King >

We mailed them all last week and have got five calls already



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



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GROUP

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The Reason



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Self-Select



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**Low
Pressure
CTA**



April 1, 2024

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Best regards,

Charles King
617-549-8542
cking@charleskingre.com
www.charleskingre.com

P.S. - If you've considered selling your home or are curious about its current market value, this could be an excellent opportunity to receive a market analysis.

Name Your Price



Russell Junier Apr 3



to me ▾

Just got a 750k listing appt using this email. I freaking love you guys....

Russ Junier
Century 21



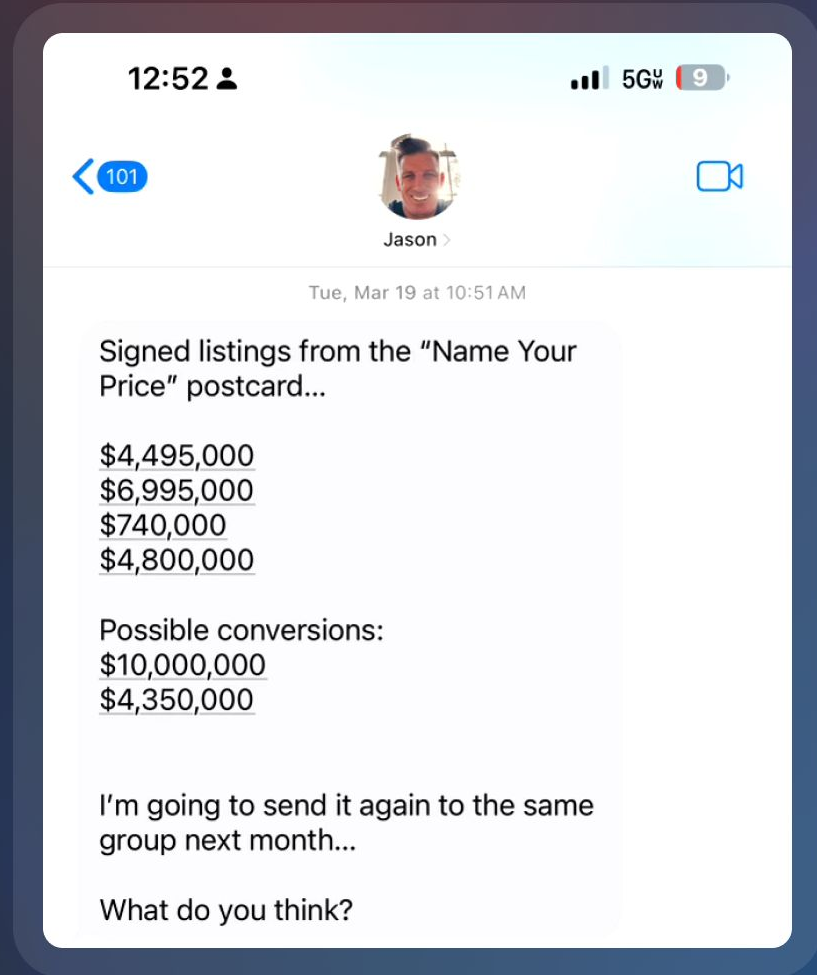
Subject Line: Name your price

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 🙏.

Name Your Price Postcard




NAME YOUR PRICE



The Perfect Just Sold



modernchicagohomes 

Active now 



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.





Zillow

3 bd | 3 ba | 2,500 sqft
1632 W Julian St APT 3E, Chicago, IL 60622

JUST SOLD FOR \$885,000 →

Off market
Zestimate: ~~\$823,200~~ Rent Zestimate: \$5,592/mo
st. refi payment: \$5,992/mo Refinance your

Home value Owner tools Home details Net

Get pre-qualified for a loan
At Zillow Home Loans, we can pre-qualify you with no impact to your credit score.
Start now

Home value

I just sold this for \$61,800 above the Zestimate. Here's how: →

@MODERNCHICAGOHOMEs →

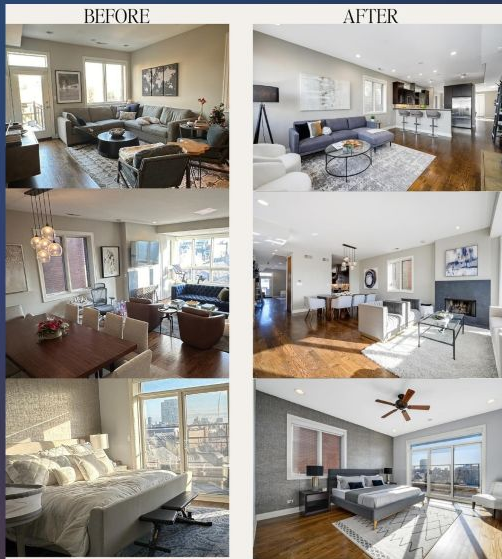
Search Filter

	Submi...	Na...	When are ...	Campaign	Tags
1	Jan 16, 2024	Simc	k	ASAP	Wicker Park Penthouse Instagram, Attract
2	Jan 16, 2024	Sara	a	ASAP	Wicker Park Penthouse Instagram, Attract
3	Jan 16, 2024	Arjun	a	3-6 Months	Wicker Park Penthouse Instagram, Attract
4	Jan 16, 2024	Cielc	c	6-12 Months	Wicker Park Penthouse Instagram, Attract
5	Jan 14, 2024	Char	t	6-12 Months	Wicker Park Penthouse Instagram, Attract
6	Jan 14, 2024	Pat	p	3-6 Months	Wicker Park Penthouse Instagram, Attract
7	Jan 5, 2024	Matt	m	6-12 Months	Wicker Park Penthouse Instagram, Attract
8	Jan 5, 2024	Marl	m	6-12 Months	Wicker Park Penthouse Instagram, Attract
9	Jan 4, 2024	Ashl	a	3-6 Months	Wicker Park Penthouse Instagram, Attract
10	Jan 4, 2024	Roh	r	6-12 Months	Wicker Park Penthouse Instagram, Attract
11	Dec 24, 2023	Gann	g	1-3 Months	Wicker Park Penthouse Instagram, Attract
12	Dec 24, 2023	Vike	b	6-12 Months	Wicker Park Penthouse Instagram, Attract
13	Dec 23, 2023	Ashl	a	3-6 Months	Wicker Park Penthouse Instagram, Attract
14	Dec 23, 2023	Zach	z	6-12 Months	Wicker Park Penthouse Instagram, Attract
15	Dec 23, 2023	Tyler	t	6-12 Months	Wicker Park Penthouse Instagram, Attract
16	Dec 23, 2023	Sally	s	1-3 Months	Wicker Park Penthouse Instagram, Attract
17	Dec 23, 2023	Kal	k	ASAP	Wicker Park Penthouse Instagram, Attract

Prior to listing, I created a lot of buzz / interest for the property via my social media while we were getting the property ready for market...

@MODERNCHICAGOHOMEs →





My clients were moving out so we made sure the property showed well with professional photography & staging - staging is proven to help properties sell for a higher price in shorter time →

Reel insights

My newest listing in Wicker Park is this amazing d...
January 18 · @warren0102

20847 455 17 117 56

Ad insights

Posted on January 19 at 8:47 AM

148 27 73 16

Overview

Reach: 12,047
Content Interactions: 264

When we listed it, I used my social media reach (55,000+ followers) to get thousands of views and hundreds of likes, shares, comments on the reels and posts to increase awareness of this property beyond just putting it on the MLS.

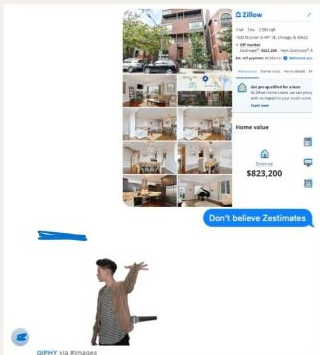
→
→

With my marketing strategy, we had jam packed open houses + individual showings totaling 40+ potential buyers.

→
→

We re...
and "s...
say, th...

→



We received 3 offers, got a 30 day close and “sold as-is” for my clients. Needless to say, they were excited about the outcome.

→ @MODERNCHICAGO HOMES

Kind Words From The Sellers...

*We had a wonderful experience working with Vik on the sale of our condo — it's the **best experience I've ever had** working with a Realtor across several transactions.*

*Vik's command on **what is happening in the market**, what is most important in preparing for the sale of a property, and **how to maximize our value** was impressive. In addition, he was also highly efficient and acted with a sense of urgency — we moved out of our house on a Thursday, and Vik arranged for touch-ups on Friday, cleaning on Saturday, staging on Sunday, and had our house listed on the market by Monday.*

*His recommendations on **where to price our property**, how to market it most effectively, and ultimately **how to navigate the negotiation** when we received multiple offers (above asking) were incredibly helpful. At every step along the way, we were glad to have Vik on our team representing us. He communicated frequently and with clarity and **made us feel like we were his only client**, even though I knew we weren't.*

I would recommend him to anyone looking to buy or sell a property in Chicago!



→ @MODERNCHICAGO HOMES

@MODERNCHICAGO HOMES

Thinking of selling? Want to know what your home is REALLY worth?

Here's what I'm going to do:
Comment “Zestimate” or DM me
your Zestimate, and I'll send you a
Comparative Market Analysis
(CMA) tailored to your home — no
strings attached.

JUST SEND ME A MESSAGE!

→ SEND

SAVE ↺



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!



3 replies Last reply today at 1:07 PM

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

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.

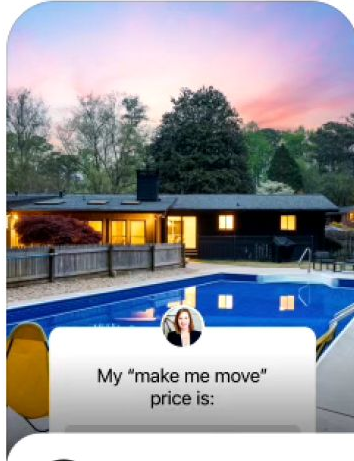
 919-899-4844

In the last 7 days 0%

Not recently 0%

It's been too long 100%

Replied to your question response



My "make me move"
price is:



jimmymackin responded:
Interesting....



5 conversions... 1 seller nurture 😂



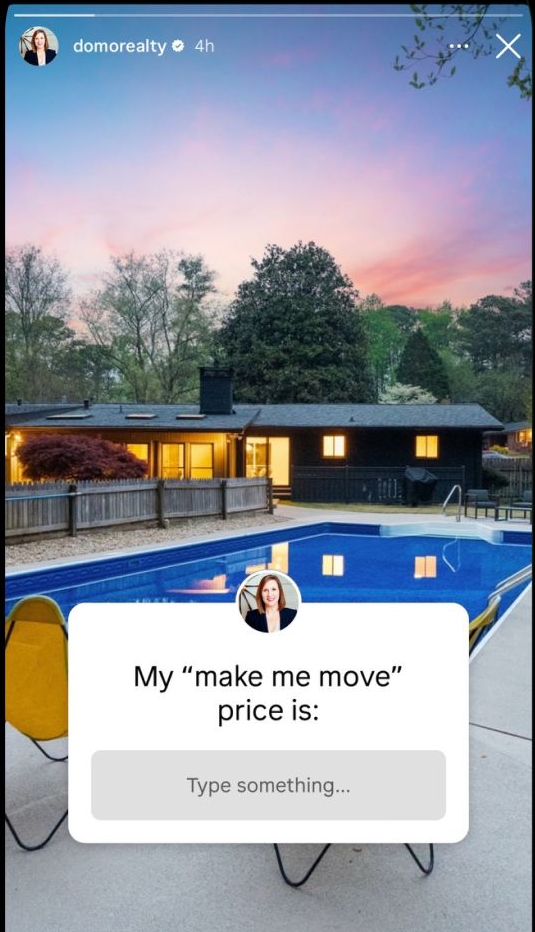
9:34

LTE 56



domorealty 4h

...



My "make me move"
price is:

Type something...

5 Listing Attraction Strategies Working Right Now:



1 Magic Buyer Letter

5 Listing Attraction Strategies Working Right Now:

1

Magic Buyer Letter

2

**Name Your Price Email +
Postcards**

5 Listing Attraction Strategies Working Right Now:

- 1 Magic Buyer Letter
- 2 Name Your Price Email + Postcards
- 3 The Perfect Just Sold

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- 2 Name Your Price Email + Postcards
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- 4 Equity Updates Email + Postcards

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- 4 Equity Updates Email + Postcards
- 5 IG Seller Lead Gen Polls