

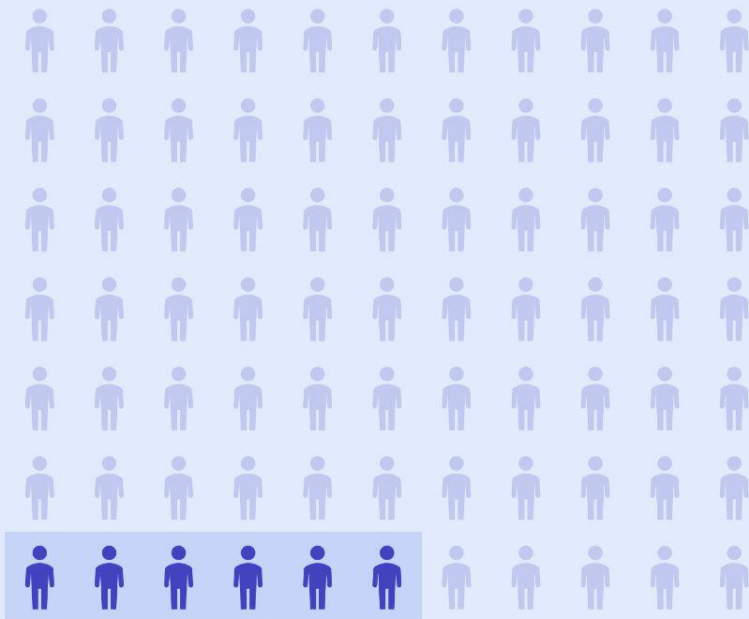
# Stay connected with me



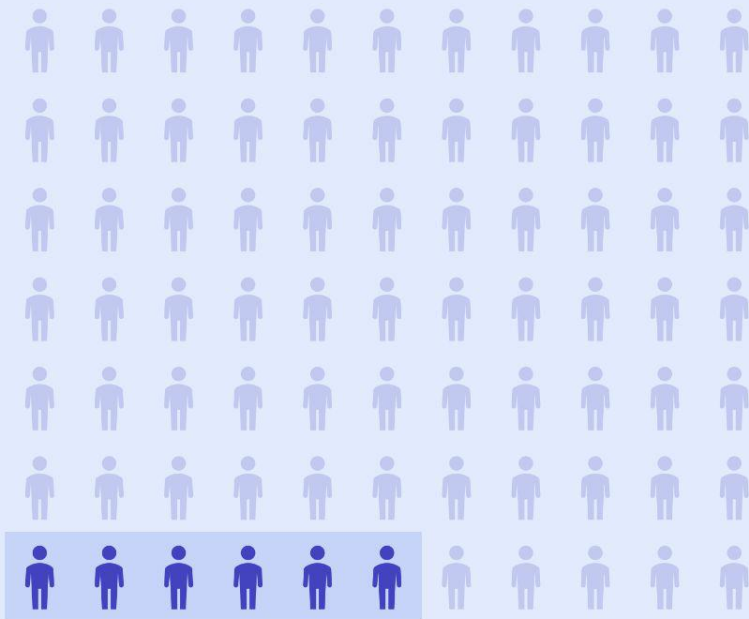
FOLLOW ME ON INSTAGRAM

@jimmymackin





**6% of homeowners aged 60**



**6% of homeowners aged 60**



**53% of all sales**

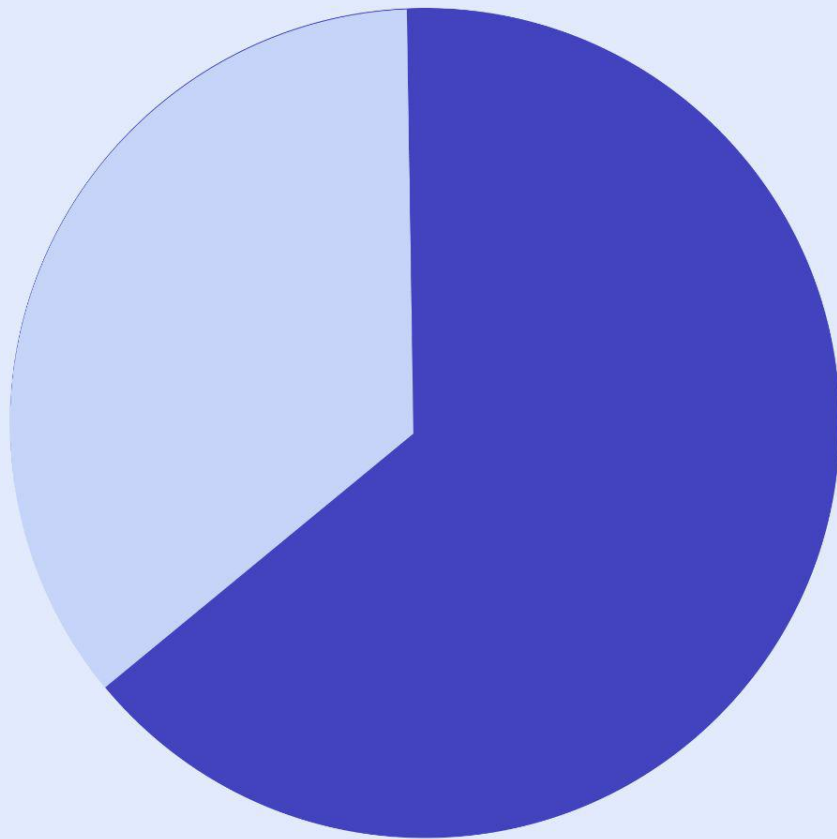
**2021**

**6.1M**



**Today**

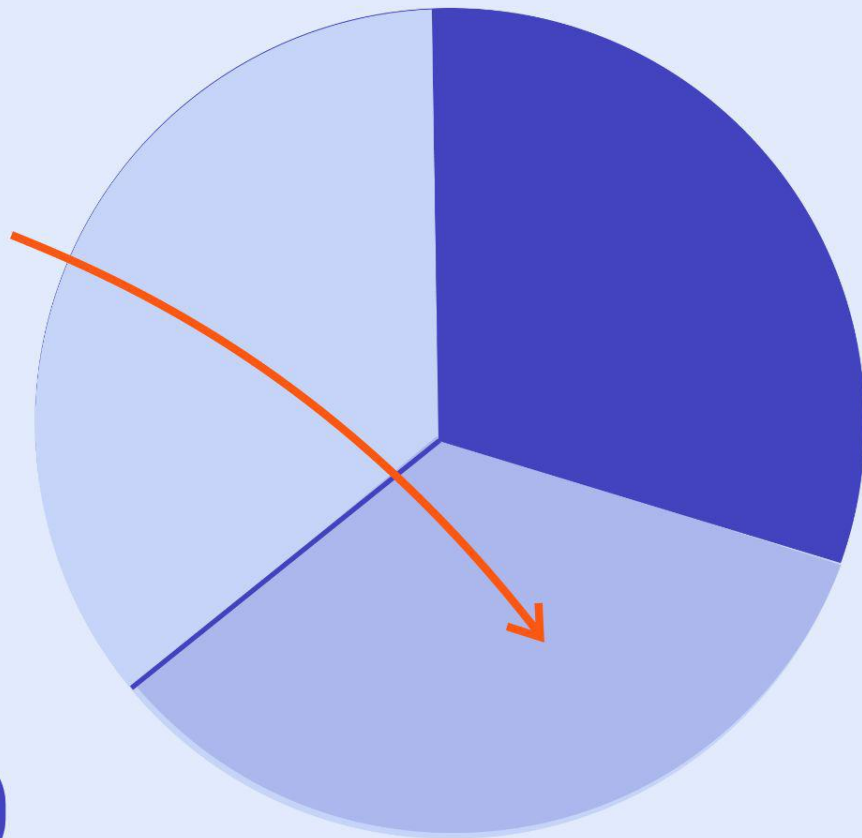
**4M**



Without Silver  
Tsunami System

4M

-53%



# Silver Tsunami Fact Sheet

**~73M**

Total  
Boomers

**80%+**

Homeownership  
Rate

**41%**

Homes Owned  
Free & Clear

**\$18T**

Control of U.S.  
Home Value

**45 years**

Age of Typical  
Home

# What Not To Do



Dear Homeowner,

You've waited long enough. Right now, you're sitting on one of the biggest opportunities of your life — and every day you delay, you're leaving money on the table.

Buyers are ready and waiting to pay cash for homes like yours. No inspections. No repairs. No drama. Just a fast, guaranteed sale.

Why drag this out? Why gamble with the market turning? I can get you a real, legitimate cash offer in your hands **within 24 hours** — but only if you act now.

**Pick up the phone. Call me today at (555) 555-5555.**

Let's cash you out while the market's still hot.

Waiting could cost you thousands. Don't risk it.

Let's get this done.

[Your Name]



A Venn diagram consisting of two overlapping circles. The left circle is a medium blue and contains the word 'GOALS'. The right circle is a lighter blue and contains the word 'BARRIERS'. The overlapping area in the center is a darker blue and contains the text 'OUR MARKETING MESSAGE'.

**GOALS**

**OUR  
MARKETING  
MESSAGE**

**BARRIERS**

# Seller Seminar Invitation



## **What's one of the worst surprises when selling your home?**

Finding out — too late — that you might owe a big tax bill.

It happens more often than most people realize... but with the right advice, it's almost always avoidable.

**That's why we're hosting a seller seminar with [Expert's Name], one of the most well-respected tax advisors in our area.**

If you're thinking about selling, this one hour could help you move forward with confidence — and potentially save you tens of thousands.

To save your seat, just call or text **[Your Number]**.

We would love to see you there,

P.S. Seats tend to go quickly. Our last seminar with **[Expert/Previous Event Name]** filled up within a few days.

P.P.S. If you can't make it on **[Date]**, still reach out — we'll make sure you don't miss out on the information.

# Magic Buyer Letter



I just spoke to my clients Adam and Brooke who are hoping to find a home in [Neighborhood].

I promised I would do everything I can to help them find their new home, and that's why I'm reaching out to you.

Adam and Brooke aren't looking for new construction or a polished, turn-key property.

You bought a home in a great area which is why they're comfortable — even excited — by the idea of making upgrades and handling repairs if needed.

What matters most to them is finding a 4-bedroom, 3-bathroom home within about 15 minutes of Willow Creek Elementary.

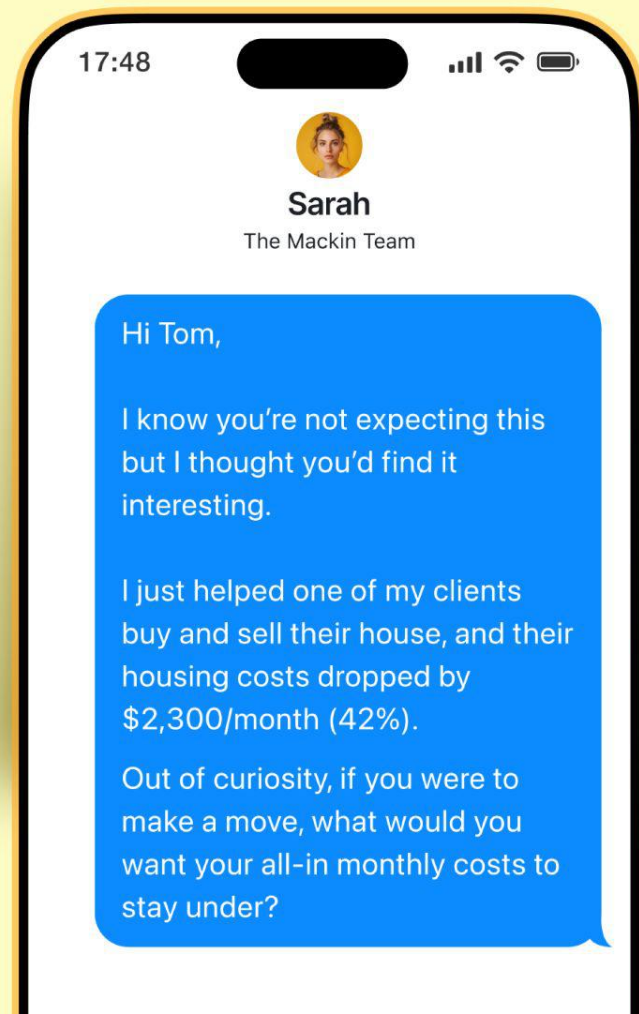
They're pre-approved for \$725,000 and have the flexibility to work with the right seller's timeline — whether that's moving quickly or taking some extra time.

I know you're probably not even thinking about selling — and we're certainly not expecting you to sell your house today. But if you'd be open to the idea, I'd love to have a quick conversation.

Call or text me anytime at 555-555-5555.

I look forward to hearing from you,  
[Your Name]

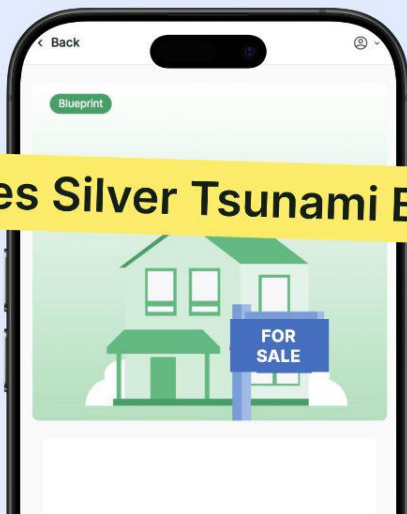
# Prospecting Script





# Listing Leads Marketing System

7 Day Free Trial



**Includes Silver Tsunami Blueprint**

