

2024

# Listing Attraction

PLAYBOOK

 CURAYTOR

2021



2021



2023



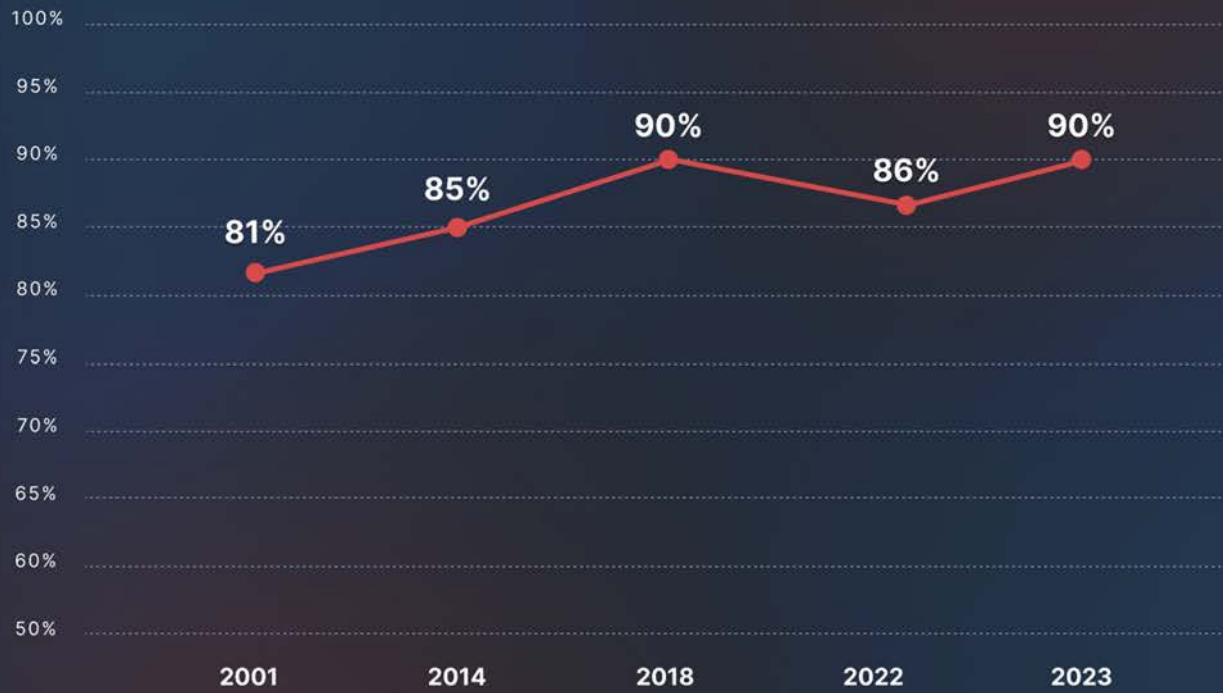


This is subversive stuff. Homeowners across the United States are figuring out that they do not need to pay what agents demand and they may not need an agent at all. At the same time, technology is giving consumers tools to nearly circumvent the agent. If enough people try it, agents are at risk of losing a good portion of their commissions -- \$100 billion last year.

2005

“

This is subversive stuff. Homeowners across the United States are figuring out that they do not need to pay what agents demand and they may not need an agent at all. At the same time, technology is giving consumers tools to nearly circumvent the agent. If enough people try it, agents are at risk of losing a good portion of their commissions -- \$100 billion last year.



# How Many People Used An Agent



Great real estate agents  
are undisruptable.



Jimmy Mackin

#1 coach in Real Estate



TOM FERRY

# 100k in 100 Days



Real Estate Marketing Expert

JIMMY MACKIN



100k in 100 days

---

CURAYTOR

**2,394**  
Agent

100k in 100 days

---

CURAYTOR

**2,394**

Agent

**7,404**

Listings

**10,837**

Buyers

100k in 100 days

URAYTOR

**2,394**

Agent

**7,404**

Listings

**10,837**

Buyers

**\$7,490,000,000**

Volume

Yes, that's billion

3:37



thejbw903



181  
Posts

1,454  
Followers

2,455  
Following

Julie B. Woods-East Texas Real Estate

thejbw903

Texas Real Estate Broker/Advisor

[www.juliewoodsandassociates.com](http://www.juliewoodsandassociates.com)

Followed by jimnymackin

Follow

Message



Real Estate...



Miami



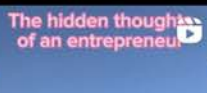
London '23



#Influencers



Italy 2022 4.0 Ita



Julie Woods  
240,000  
in GCI

**1 out of every 11  
conversations**

**= 1 closing**

Take inventory of where  
the business comes from



- SOI
- Social Media
- Farming
- Leads
- Brand





"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



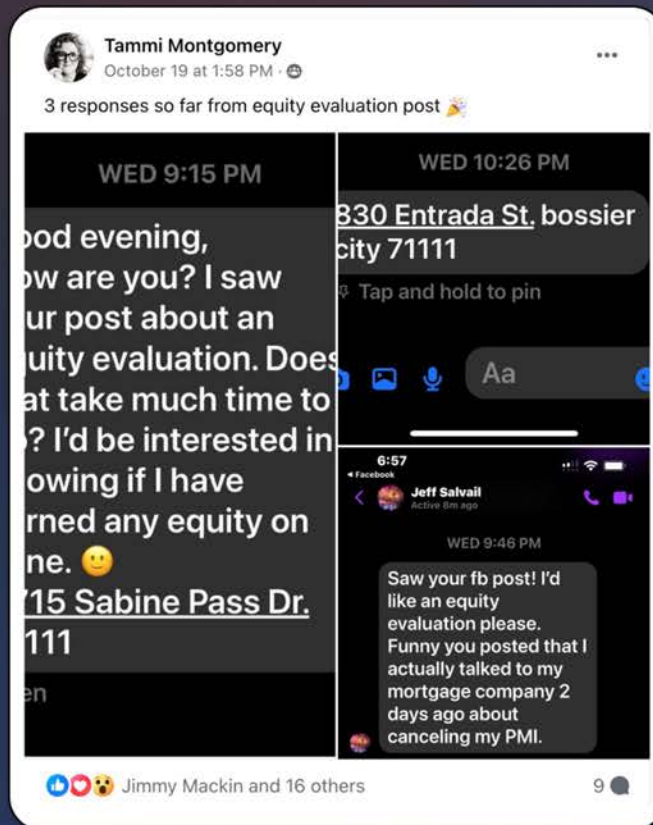
## Working In Public

Send an unsolicited CMA to 5 clients, feature the client with the highest equity gain, and offer a free equity evaluation to anyone who's curious.



## Results

3 DMs in less than 24 hours.



## “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

# 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

# Equity Update P.S.



[Redacted text block]

[Redacted text block]

p.s. I just did a home value equity update for my client. They gained \$37,200 in the last 12 months. Curious to find out how much your home has appreciated? Reply with your address and I'll prepare a report ASAP for you.



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.

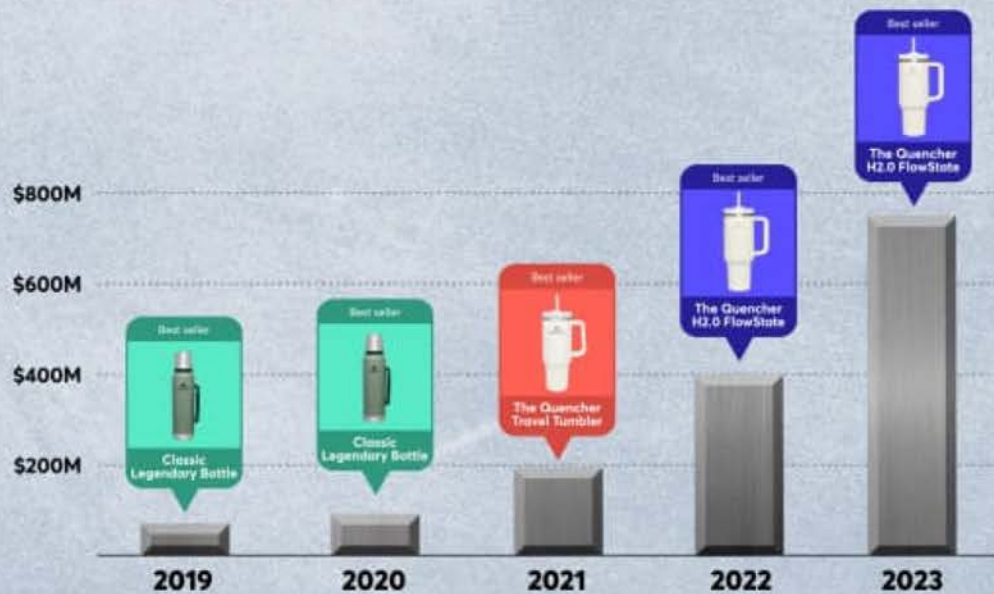
Chelsea Espejo

STANLEY QUENCHER COLLECTOR





## 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



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.

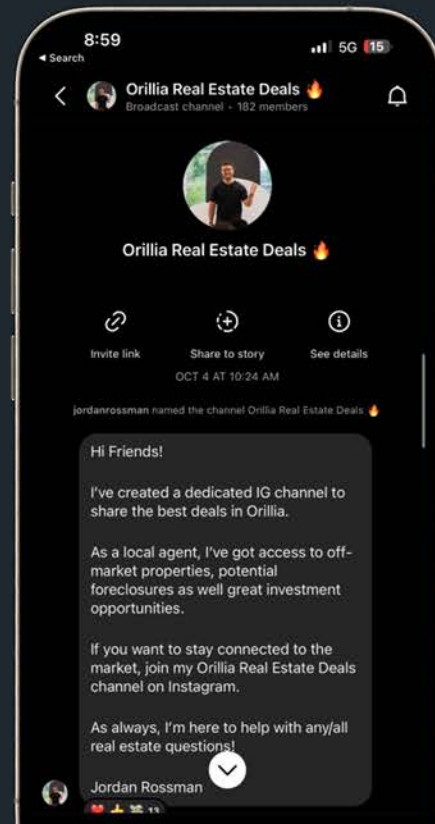
1w Like Reply



## Instagram Broadcast Channel



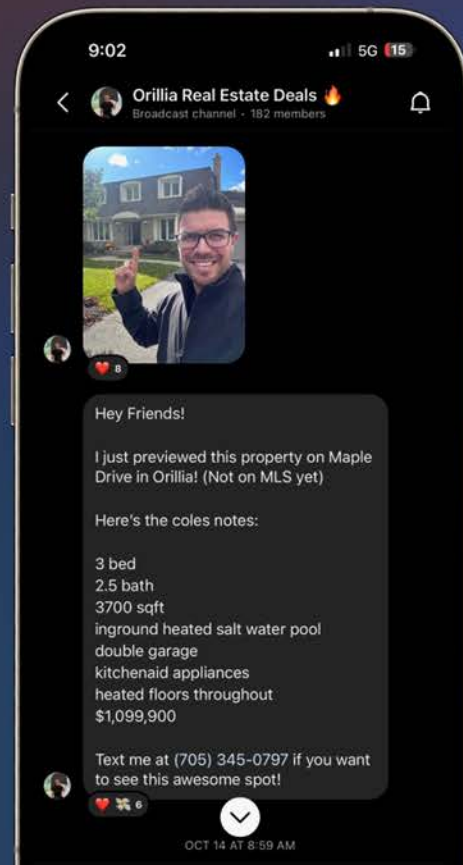
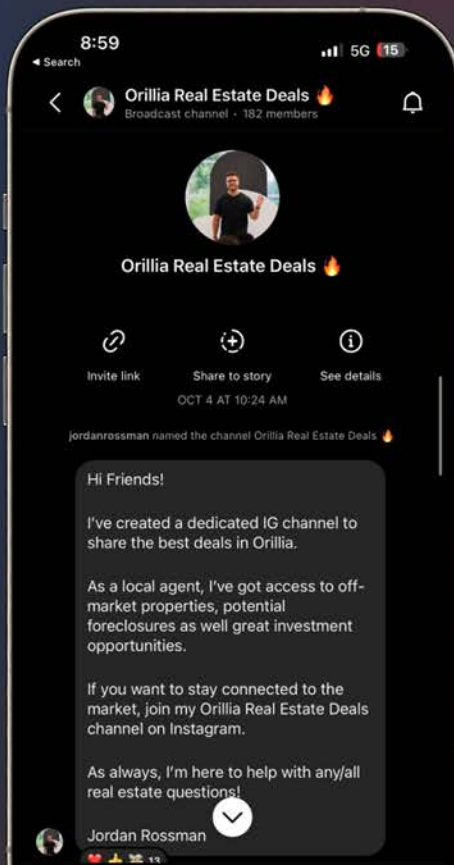
Staying connected  
with your audience



# Hidden Sellers



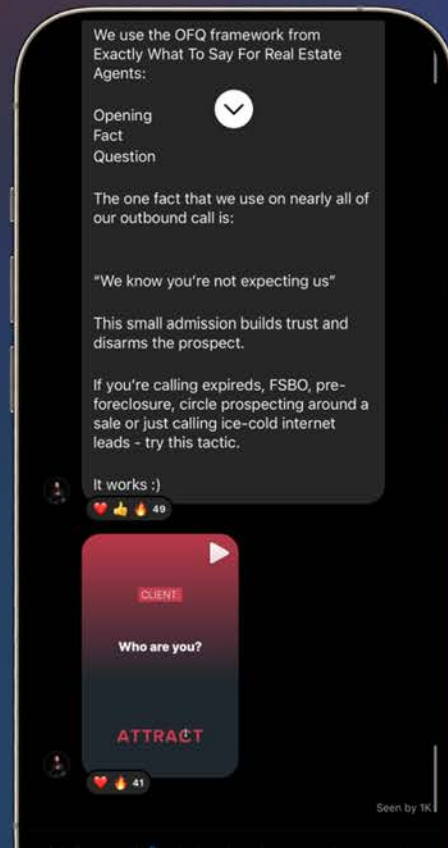
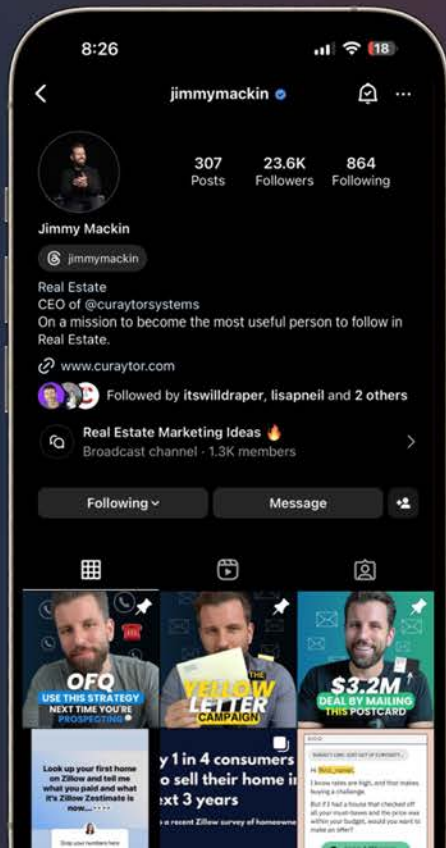
## Instagram Broadcast Channel



# Hidden Sellers



@jimmymackin  
broadcast channel





# Results



# Deal of the Week IG Poll

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%

## 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?

# Kale Search Trend



# Kale Search Trend



# Pizza Hut Salad Bar



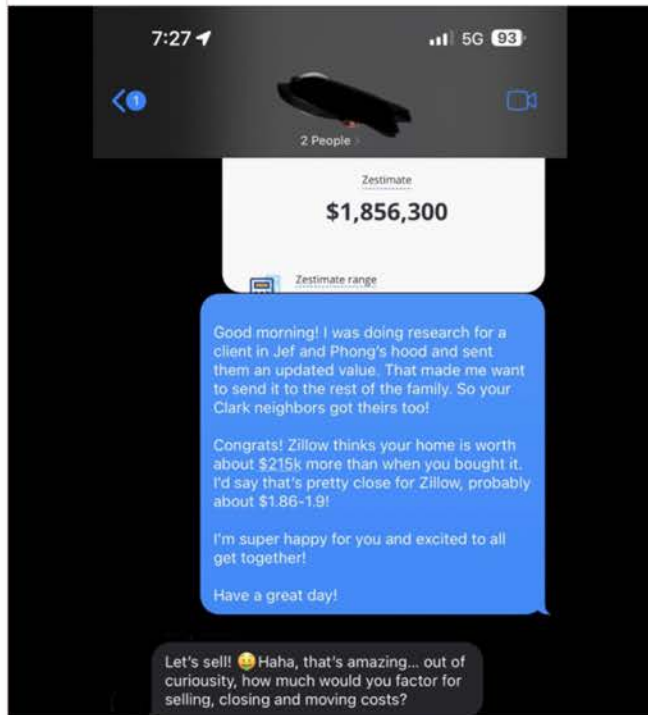


Tyler Drinkwater

Top contributor · 51m

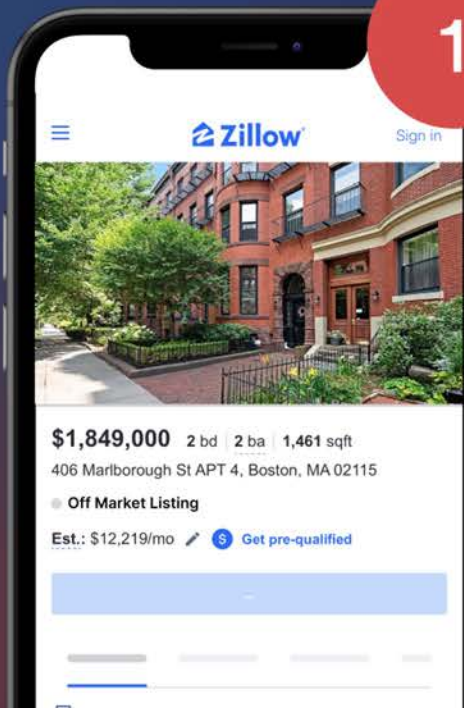


Don't reach out to your clients with Zillow updates. It's not worth it...Jimmy Mackin you a fool for this one!

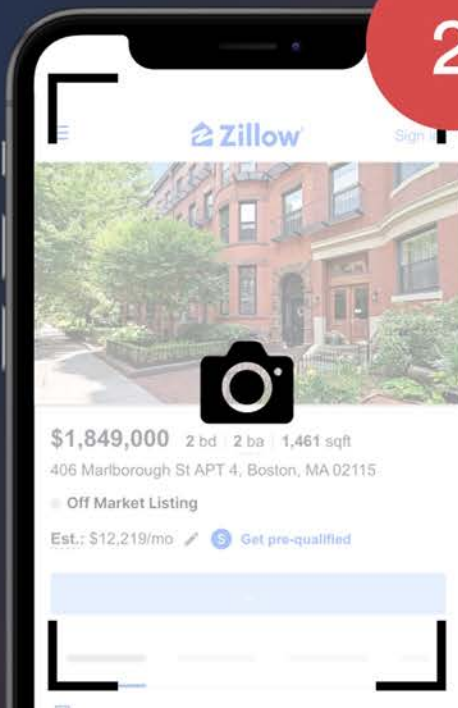




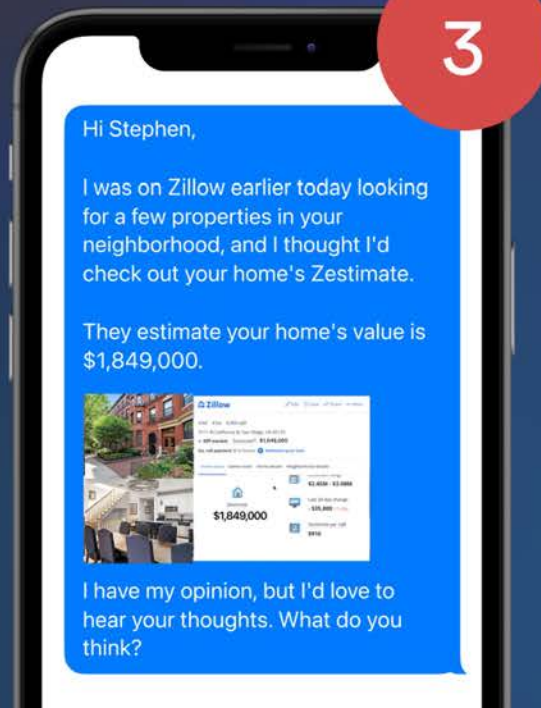
1



2



3



# Listing Attraction



Would you sell for 10% more than this? Text me at 617-921-5263

4 bd | 4 ba | 5,044 sqft

11 Grant Drive, Bedford, NH 03110

● **Closed**

Zestimate®: **\$1,463,900** | Rent Zestimate®: **\$8,101**

Est. refi payment: \$11,129/mo Refinance your loan

**Connie Carlson**  
Top Contributor · 23h ·

Jimmy's ZMAs work. Need a listing??? Then send some ZMAs 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

Jimmy, Wendy and 21 others

20 comments



# Listing Attraction

808 Lookingglass Lane  
Marietta, GA 30064

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

**Zillow** 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. refl 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](#)

value

Zestimate **\$631,100**

Zestimate range **\$587,000 - \$682,000**

Last 30-day change **-\$2,619 (-0.4%)**

Zestimate per sqft **\$156**

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

# Listing Attraction

4722 Bindewald Rd,  
Torrance, CA 90505

6 beds - 5 baths - 2,707 sqft Est. \$1,056,644  
Estimate my Zestimate®  
Rent Zestimate®: \$3,724/mo

EST. REFI PAYMENT  
\$3,852/mo

1 of 40

4 bd | 4 ba | 5,044 sqft  
11 Grant Drive, Bedford, NH 03110

● Closed  
Zestimate®: **\$1,463,900** | Rent Zestimate®: **\$8,101**  
Est. refi payment: \$11,129/mo Refinance your loan

Would you sell for 10% more than this? Text me at 617-921-5263

Everyone else →

Do you WANT to know your REAL value?  
Text me @ 310.508.5957  
Lauren

Lauren Corner

Teks Way ↑

## Process

- ✓ Print out 100 of these a week
- ✓ Drop off 20 per day.
- ✓ Follow up with a phone call

### Pro Tip

Use Propstream to build a list of people who have owned a home for 7+ years and have an interest rate of 4.5% or higher with 35% or more equity.

# ZMA Email

Subject: How accurate is your Zestimate?

Hey John,

I just did a professional home value equity report for my client and they couldn't believe the results.

Their Zestimate was \$650,000.

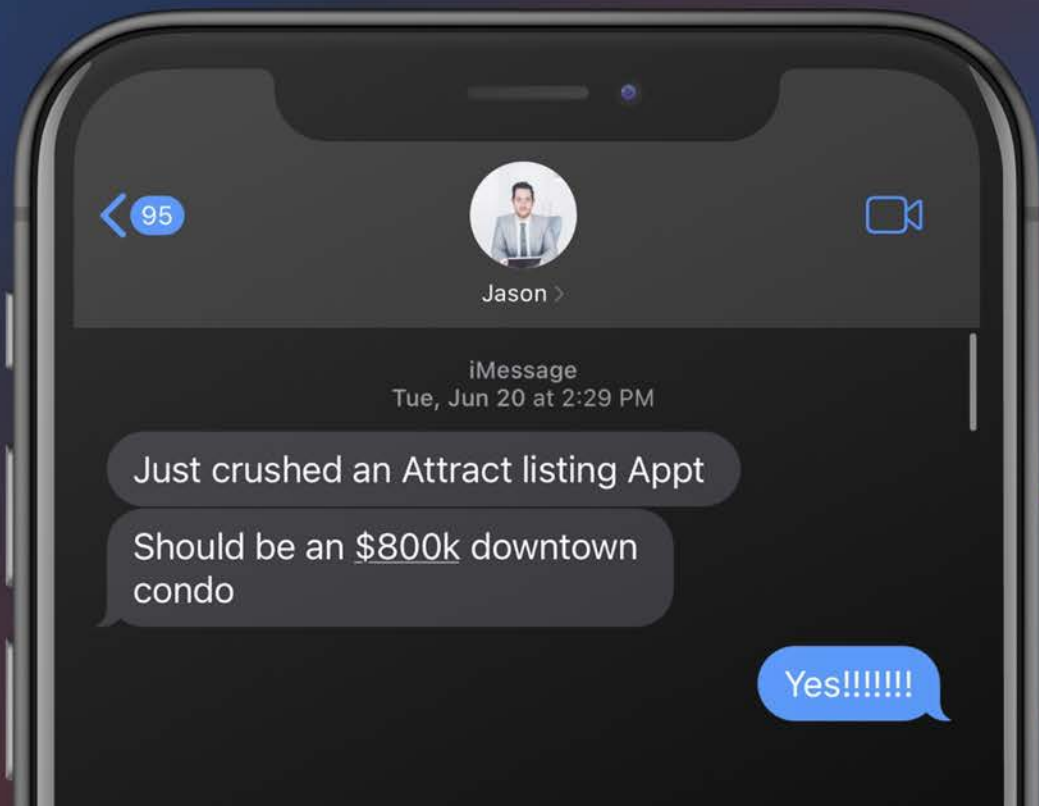
Their actual home value is \$775,000.

Out of curiosity, how accurate do you think your Zestimate is?

I can't wait to hear your answer!

Sincerely,

Jimmy Mackin



## The Godfather Strategy



Subject Line: An offer you can't refuse?

If a buyer offered you more than 15% above your Zestimate, would you sell?

Ask a Question That Starts the Conversation



# Zestimate Poll

Real Estate Co 3 m

JUST ——— SOLD



**\$40,000**  
ABOVE THE ZESTIMATE

Send message

Real Estate Co 3 m

IS YOUR ZESTIMATE ACCURATE?

Yes, It's Right.	0%
It's Wrong	88%
I Don't Know.	12%

Send message









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

Like • Reply •  65 Yesterday

# The Era of Radical Transparency



Launched July 2023

Active  
Started running on Jul 26, 2023  
Platform: iOS, Android  
Congratz 🎉  
This ad has multiple versions  
ID: 29230236419202

See ad details

**Opendor**  
Sponsored

Tell us about your home and we'll find pre-approved buyers in our network looking for a home just like yours.

Get Offer

See ad details

**Justine Justine with Opendor**  
Sponsored

Hey Justine!  
Did you know you can represent or refer your client to @Opendor and get paid additional commission (on top of what you already agreed upon with your client) from Opendor?  
If your clients have found their real estate, they can sell to Opendor! See...

Learn more

See ad details

**Aaron Grushlow Homes with Opendor**  
Sponsored

New agents need to know this! Register for agents! Register for agents! Register for agents! Register for agents!

Learn more

United States | Industry | Objective | Last 30 days | Ad Language

AD Format | Likes

Sort by: For You | Reach | CTR | Others

Ad Preview	Category	Performance Metrics	Action
	Traffic Digital Devices Lovinshop	24K Likes, Top 4% CTR, Medium Budget	See analytics
	Conversions Sports & Equipment VKTRY	194K Likes, Top 5% CTR, High Budget	See analytics
	Conversions Hardware & Electrical PrivacyProCase	921 Likes, Top 1% CTR, High Budget	See analytics
	Conversions Sports & Equipment	1K Likes, Top 17% CTR, High Budget	See analytics



Ads transparency for a safe and open internet

## Name Your Price Email

○○○

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 Direct Mail

130  
Conversations

8  
Listings





TECHNOLOGY NEWS NOVEMBER 4, 2011 / 10:51 AM / UPDATED 12 YEARS AGO

## Groupon's IPO biggest by U.S. Web company since Google

By Alistair Barr, Clare Baldwin

4 MIN READ



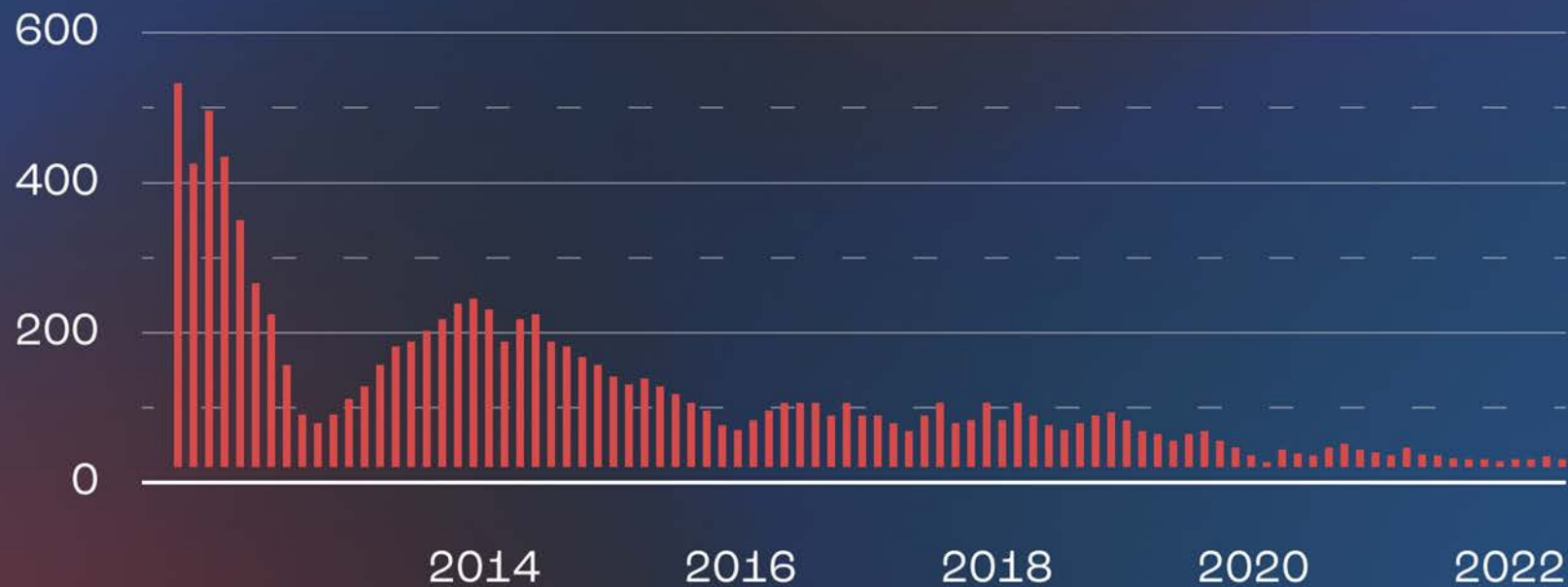
(Reuters) - Groupon Inc raised \$700 million after increasing the size of its initial public offering, becoming the largest IPO by a U.S. Internet company since Google Inc raised \$1.7 billion in 2004.



# Groupon Inc Common Stock

\$9.65 USD

↘ -\$512.44 (98.15%)



People of Groupon,

After four and a half intense and wonderful years as CEO of Groupon, I've decided that I'd like to spend more time with my family. Just kidding - I was fired today.



## The yellow letter strategy

There are 55,382 Realtors® in North Carolina, but only a few are brave enough to tell you the truth:

*The real estate gold rush is over. But this might surprise you...*

Just last month 807 people bought a home in Raleigh.

At The Coley Group, you'll win in any market because:

- You'll work with the Top 1% of Raleigh agents
- You'll maximize your profit thanks to our comprehensive digital marketing strategy
- You'll partner with a team of experts who have 20+ years of experience and have sold 1,800+ homes in the Greater Raleigh area

If you're thinking of selling, the first step is to get your home's accurate value. Text your address to 919-535-4929, and I'll prepare it for you today.

Gretchen Coley  
Gretchen Coley  
The Coley Group  
Residential of Compass

Call or text  
919-535-4929  
if you're thinking  
of selling

It's a good time to be a buyer. I know that sounds absurd, but hear me out...

In the past 24 months, many buyers had to purchase site unseen, waive contingencies, and bid above asking just to get a home. 70% of recent buyers have at least one regret. I in 5 admit they bought too quickly. (Source: HomeLight)

Buyers today have more confidence because you have more negotiating power, more options, and more time to weigh those options.

No one can predict where the market is headed. But given the facts, the decision to buy might be worth considering. If you're open to buying soon, text me at 919-823-5982 and we can set up a time to develop a winning strategy.

Gretchen Coley  
Gretchen Coley  
The Coley Group  
Residential of Compass

Call or text  
919-823-5982  
if you're thinking  
of selling



August 2023

Dear Homeowner,

My name is Jordan Rossman. I am the real estate professional who just sold 312 Oxford Street in your neighbourhood.

I'm reaching out to you because I wanted to share with you a few relevant details about the sale that you won't find online.

Our team listed 312 Oxford St. and after a distinct preparation and marketing strategy, sold it in just three days for 97.8% of the asking price. In total we had 11 showings, 3 of which were generated directly from our online marketing strategy. As you can imagine, our clients were thrilled with these results!

If you're thinking about selling your property or are curious what it would be worth in today's real estate climate, I'd love the opportunity to connect with you.

Call or text me anytime at (705) 345-0797.

Sincerely,

*Jordan Rossman*

200 Letters  
Dropped

3 Listing  
Opportunities



COLEY GROUP  
RESIDENTIAL OF COMPASS

GRETCHEN COLEY  
THE COLEY GROUP  
4350 LASSITER AT NORTH HILLS AVE STE 256  
RALEIGH, NC 27609-5792

XXXXXX

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

\*\*\*\*\*

RALEIGH, NC 27609-7204



If you want to sell your home in North Hills but are concerned that it's a bad time,  
we've got good news:

We're actually seeing a lot of strong activity in the North Hills market.

Now might be a great time to sell and here's why:

**1. Rates have stabilized**

Buyers are regaining confidence now that we're in a more balanced market.

**2. Buyers will pay a premium for turnkey, move-in-ready homes**

The average home sale price in North Hills reached \$1,266,375 in June.

**3. Homes in North Hills are selling fast**

In fact, the Median Days on Market is only 4 days.

We've helped more than 100 people sell their home already this year, and we'd love to help you, too.

To set up a professional consultation to see what we can do for you, text or call us today at

**919-873-4946.**

We look forward to hearing from you!

Sincerely,

Gretchen Coley  
The Coley Group of Compass

XXXXXXXXXXXX

**Evan Whaley**  
This email was gold! 10 responses, 9 CMA requests, and one highly interested seller so far.

2m Love Reply 1

**Curaytor Marketing I...**  
Curaytor Mastermind

I want every #cbud to hit the ground ...

5 Responses, 4 CMA requests so far! Great email, @Jimmy Mackin!

4 1

Joe

Just got 2 replies asking for CMA. Bonus is that one of the 2 replies just asked if I wanted 4 club level tickets for Rockets/Nets game tomorrow.

4

April

Got 5 CMA requests in the first hour!

1 1

Toni

Our team has set 9 appts so far from the email! We sent to engaged leads and past clients, all of our appointments set so far have been from past clients.

5 1

7:21

**Curaytor Mastermind**  
Jimmy Mackin · 1d

You, Amst V Bhuta and 36 others

Most recent

**Christina Sanchez Hood**  
This was so simple! Thank you, Jimmy! I sent this to 13 past clients and received no responses for any CMAs... however, I did receive one request to find a new investment property, and the other wants to start looking for a larger home. Congrats to everyone's success!

15m Love Reply 2

**Brad Winter**  
7 responses , 7 CMAs , 2 Scheduled meetings

1h Love Reply 2

**Jacobe Kendrick**  
Jimmy Mackin 3 responses and 3 request so far.

3h Love Reply 1

11:08 PM

Toni

10 responses total between email and instagram story

1:53 PM

1:54 PM

1:54 PM

I have 7 responses so far within 2 hrs of sending this.

1

**Beth Duval Scharwath**  
dang it Joe Mackin everyone is opening the email and wanting CMAs. I'm going to be up all night.

6h Love Reply 2

**Wendy Herndon**  
Beth wow! Love it.

Just now Like Reply

**Wendy Herndon**  
Beth, that's awesome... how many requests so far?

57m Like Reply

**Beth Duval Scharwath**  
Wendy Herndon & I think.

Just now Love Reply 1

**Brian Slivka**  
Let's do it Jimmy Mackin ! As a follow up to the "how much equity " email I sent to 527 people yesterday. So far...6 CMA requests with 2 folks thinking about selling and buying...Pure gold

32m Love Reply 1

**Curaytor Mastermind**  
Amy Stockberger · 46m

UMMMM... so the infamous equity email was sent minutes ago and have 12 yes's so far....DAMNNNNNNNNNNNNNNNNNN!!! Thanks #jimmymackin

View Insights 25 Post Reach

3 2 comments

Love Comment Message

**Jimmy Mackin**  
Excellent execution

**Janel Stuckwisch**  
Yes, please! I am at 40 and counting... Brilliant, Jimmy Mackin

2h Love Reply 1

**Wendy Herndon**  
Janel

Deen

I sent the email on Tuesday to 1,100 past clients and prospective sellers in Loftly and got 25 responses in about 18 hours. I spent Wednesday and Thursday handcrafting 25 CMAs along with Loom screenshare videos using Highnote. Looks like maybe 2 of them will list with me in the next couple of months. All of them thought I had great timing.

1

Anna

I sent the email yesterday and within 8 minutes the requests started pouring in. I have at least 25 to do

5

Jimmy replied to Anna

I sent the email yesterday and within 8 minutes the requests started pouring in. I have at least 25 to do

Boom! Love it! Let's keep building

1

**Naomi Selick**  
to me

1:29 PM (1 hour ago)

Hi Jimmy - I have to admit, I was skeptical that it could be that easy, but I just sent this email and got 2 responses within 5 minutes! That's 2 listing leads over \$2M in a very tight market!



---

Subject: **What happened to your equity in 2023?**

---

I'm setting aside a few hours this week to put together home equity reports for my clients.

These reports are more comprehensive and accurate than what you'd get from an online tool.

Can I send you one for your home?

Let me know!

Happy New Year,  
Jimmy

Strategy 4

# Prospecting





"Nobody picks up the phone anymore."

Every agent who doesn't want to make their calls.

186,545 dials

53,862 answered

25,632 over 30 seconds

3,820 appointments

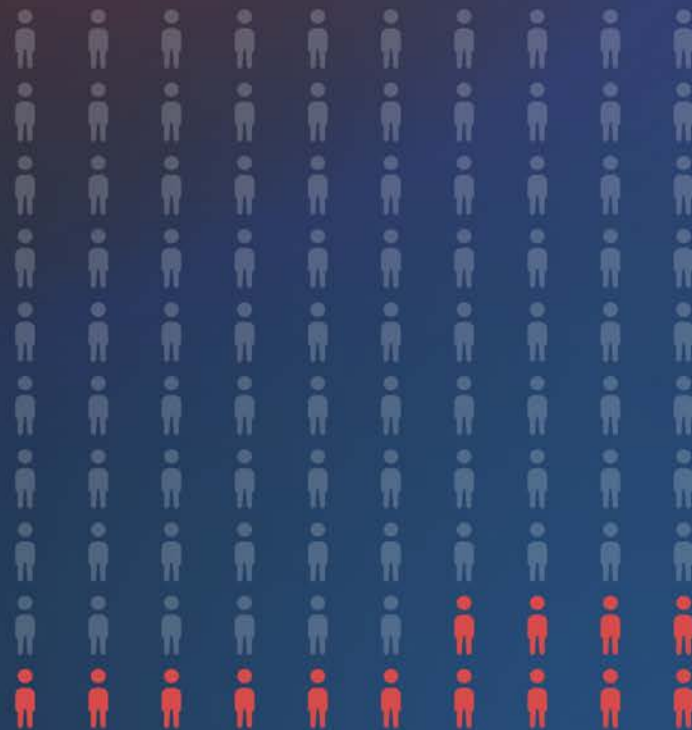


If you call  
100 People





**50% of those calls  
will last more  
than 30 seconds**





Source + Purpose = **Your Script**



## The Matchmaker Strategy

Hey Tom,

This is Jimmy calling with ABC Realty. The reason I'm reaching out is because we just sold 123 Main Street.

I'm going to be calling around the neighborhood to see if anyone is interested in putting their house on the market.

If I come across any deals, would you like me to keep you in the loop?

### Process

- When you sell a property, call your buyer leads using this script.

## The Matchmaker Strategy

Hey Mike,

This is Jimmy calling with ABC Realty. The reason I'm reaching out is because I actually just spoke to a buyer who's thinking about making a move. They're interested in homes in your area.

I'm not sure if this is for you, but out of curiosity—have you had any thoughts about putting your home on the market?

### Process

- After you call your buyer leads, call homeowners using this script.

## Insider Info

Hi Stefanie

I just spoke to an agent in my office who is about to list a home that I think is going to sell very quickly.

Make Them  
Curious





## Insider Info

Hi Stefanie

I just spoke to an agent in my office who is about to list a home that I think is going to sell very quickly.

Build Their Trust



Would you like me to give you a call about it before it hits the market?



## Expert Predictions

Hi Amber

The reason I'm reaching out is because I was just reviewing all the active homes in Bedford and I think 6 of them are going to have a significant price reduction in the next 2 weeks.

Position Yourself  
As The Expert



## Expert Predictions

Hi Amber

The reason I'm reaching out is because I was just reviewing all the active homes in Bedford and I think 6 of them are going to have a significant price reduction in the next 2 weeks.

Make a Specific Request

Are you around this afternoon to chat?



## Insider Info

Hi Stefanie,

I just spoke to an agent in my office who is about to list a home that I think is going to sell very quickly.

Would you like me to give you a call about it before it hits the market?

## Expert Predictions

Hi Amber,

The reason I'm reaching out is because I was just reviewing all the active homes in Bedford and I think 6 of them are going to have a significant price reduction in the next 2 weeks.

Are you around this afternoon to chat?

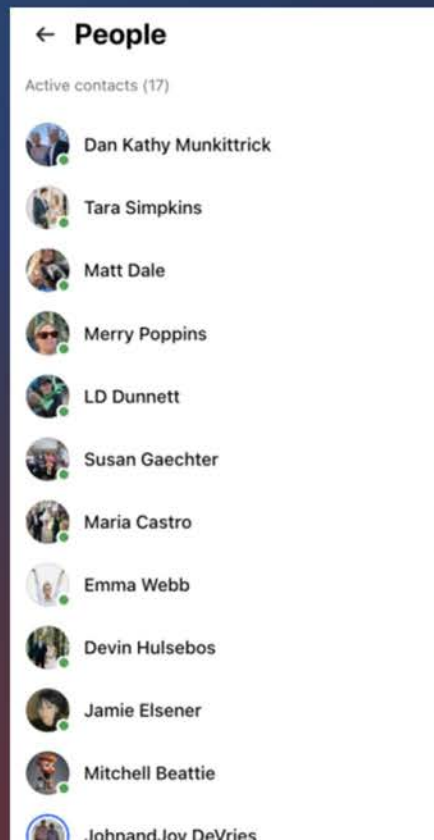
## Sweat Equity

Hi Tom,

I'm not sure if you got my last email. I just sold 123 Main Street.

I'll be calling around the neighborhood to see if anyone else is actually thinking about selling their home.

If I come across any potential deals, would you like me to call you?



## Process

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

10:22

LTE 18

< 94



Mom >



Today 10:21 AM

I know this is a bit of a crazy question.

If I could find you an off-market cash buyer for your property, who is going to pay the price you want it, would you consider selling?

No showings.  
Move when it's convenient.

Yes I would really consider it

That was a script I was testing



One more thing - we've been talking to a lot of folks who are really struggling in this market.

Compassion +  
Mutually Agreeable  
Fact

Ask For a  
Referral

Can you think of anyone in your network who hasn't been able to buy or sell that you think we can help?



# Value-Based Voicemails with Market Updates



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 \_\_\_\_\_





# I Sell Books Online

---

1999 Jeff Bezos



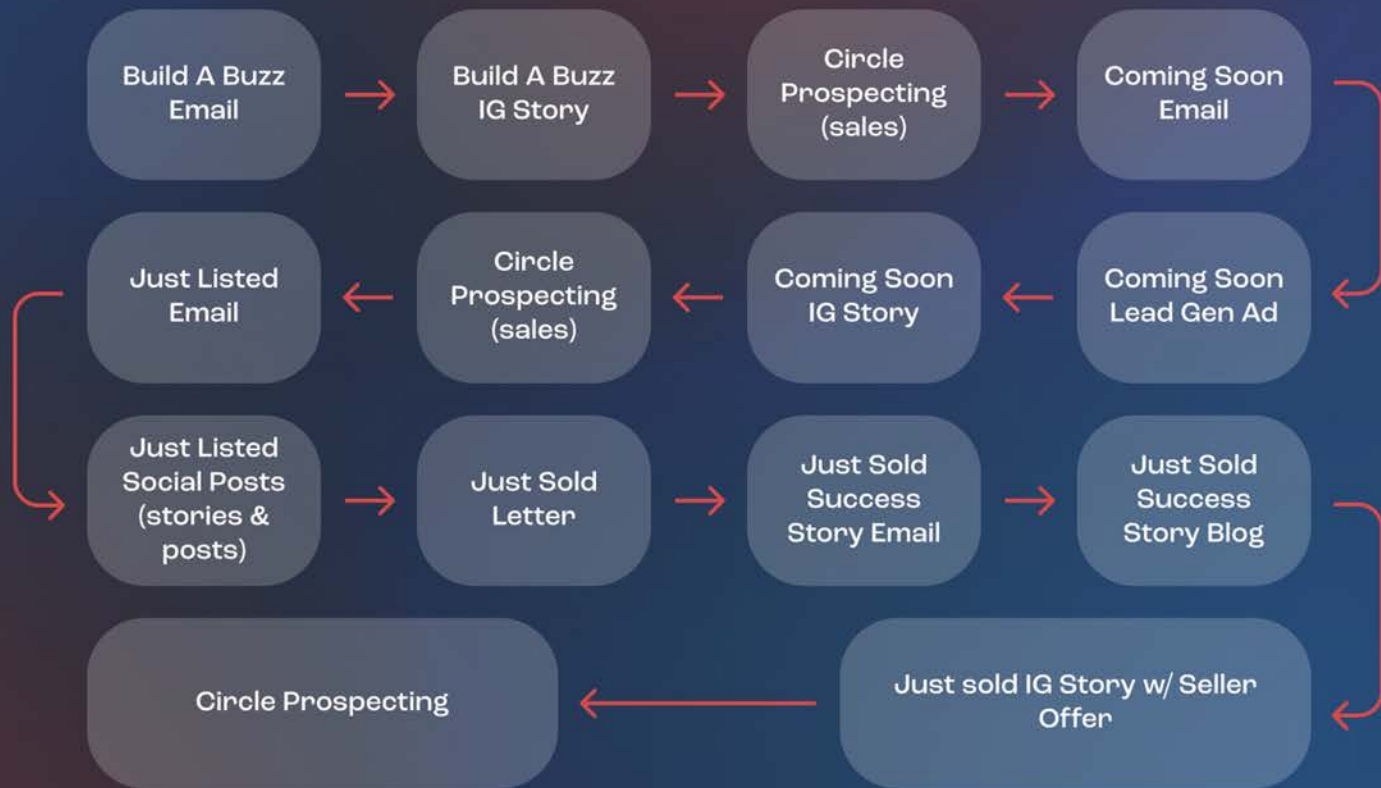
“I sell  
whatever the  
f\*ck I want”

---

2023 Jeff Bezos



## The Perfect Listing Promotion Process





“Nothing draws a crowd  
quite like a crowd.”

P.T. Barnum

○○○

Subject Line: : I'm about to go meet a potential seller..

I can't share too much yet, but I'm about to meet up with a potential seller who's thinking about listing their home.

What I can tell you is that homes like this typically sell above ask in just a few days

If you already know that you'll want the details, reply with "VIP."

I'll add you to my VIP list, and send you more information as soon as I can.



Tell them what happens next



## Curator Marketing Ideas

Curator Mastermind



We used the Forward to a Friend campaign last week. Our team emailed our databases, posted on instagram, facebook, and linkedin. We generated 8 dm's on insta, 1 on linkedin, had 5 people reach out through email. 3 others called/texted us about the property. This led to **4 NEW CLIENTS**. One of the new clients is going out this evening to see two homes and wants to buy something by 10/1!



23



12

○○○

Subject Line: Forward to a Friend

We're about to list a property in the next 24 hours that I believe will sell within 7-10 days.

The home is located in Boston and will be listed for \$450,000 .

Forward this email to a friend who you know is in the market but hasn't found a home yet.

Here's my personal cell: 555-555-5555

They can call me directly and I can give them all the details before it hits the market.

Sincerely,  
John Smith

P.S. If I don't pick up, be sure to leave a voicemail.

## Forward to a Friend



< 41



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

Opening

Hi Steve,

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



Hi Steve,

Opening

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



Show Awareness

I know you're not expecting my call right now but 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.

State a fact



Hi Steve,

Opening

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



Show Awareness

I know you're not expecting my call right now but 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.

State a fact

Share Your offer

I'm calling around 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.



Hi Steve,

Opening

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



Show Awareness

I know you're not expecting my call right now but 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.

State a fact

Share Your offer

I'm calling around 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.

Add value

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



Hi Steve,

Opening

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



Show Awareness

I know you're not expecting my call right now but 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.

State a fact

Share Your offer

I'm calling around 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.

Add value

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

Extend the offer

Would that be something you'd be interested in?





**1 out of every 11  
conversations**

**= 1 closing**



It takes  
approximately  
**13.3 hours** of  
prospecting to  
acquire a listing

&

**260 working  
days a year**

**10**  
Listings



**31**  
Minutes per day

**20**  
Listings



**62**  
Minutes per day

**24**  
Listings



**74**  
Minutes per day

**30**  
Listings



**92**  
Minutes per day

**40**  
Listings



**123**  
Minutes per day

**50**  
Listings



**154**  
Minutes per day

**100**  
Listings



**308**  
Minutes per day



Stay connected with me

[Jimmy@Curaytor.com](mailto:Jimmy@Curaytor.com)

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