



2024

Listing Attraction

PLAYBOOK

 CURAYTOR



Stay connected with me



VIA EMAIL

Jimmy@Curaytor.com



FOLLOW ME ON INSTAGRAM

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

2021



2021



2022



2021



2022



2023



2021



2022



2023



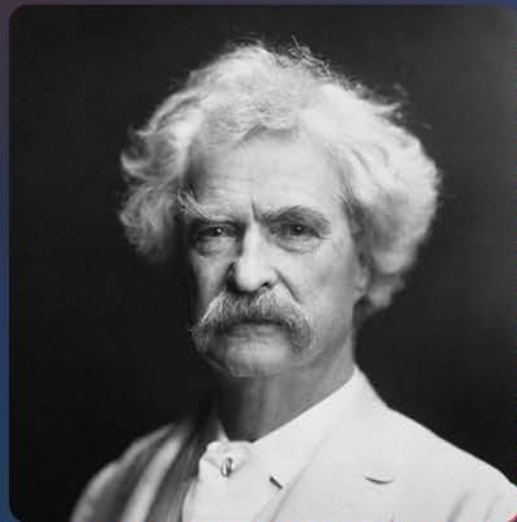
2024





It ain't what you don't know that gets you into trouble. It's what you know for sure that just ain't so.

Mark Twain



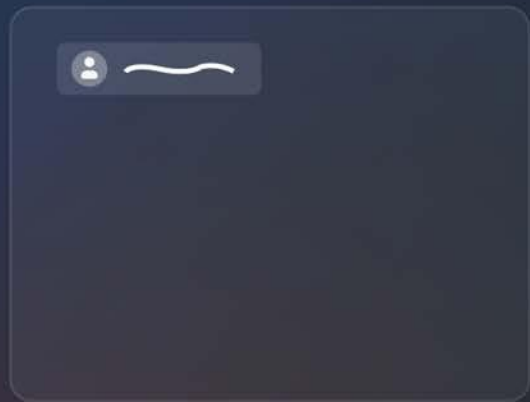
IF

Your pipeline is empty



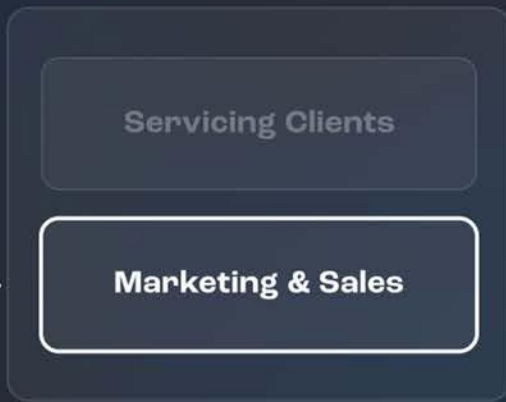
IF

Your pipeline is empty



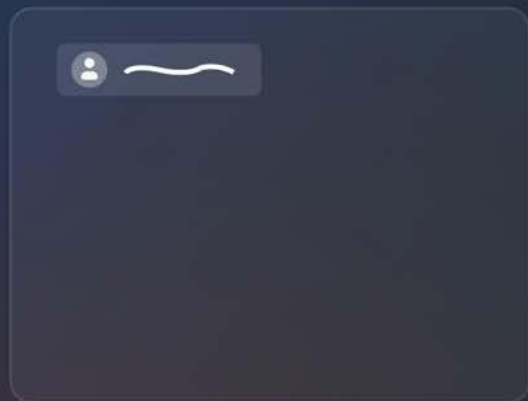
Then

You are putting all effort in



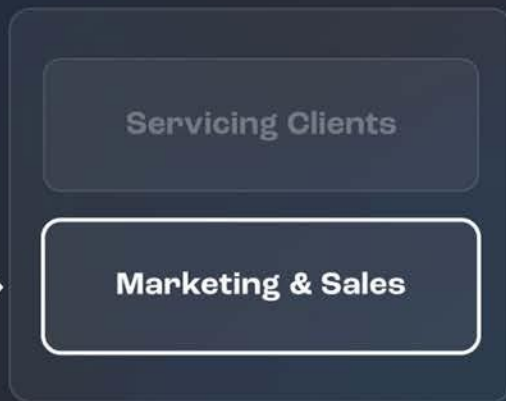
IF

Your pipeline is empty



Then

You are putting all effort in



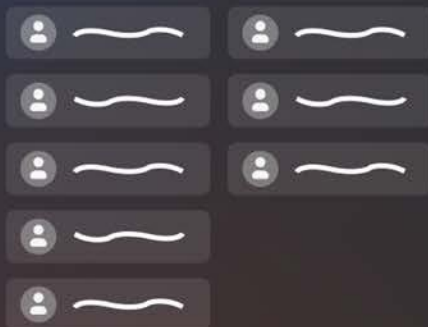
Revenue

Which results in



IF

Your pipeline is full



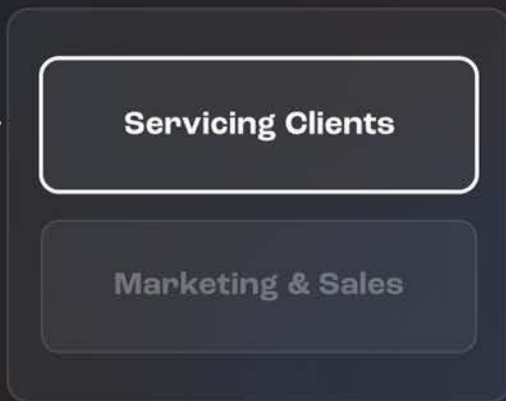
IF

Your pipeline is full



Then

You are putting all effort in



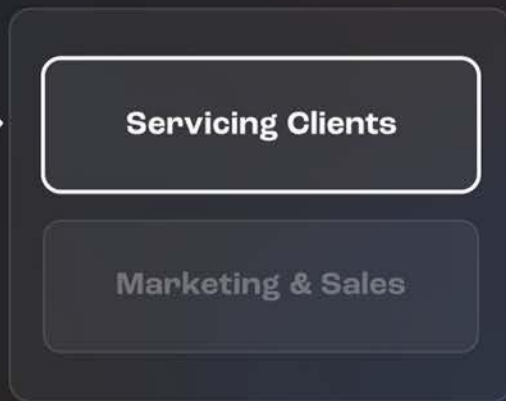
IF

Your pipeline is full



Then

You are putting all effort in



Revenue

Which results in



Vicious Cycle



Always On Strategy



#1 coach in Real Estate



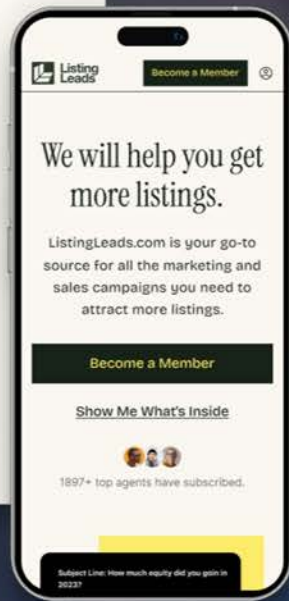
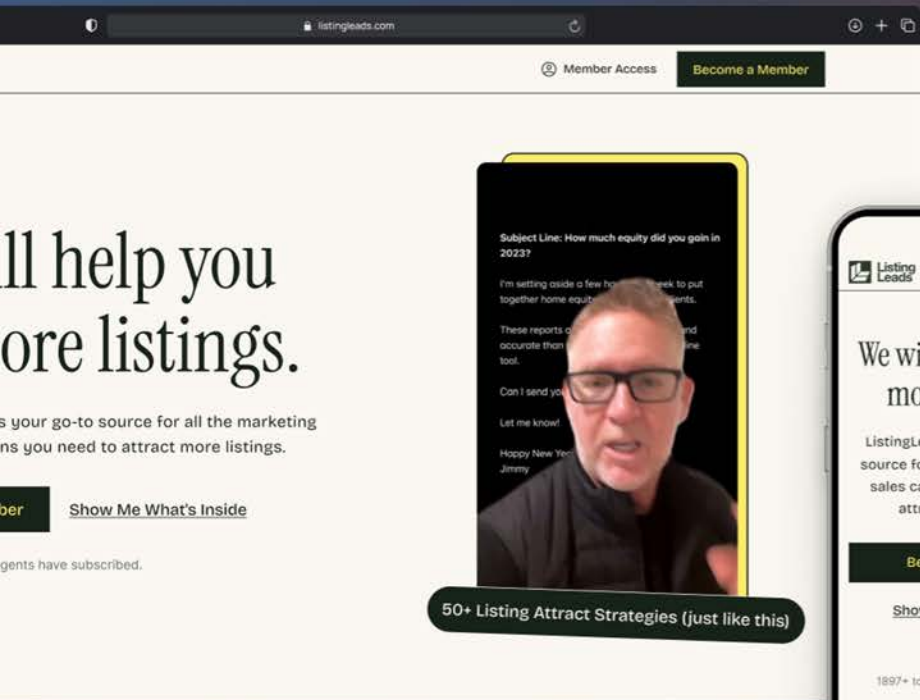
TOM FERRY

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

100k in 100 days

CURAYTOR

2,394
Agent

7,404
Listings

10,837
Buyers

100k in 100 days

 CURAYTOR

2,394
Agent

7,404
Listings

10,837
Buyers

18,000+
Listing
Appointments

100k in 100 days

 CURAYTOR

2,394
Agent

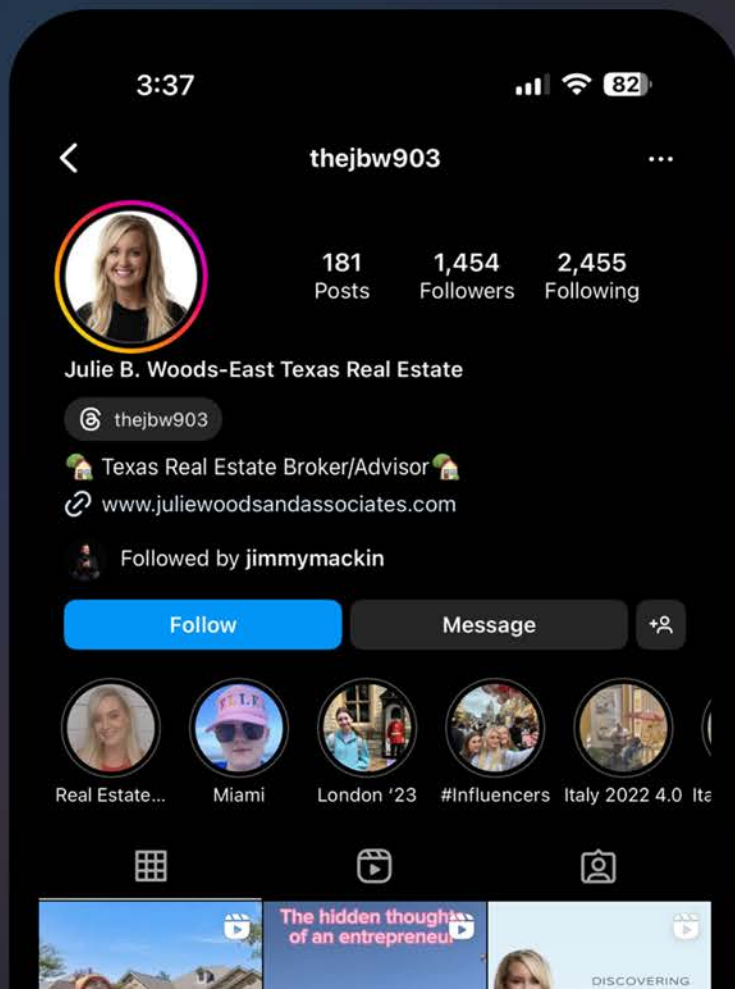
7,404
Listings

10,837
Buyers

18,000+
Listing
Appointments

\$7,490,000,000
Volume

Yes, that's billion



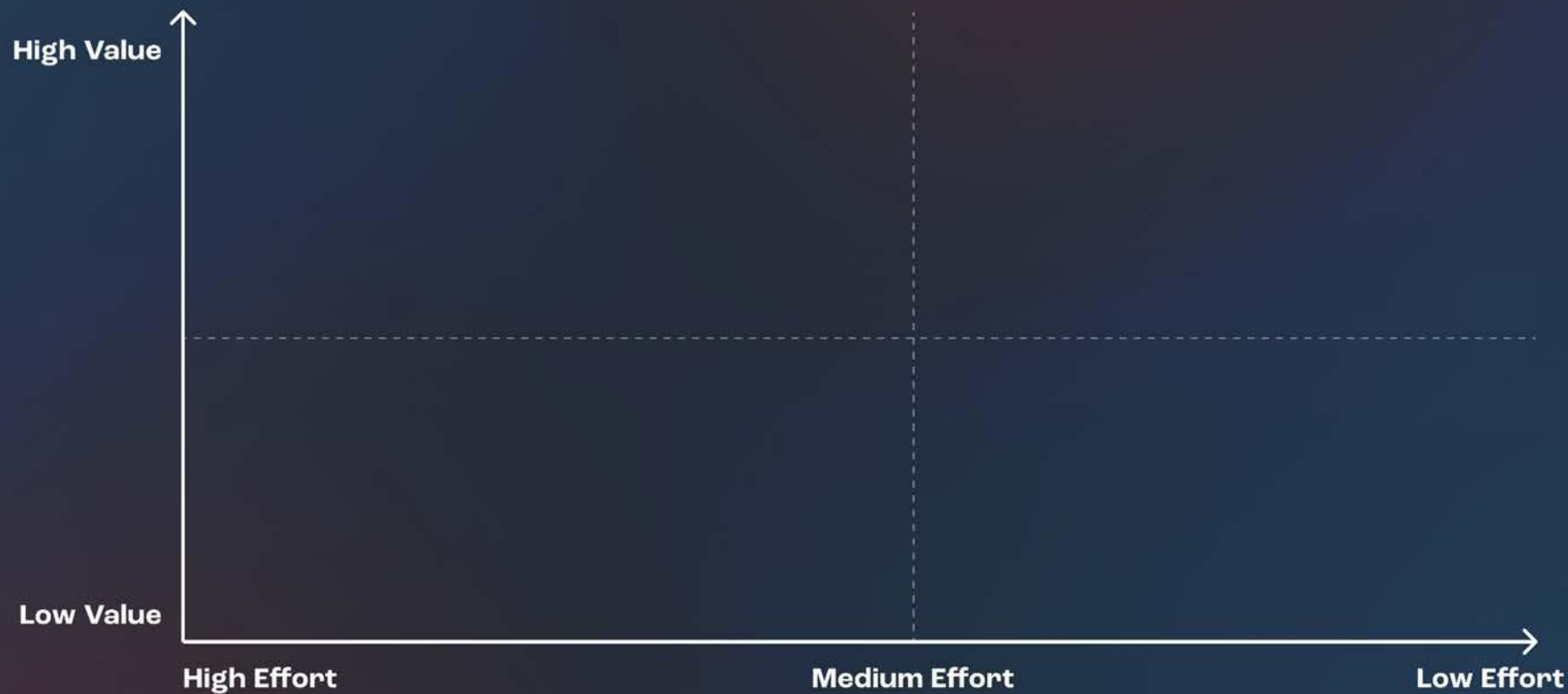
Julie Woods

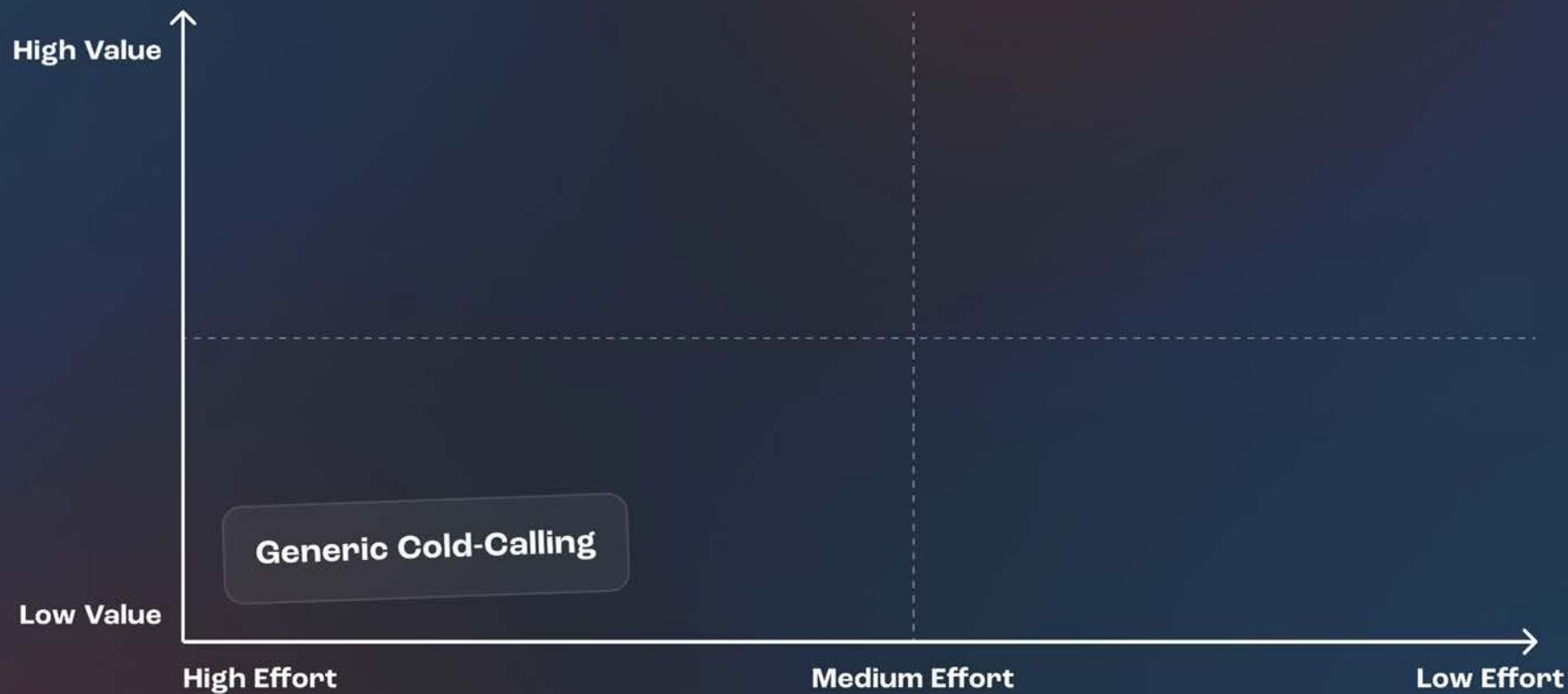
35 listings

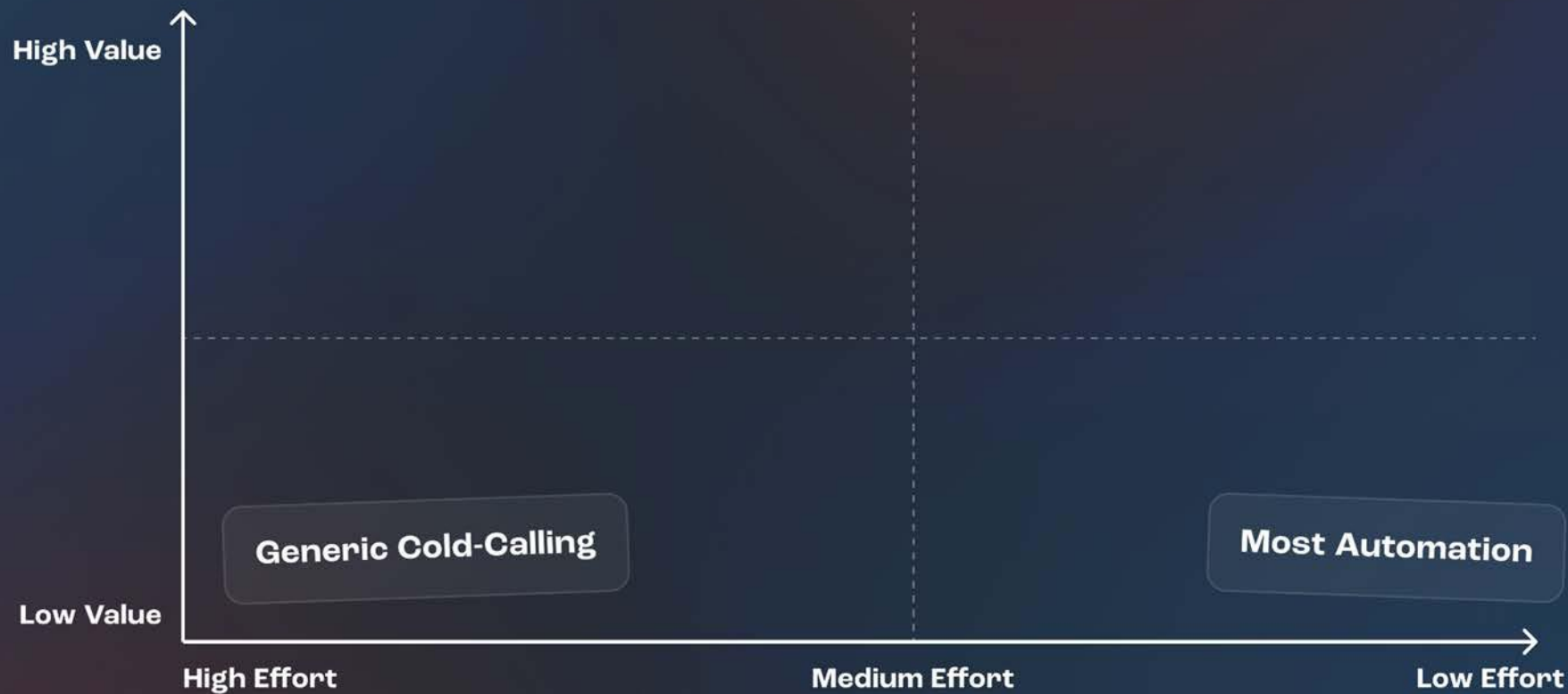
\$177k in GCI

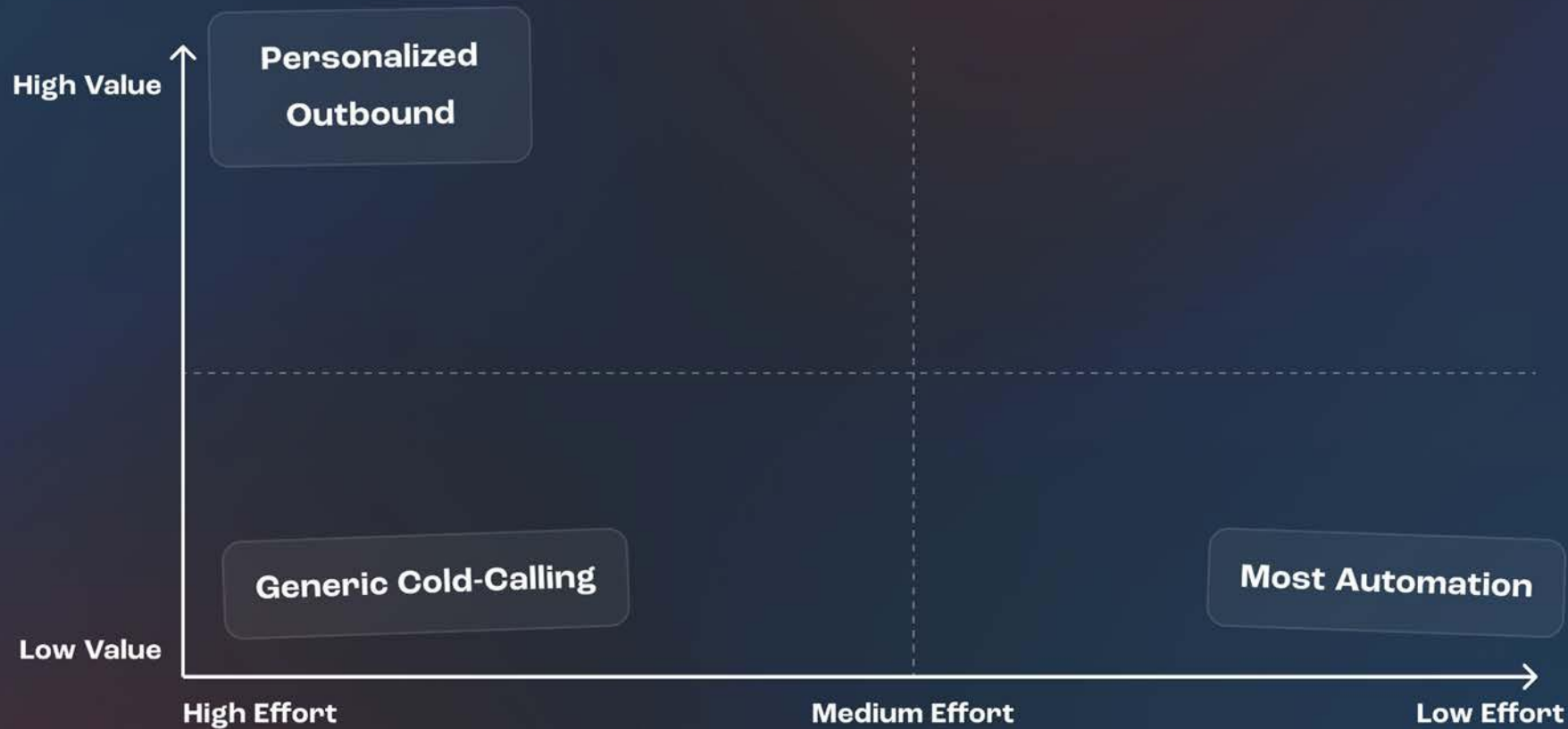
3.5 Months

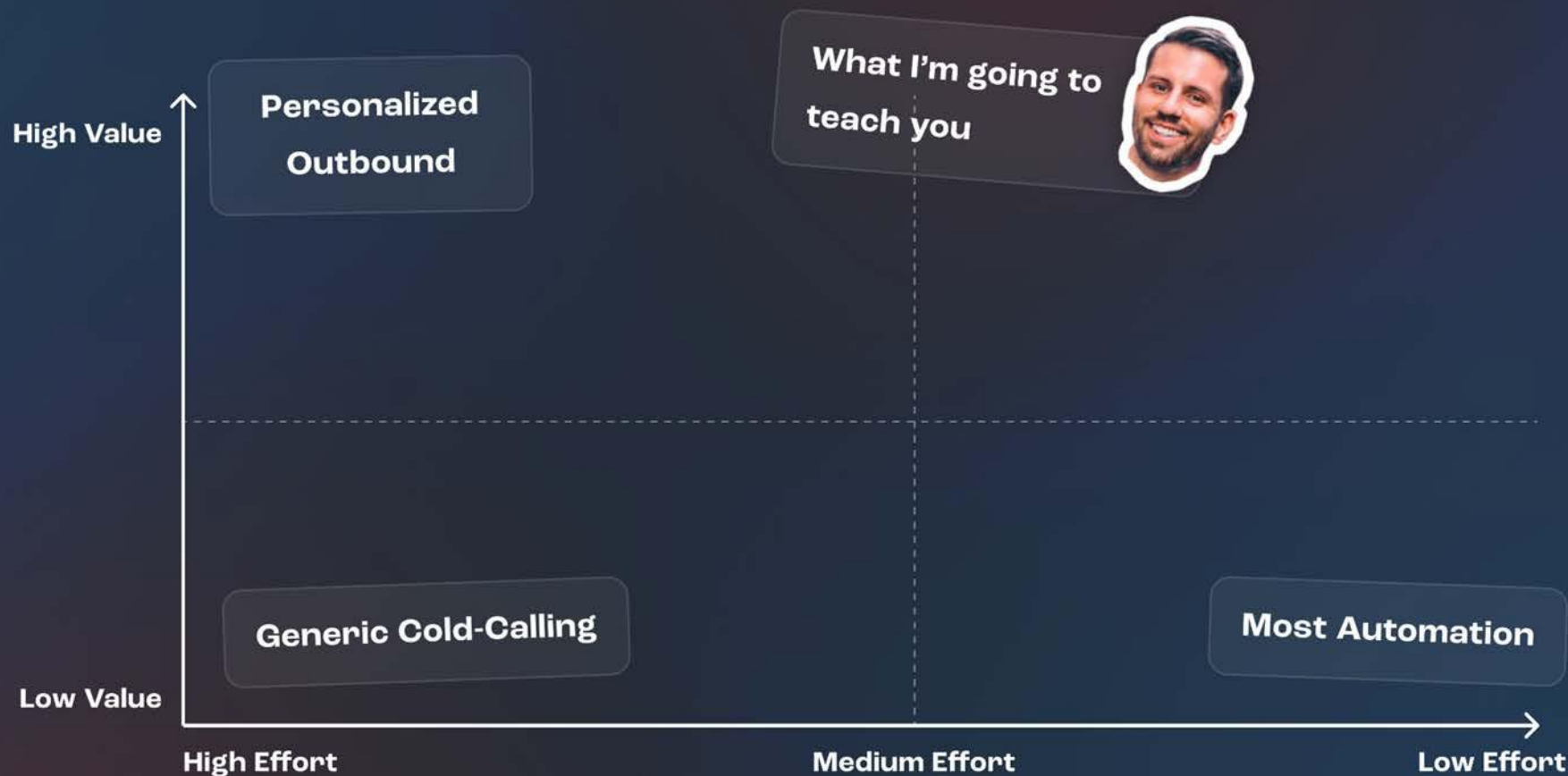
**1 out of every 11
conversations
= 1 closing**

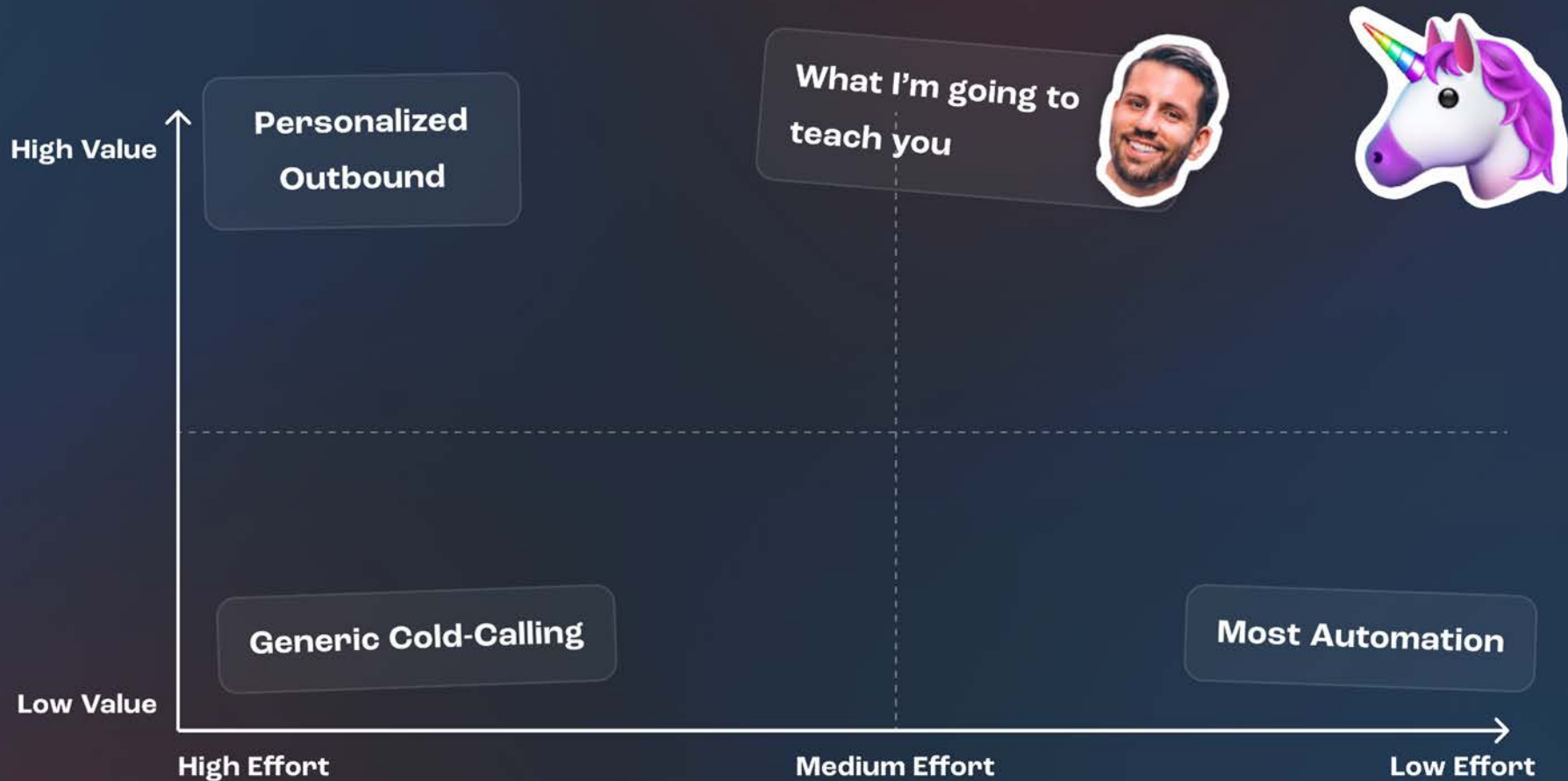












Marketing Calendar

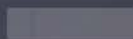
WEEKLY

Strategy 1

PROSPECTING



MARKETING

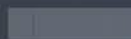


Strategy 2

PROSPECTING



MARKETING



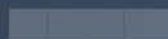
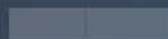
MONTHLY

Strategy 3

VALUE BASED PROSPECTING



MARKETING





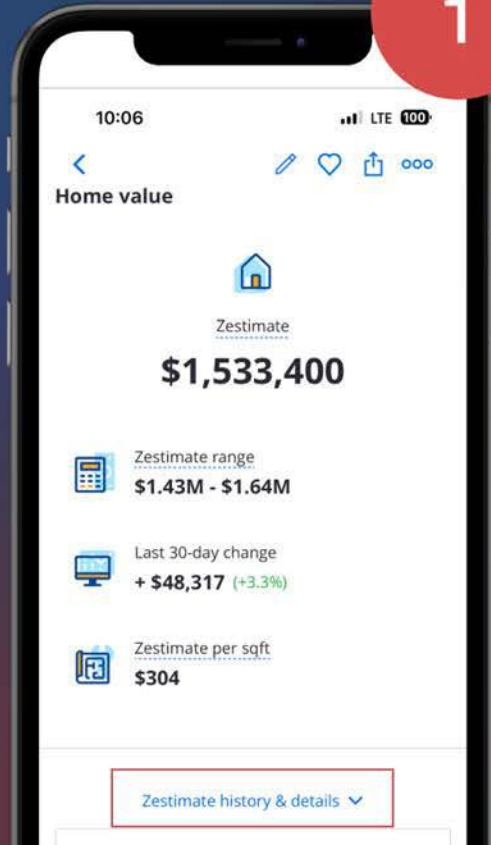


"If you change the price of the
f**king hot dog, I'll kill you."

Jim Sinegal

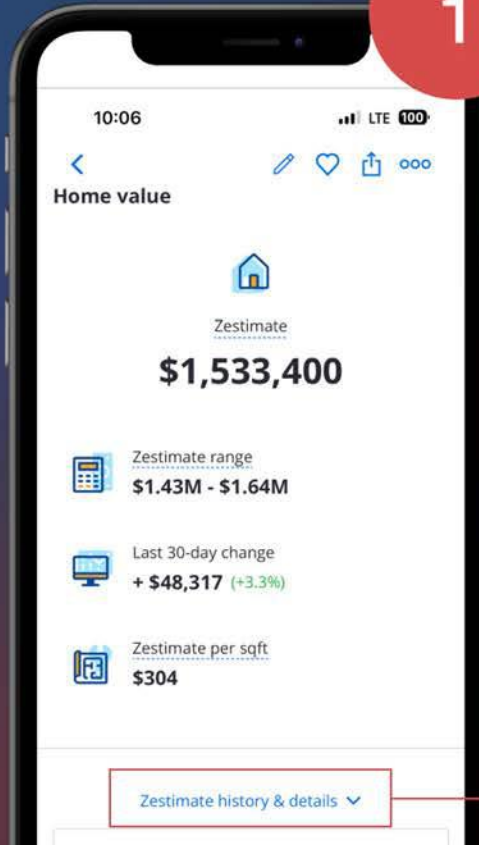
2024 MA

1

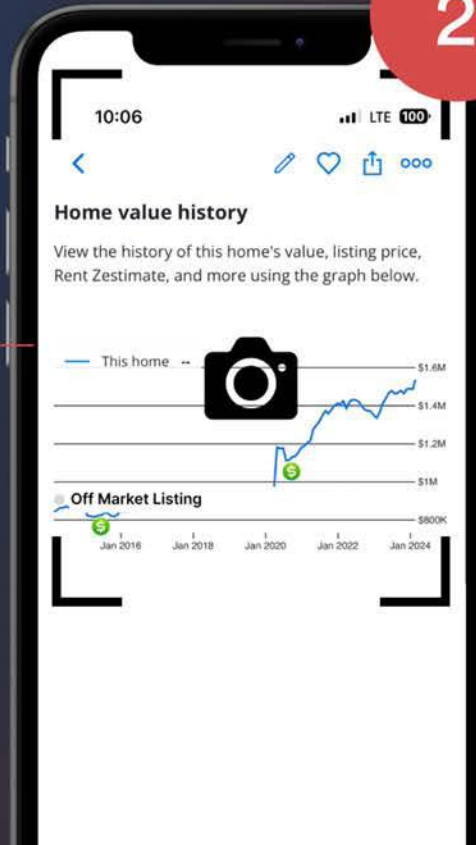


2024 MA

1

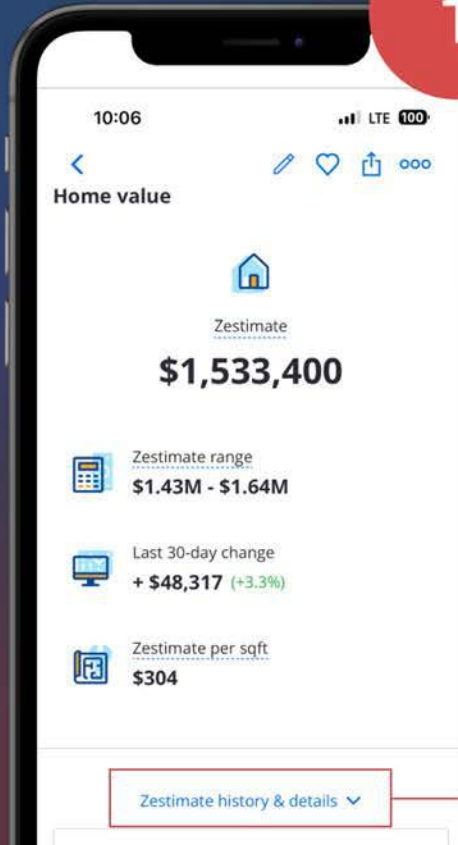


2

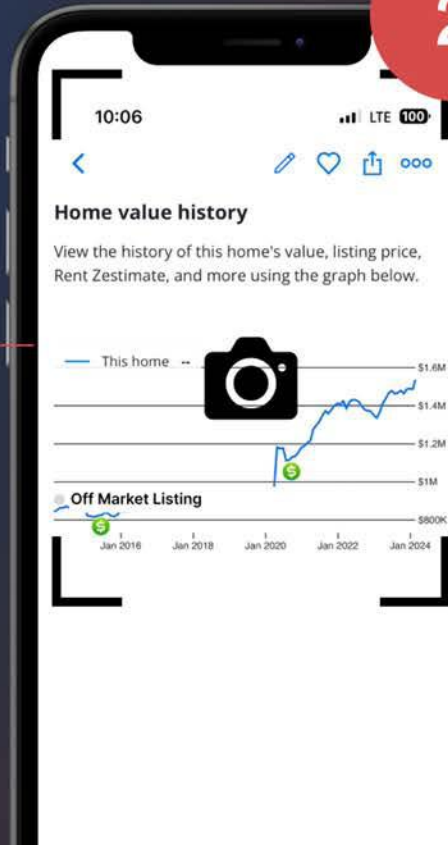


2024 MA

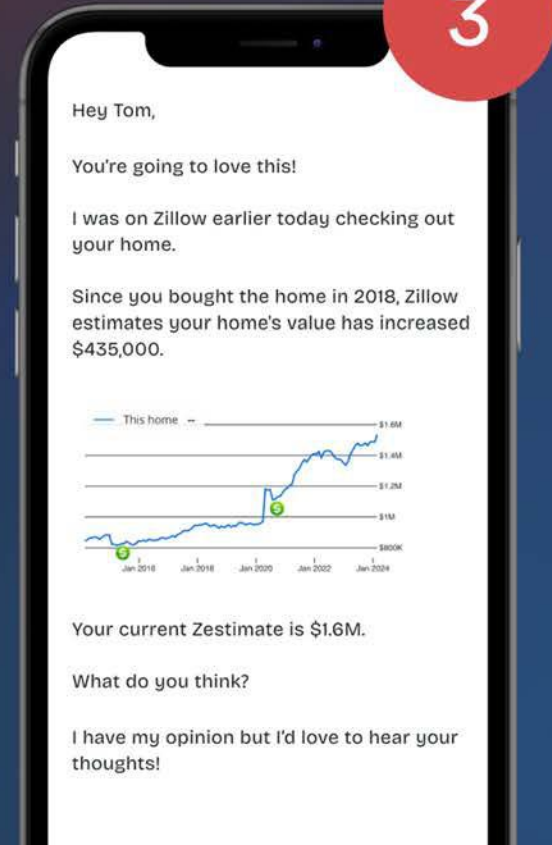
1



2



3



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



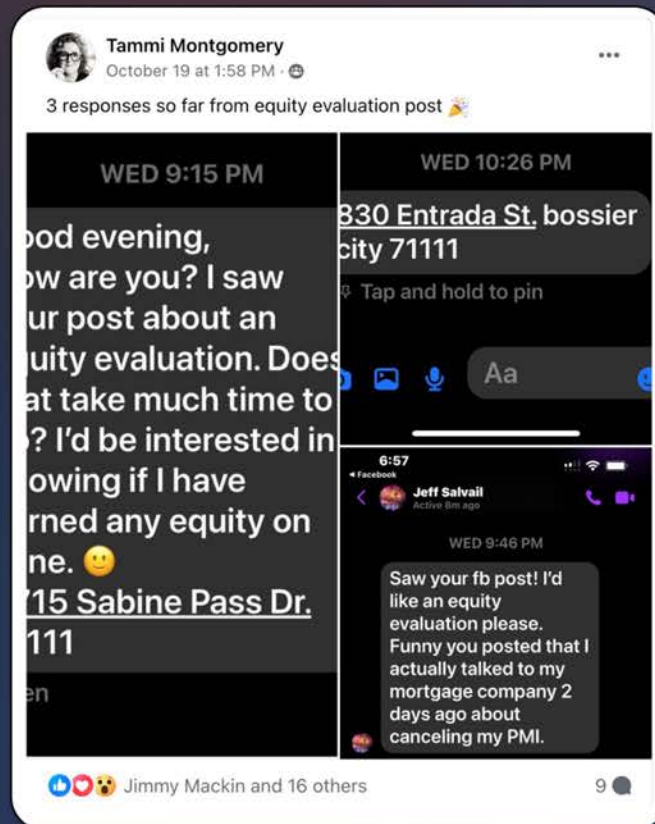
Working In Public

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.

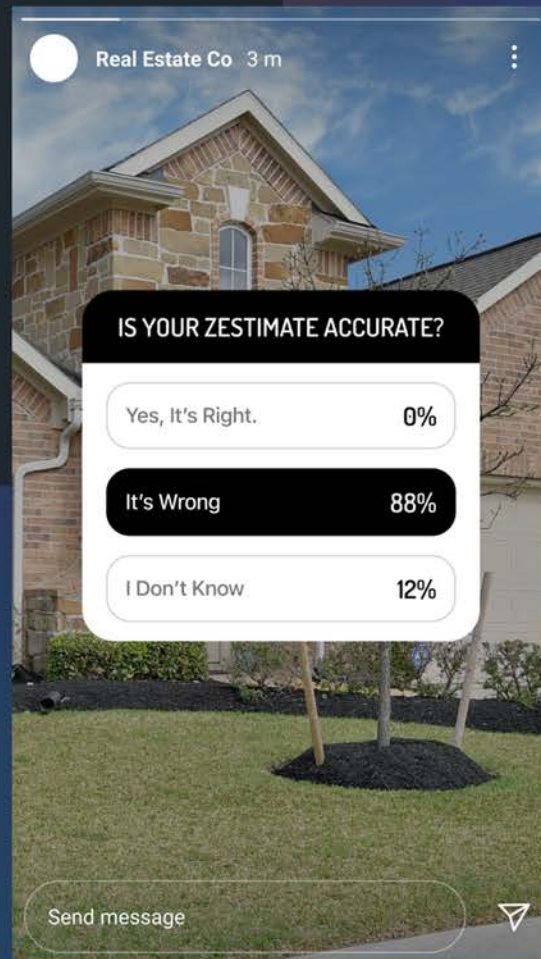


“Equity Update Poll”

Do you want an equity report for your home?



Zestimate Poll



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 Email

Subject: My client was shocked

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Sincerely,

Jimmy Mackin

ZMA Email

Subject: How accurate is your Zestimate?

Hey John,

I just checked out my client's Zestimate and since they bought their home in 2018, their home's value has increased by \$435,000.

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

I can't wait to hear your answer!

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

Marketing Calendar

WEEKLY

CMA + ZMA

PROSPECTING

CMA Text



ZMA Text



MARKETING

Facebook & IG Post



IG Story with Poll



Email



Direct Mail Campaign



**DOUBLE-DOWN ON
YOUR WINNERS**

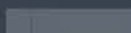
MONTHLY

Strategy 2

PROSPECTING

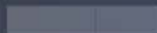


MARKETING

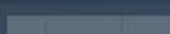


Strategy 3

PROSPECTING



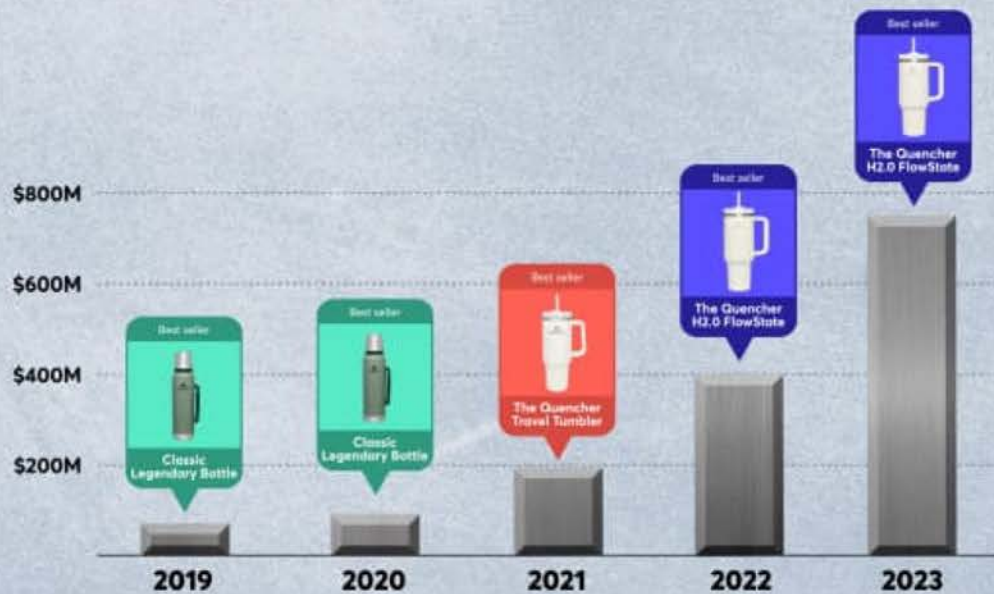
MARKETING







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

See 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 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



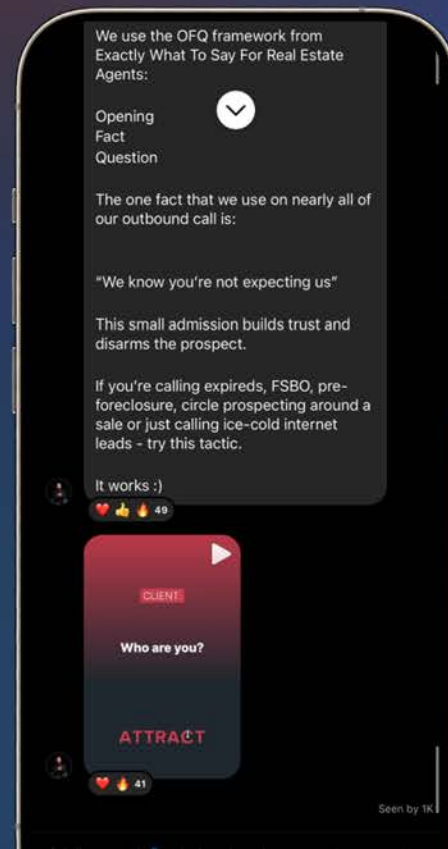
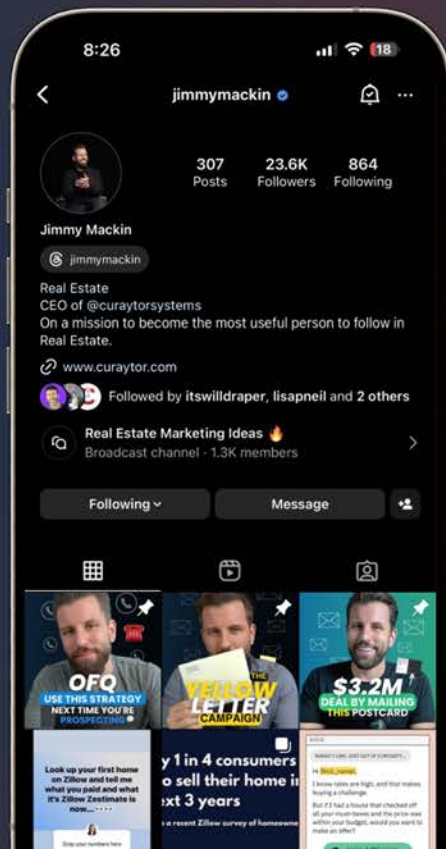
100%

Listing Attraction

CURAYTOR



@jimmymackin
broadcast channel





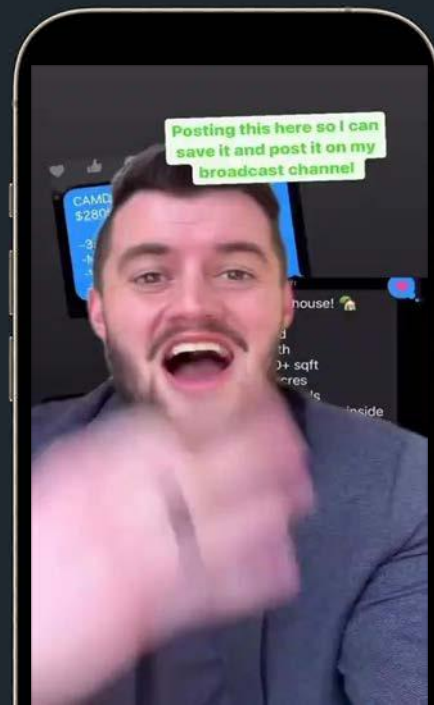
Instagram
Broadcast Channel



Staying connected
with your audience

FOLLOW ZACH ON INSTAGRAM

@zachary.loft





Eade

@eade_bengard



Sorry but realtors make way too much money for what they do

4:21 PM · Sep 20, 2022



1.9K



2.5K



48K



779



3:36

5G%

< Inbox



Printer's Row Property in Newsletter

Hi Vik,

You mentioned a 1,700 sq ft loft in Printer's Row in your newsletter and my husband and I are very interested! From a bit of digging, we see #508-510 at 621 S Plymouth Ct listed as coming soon and we're loving what we're seeing so far.

We're currently looking for a 3 bed 2+ bath with indoor garage parking and having followed you for a bit on Instagram, would love to work with you to get this place if we can.

Looking forward to hearing from you,
Winnie

3:36

5G%



Re: Judi, Some Exciting Properties Just Landed on My Desk

Thanks for getting back to me Vik, it's not far from Northwestern, the address is 1426 Chicago Avenue just south of Lake St.

How about 11am this Friday, I'll be waiting for you in the lobby and will let you in to the building.

I look forward to meeting you and hope you have a good night.

Best,

Judi Rowe

See More



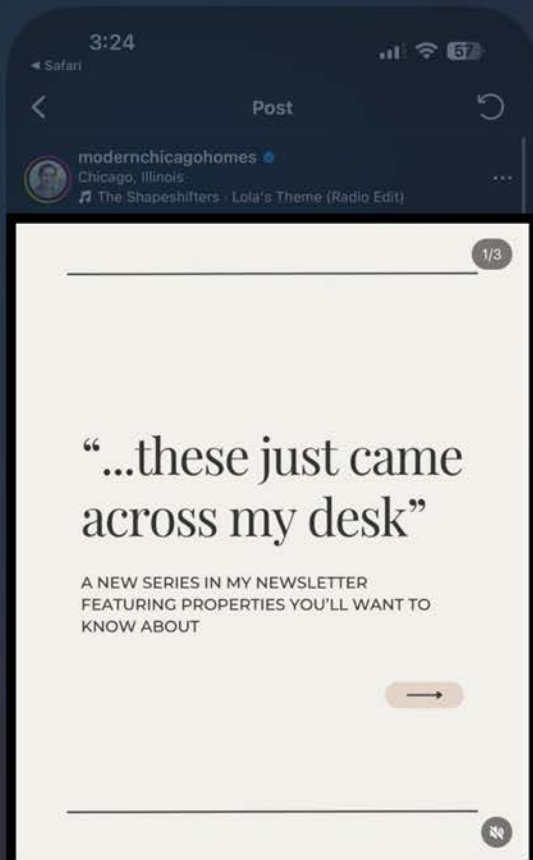
Follow

@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.

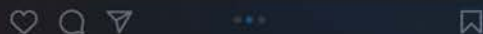




66 likes

modernchicagohomes Comment "News20" or sign up for my newsletter in my link in bio to be included.

I go through hundreds of Chicago (and nearby) properties



66 likes

modernchicagohomes Comment "News20" or sign up for my newsletter in my link in bio to be included.

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66 likes

modernchicagohomes Comment "News20" or sign up for my newsletter in my link in bio to be included.

I go through hundreds of Chicago (and nearby) properties

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?

← People

Active contacts (17)


 Dan Kathy Munkittrick

 Tara Simpkins

 Matt Dale

 Merry Poppins

 LD Dunnett

 Susan Gaechter

 Maria Castro

 Emma Webb

 Devin Hulsebos

 Jamie Elsener

 Mitchell Beattie

 John and Joy DeVries

Process

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

Psychological Triggers

Scarcity

Authority

Reciprocity

Commitment and Consistency

Liking

Social Proof

Anchoring

Loss Aversion

Novelty

Marketing Calendar

WEEKLY

CMA + ZMA

PROSPECTING

CMA Text



ZMA Text



MARKETING

Facebook & IG Post



IG Story with Poll



Email



Direct Mail Campaign



**DOUBLE-DOWN ON
YOUR WINNERS**

#DOTW

PROSPECTING

DOTW Text



MARKETING

IG Post



IG Carousel



IG Broadcast Channel



IG Story with Poll



Email

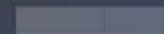


**USE PSYCHOLOGICAL
TRIGGERS**

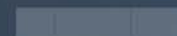
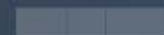
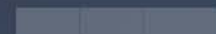
MONTHLY

Strategy 3

PROSPECTING



MARKETING



Kale Search Trend



Kale Search Trend



Oberon Sinclair, "Queen of Kale"



Pizza Hut Salad Bar



Market Share Compounds



ANOTHER HOME SOLD

123 Main Street, Anytown
3 Beds | 3 Baths | 3,000 Sq. Ft.

Offered at \$900,000

Sold for \$980,000

Thinking about selling your home?
Call me today! 555.555.5555

Jessica Cellars

REALTOR®, DRE#12345678

E: info@corefact.com

W: www.Corefact.com



SAMPLE 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 \$269,000, no strings attached, and the buyer took it as is - no repairs!

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

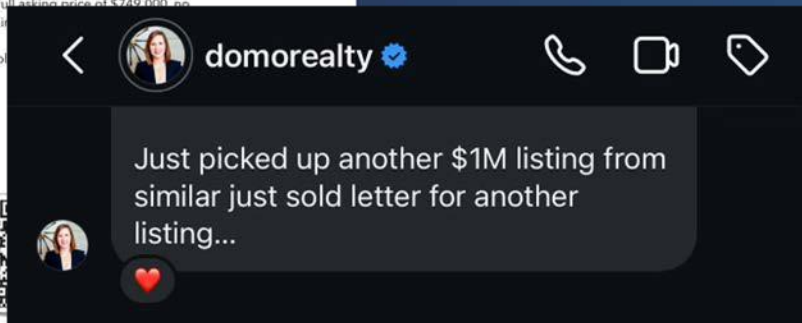
Cheers to a fantastic day!

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.





vanessa@domoREALTY.com

c.404.556.1733

o.404.974.9550

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The Hook



vanessa@domoREALTY.com c.404.556.1733 o.404.974.9550

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Guess who helped your neighbor at 105 N 4th Ave. wave goodbye to their home?
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**Show
the sweat**

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Cheers to a fantastic day!

Vanessa Reilly



Results

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 \$749,000, no strings attached, and the buyer took it as is - no repair headaches for our seller.

Wondering what your castle might fetch in today's rollercoaster market? Pop me an email or give me a ring. Let's chat.

Cheers to a fantastic day!

Vanessa Reilly



CTA

**FIND OUT WHAT
YOUR HOME
IS REALLY WORTH.**

Try our

FREE MARKET ANALYSIS

of your home!



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



**Turn Your "Problem"
into an Opportunity**



dani.fleming@mapropertiesonline.com

Sep 14, 2021, 11:41AM



to me ▾

Absolutely 😊

Here is the first one I did for 43 Baskin Rd, and ended up selling a neighbors home (48 Baskin Rd) a few weeks later as a direct result of the letter 😊...

So far, we've had 13 direct responses to about 5 **magic buyer** letter campaigns, so it is really powerful!

Thanks

Dani



Dani Fleming

Broker

[Click here](#) to view my video profile

m (617) 997 9145

o (844) 962 7767

Dani.Fleming@MAProperties.com



Smart Moves Made Here

Magic Buyer



Dear Homeowner,

Our Real Estate Team has a number of motivated and serious Buyers looking to purchase homes in your neighborhood right now! They are ready to make an offer as soon as they find the right property.

Here is a little bit about our Buyer clients:

- A young teacher who loves the area and is looking to buy his first home, as soon as possible here. He has a secure job, does not need to sell a property, and his financing is strong.
- A couple in their 40s with children. Their family is moving to the area from Brampton to be closer to work, family, and friends.
- An investor looking to: renovate, add on, build up, etc. He does not need to sell a property and his financing is strong.

All of our clients are flexible on closing dates, so if you need time to find a new home to live in OR if you prefer to move out sooner, our clients can accommodate.

If you have been considering selling your home in the next six months, we should talk.

Should your property meet any of our Buyer's criteria, we can quickly bring you an offer. No need to fix up, prep or stage your property. No need to be concerned about having groups of people through your property and the inconvenience of showings. We have Buyers lined up for you.

Call or text me at: [your phone number]

[your name, closing salutation]

[your title]

[website url]

Donna Merrill
www.donnamerrill.com
donna_merrill@exp Realty.com
603-493-8309
603-310-4619 ext 7238

Dear homeowner,

If you are thinking of taking advantage of this seller's market you should do so before things level off! I have buyers looking in all price ranges just waiting for homes like yours to come on the market.

I would love to talk with you about the possibility of getting these buyers some information on your property. If you want to get the most money from your sale, you should work with an experienced agent. I've been in Real Estate for 22 years and this is the best market I've seen for sellers.

These times are not so easy, you need some creative ways to handle this fast market and make it work for you. If you are thinking of selling at this time or in the near future, please call me.

Sincerely,

Donna Merrill
Donna Merrill

Note: If you are currently under exclusive agency contract with a real estate broker, please disregard this mailing. It is not my intention to solicit clients of other real estate brokers.

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Sincerely,

Donna Merrill

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Dear homeowner,

If you're in your forever home, ignore this letter.

But if you're open to the idea of potentially selling your home, I have information that you might find valuable.

My client is actively looking for a home like yours.

We've seen every home currently on the market so we're now reaching out directly to homeowners in your area to see if anyone has been exploring the idea of potentially selling their home.

Here's some important information about my buyer:

- They are pre-qualified up to \$785,000.
- \$120,000 Down Payment
- Flexible on the closing date

Even if you're months away from deciding on whether to sell your home, it would still be worth having a quick conversation. We've helped 153 clients buy and sell in the last 12 months and we'd love to help our client find their dream home.

My personal cell is 555-555-5555.

I look forward to hearing from you.

Jimmy Mackin

p.s. If you're not sure what your home is worth because it's been a while since you've had a professional home evaluation, I can prepare a customized report for you today. Call or text me at 555-555-5555

Segment Your Audience

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Reason To Reach Out

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Be Specific

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Low commitment offer

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Social Proof

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Alternative Close

Magic Buyer



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Call or text me at: [your phone number]

[your name, closing salutation]

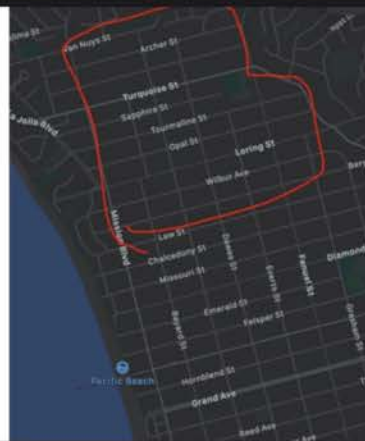
[your title]

[websites url]

Looking For A Home To Buy In This Exact Area!

My client literally screenshot me this exact map. This is the area that we're searching in. →

COMPASS



I Know It's A Weird Mailer, But It's A Very REAL Buyer Need.

Hi, My amazing clients, Mike & Kristine (and daughters) are looking to buy their family home back in North PB. We're actively looking, and writing offers.

Specs:
-3bd + office (or larger)
-1500 sq +

-Up to ~\$1,000,000. Willing to look at a renovation as well, up to ~\$1.5m.

*If you're thinking of selling soon, please reach out to me. I can save you commission \$\$\$ by facilitating the deal off-MLS. -Jason



Jason Cassity

DRE 01928236
(619) 800-6178
jason.cassity@compass.com

COMPASS

La Jolla Office
7863 Grand Avenue, Suite 208
La Jolla CA 92037
619.800.6178

The Appointment Letter

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



WHY IS DENTISTRY IMPORTANT?

Because even though he's missing an eyebrow,
the first thing you notice is his **smile!**

MarketingExamples.com

They're not cheap.

It's true.
\$129 is a lot of money.
Especially for shoes.

Yes, we could make them cheaper.
But if we did that, they'd be cheap.

They wouldn't last as long as they do.
They wouldn't be made of the best materials on the planet.
They wouldn't come in $\frac{1}{4}$ sizes and fit to your feet, perfectly.
They wouldn't be as comfortable.

They wouldn't be Atoms.

So, it's safe to say.
Atoms will never be cheap.
And that's a good thing.
Because you'll always get what you pay for.



Selling Your Home For More, Not Less.

It's a fact.

Commission rates can seem intimidating.

Especially when selling your home.

Yes, you could find someone to do it for less.

But if you did, you might end up getting less too.

Your home wouldn't be marketed as aggressively.

It wouldn't be staged by the best in the business.

It wouldn't get premium exposure to the right buyers.

It wouldn't sell as quickly or for as much.

It wouldn't have the expert touch of a Curaytor agent.

So, let's be clear.

Our services might not be the cheapest.

And that's precisely why our clients come out ahead.

Because with us, you're not just selling a house.

You're maximizing your investment.

Every step taken, from high-end photography to strategic marketing, is designed to showcase your home at its absolute best, ensuring you get top dollar in your pocket.

With [Agent's Name], it's not just about the sale.

It's about selling smarter, faster, and for more.

Process

- **Find a great ad example**
- **Upload it to ChatGPT-4**
- **Prompt it to**
"Recreate the ad campaign
for a real estate agent
who's trying to
demonstrate their value
prop to a seller. Keep it as
close to the original theme
as possible."





Connie Carlson

Top Contributor · 23h · 🌐



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

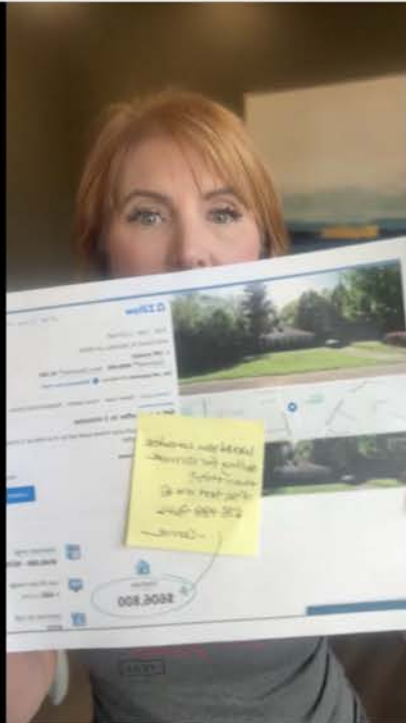
I used PropStream to scrub my area for the most likely to sell households. Here are the search parameters

Owner occupant

Owner for 7+ years

35% equity

4.5% mortgage rate or higher



Jimmy, Wendy and 21 others

20 comments

Listing Attraction

URAYTOR




808 Lookingglass Lane
Marietta, GA 30064

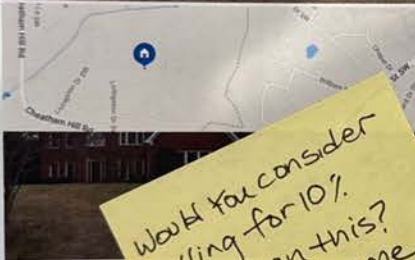

Daniel & Masako Sewell
1298 Sweet Bottom Ct
Marietta, GA 30064



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](#)

value

 Zestimate
\$631,100

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

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

 Zestimate per sqft
\$156

How do you maximize your ROI from Farming?

Direct Mail

How do you maximize your ROI from Farming?

Direct Mail

Call

How do you maximize your ROI from Farming?

Direct Mail

Call

Doorknock

How do you maximize your ROI from Farming?

Advertise

Direct Mail

Call

Doorknock

How do you maximize your ROI from Farming?

FB Groups

Advertise

Direct Mail

Call

Doorknock

How do you maximize your ROI from Farming?

FB Groups

Advertise

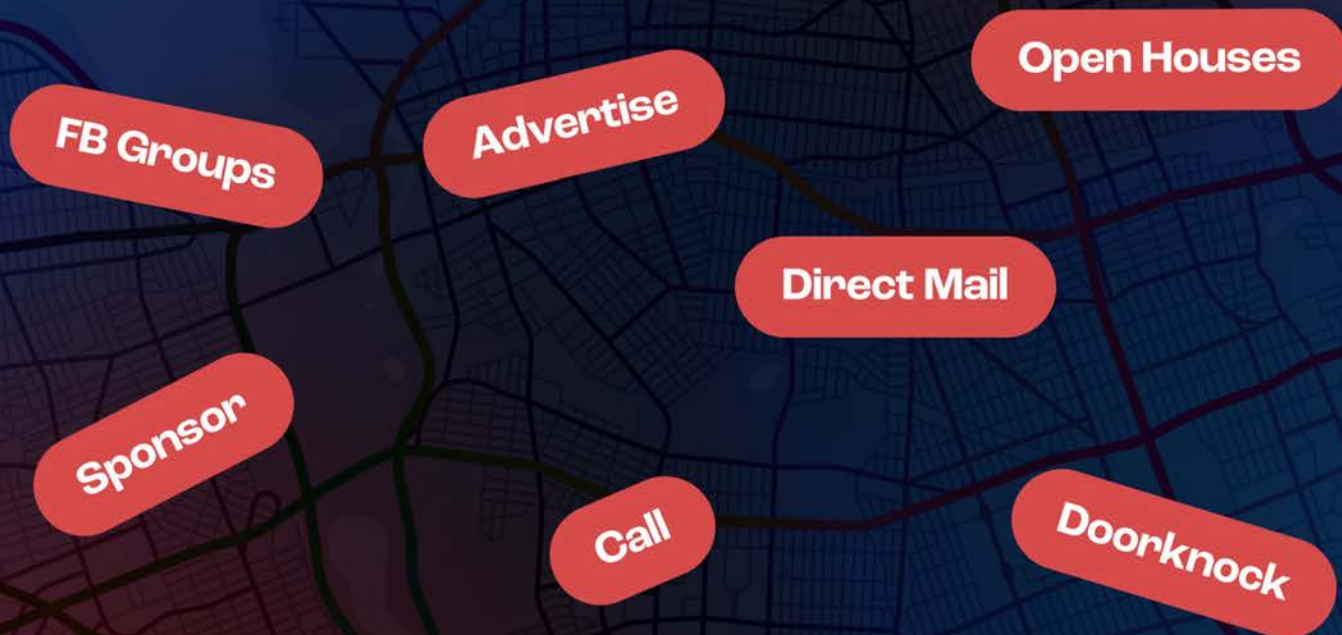
Open Houses

Direct Mail

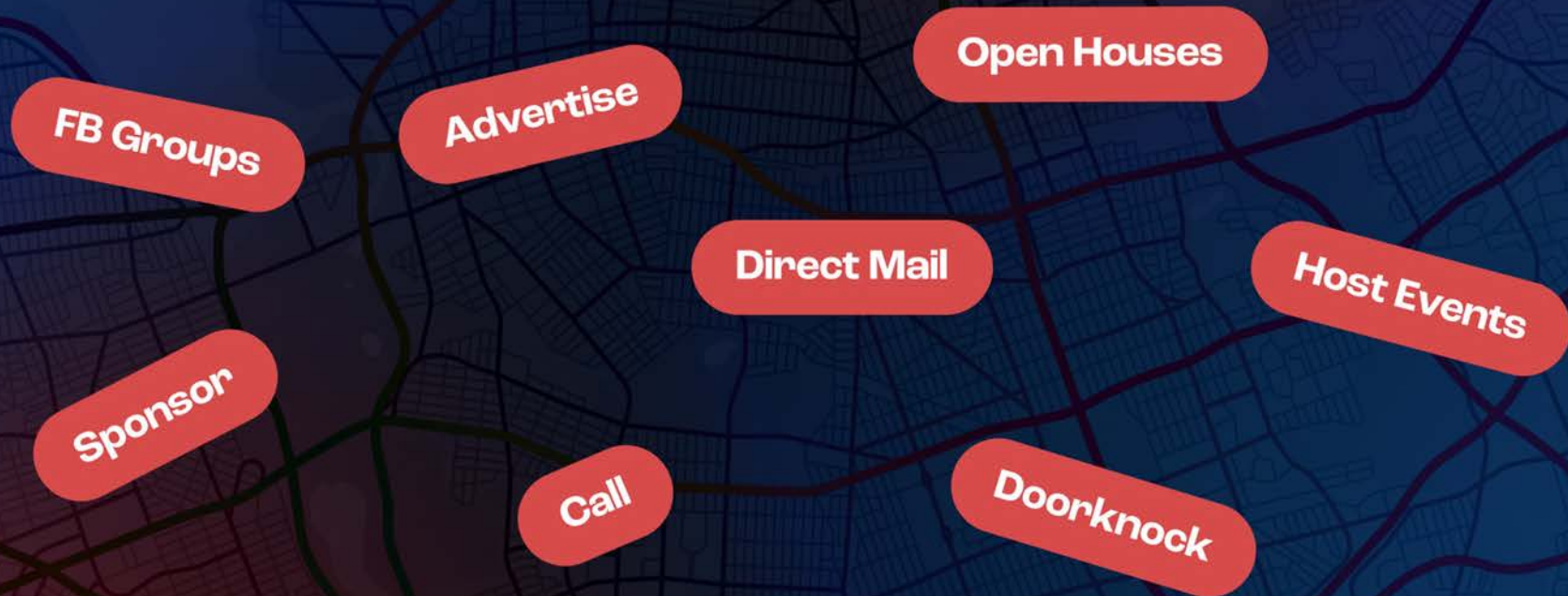
Call

Doorknock

How do you maximize your ROI from Farming?



How do you maximize your ROI from Farming?



Marketing Calendar

WEEKLY

CMA + ZMA

PROSPECTING

CMA Text



ZMA Text



MARKETING

Facebook & IG Post



IG Story with Poll



Email



Direct Mail Campaign



**DOUBLE-DOWN ON
YOUR WINNERS**

#DOTW

PROSPECTING

DOTW Text



MARKETING

IG Post



IG Carousel



IG Broadcast Channel



IG Story with Poll



Email



**USE PSYCHOLOGICAL
TRIGGERS**

MONTHLY

Farming

PROSPECTING

Circle Prospecting



MARKETING

Magic Buyer Letter



The Perfect Just Sold



ZMA Sticky Note



Name Your Price



Pre-appointment Letter



CREATIVITY WINS

Action Solves Everything



1500

PHONE CALLS



1500

LETTERS



24

INSTAGRAM POSTS



24

EMAIL CAMPAIGNS



24

INSTAGRAM POLLS



240

SOI TOUCHES

You Survived





www.listingleads.com