

# REAL ESTATE AGENT PLAYBOOK

**\$100K  
IN  
100  
DAYS**

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PLAN + STRATEGIES

When Experience Matters, Hire A Real Estate Veteran

# HOMEVETS

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REAL ESTATE VETERANS

*Realty*



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*Let's do this.*

For the next 100 days...

We're going to zero in on some action-packed steps designed to catapult you to the 100K mark. One area where we're going to pump in loads of energy? Your SOI, or Sphere of Influence. (Now, let's chat briefly about the incredible value of your Sphere and how, sadly, most agents overlook it.)

To cross that finish line, what you're going to need is discipline and consistency. We're going to lay it all out for you - what to do, what to say, and how to make it happen. Follow the guidelines set out in the next few pages. Do that, and achieving #100k100days will be a breeze!

## **READY TO DIVE IN?**

The upcoming pages are chock-full of goodies, but before we jump in, it's important to assess where you're standing right now. One of the absolute must-dos we always encourage, is to take on tracking your activity. Seeing your progress (or lack thereof) visually allows you to really understand how well you're doing and where you're heading. After all, knowing where you've been is key to determining where you're going.

# THE PLAN



# THE PLAN

4

In this plan we're going to equip you with all the templates you need to achieve your goals. You'll begin to send emails like clockwork, engage with your SOI as if you're a well-oiled machine, and provide immense value to your farm to position yourself as the go-to-agent - someone they know, like, and trust. And with the strategies we're about to dive into, you're on your way to embodying all three.

# THE PLAN STRATEGY SETS WITH DAY RANGE GUIDE

1



**SOI - Lazy Man CMA (100)**

**Prospecting (1000)**

**Email Marketing X4**

**(BONUS) Double Dip 2X**

2



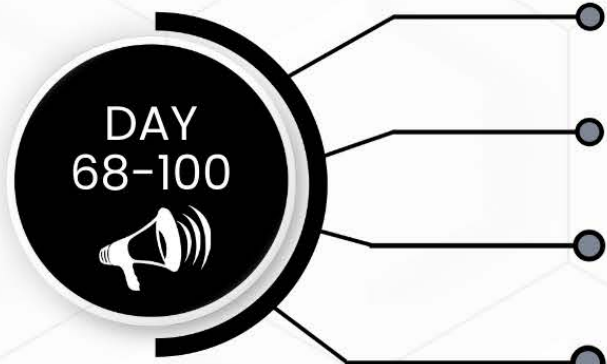
**SOI - Jimmy Burgess Strategy (60)**

**Prospecting (1000)**

**Email Marketing X4**

**(BONUS) Double Dip 2X**

3



**1 to 1 Market Update - (100)**

**Prospecting (1000)**

**Email Marketing X4**

**(BONUS) Double Dip 2X**

SOI



# THE SOI

For the next 100 days, you're going to be diving headfirst into this SOI strategy. Wondering what the goal is? It's all about building momentum. We're handing you text templates and emails ready to be sent to everyone in your database. Keep track of who responds and remember to follow up with those who engage - it's a game changer.

This is where you want to start monitoring and tracking those who acknowledge (cue the thumbs-up emoji, or 'like' button), those who don't respond, and those who actively engage (think of this as your conversation rate).

Ready to start tracking? Let's see how we can nudge those acknowledgements into engagement, and then turn that engagement into booked appointments.

# THE SOI GOALS

Remember, aim to break down your SOI into manageable daily goals.  
You're aiming for 100 texts in the first 30 days, which amounts to approximately 3-5 texts daily.  
If your SOI is on the larger scale, though, no worries! It's absolutely fine to roll into the next 30 days.

WE'RE IN THIS FOR THE LING HAUL, REMEMBER?



**TRACK YOUR CALLS  
AND SOI GOALS**

IN YOUR CORRESPONDING TRACKER.  
REQUEST ONE FROM YOUR COACH TODAY.

**100K  
IN 100  
DAYS**



TRACKER



# LAZY MAN CMA TEXT

## ROI ON TEXTING

**OPEN RATE:** SMS boasts a 98% open rate, compared to 20% for email.

**RESPONSE TIME:** 90% of texts are read within 3 minutes.

**Engagement:** SMS engagement is up to 8 times higher than email.

**Cost-Effective:** High effectiveness often means lower cost-per-convo.

**Conversion Rates:** SMS can yield conversion rates as high as 45%.

**Direct & Clear Channel:** Texts offer clutter-free, direct communication.

**Respect Boundaries:** Always secure consent before sending.

For effective ROI in real estate, craft concise, personalized, and relevant texts.

### LAZY MAN CMA TEXT

[Insert prospects name].

I was on Zillow earlier today looking for a few properties in your neighborhood and I thought I'd check your Zestimate.

They estimate your home's value is (insert amount)

Note: include a screenshot of the Zillow zestimate as validation

I have my opinion, but I'd love to hear your thoughts.

What do you think?

How to use Zestimates on



TO WIN MORE LISTINGS



Hi [Insert prospects name],

I was on Zillow earlier today, looking for a few properties and I thought I would check your Zestimate.

They estimate your home's value is a \$734,500.00 I have my opinion, but I would love to hear your thoughts.\*\*

\*\*MAKE SURE TO WORK WITH YOUR COACH IS YOU NEED ASSISTANCED WITH FOLLOW UP SCRIPTS.

**Zillow** Save Share More

5 bd | 3 ba | 3,400 sqft  
1888 Capel Manor Way, Virginia Beach, VA 23456

**Sold**  
Zestimate<sup>®</sup>: **\$734,500**  
Est. refi payment: \$4,962/mo [Refinance your loan](#)

[Home value](#) [Owner tools](#) [Home details](#) [Neighborhood details](#)

**ZILLOW HOME LOANS**  
Get pre-qualified for a loan  
At Zillow Home Loans, we can pre-qualify you in as little as 3 minutes with no impact to your credit score.  
[Start now](#)  
An equal housing lender. NMLS #10221

**Home value**

**Zestimate**  
**\$734,500**

- Zestimate range: **\$698,000 - \$771,000**
- Last 30-day change: **-\$14,020 (-1.9%)**
- Zestimate per sqft: **\$216**

# THE JIMMY BURGESS STRATEGY

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## QUICK TIP

PERSONALIZATION ENHANCES MARKETING BY DELIVERING RELEVANT CONTENT TO THE TARGET AUDIENCE. INCREASING ENGAGEMENT, BUILDING TRUST, AND IMPROVING CONVERSION RATES.

Are you looking for a game-changing strategy to take your real estate business to the next level in today's changing market environment? Look no further! The one exact strategy that has consistently proven effective, even in the toughest markets, is the **Unsolicited Video Comparative Market Analysis (CMA)**.

## WHAT IS AN UNSOLICITED VIDEO CMA?

An Unsolicited Video CMA is a powerful tool where you record your screen and provide homeowners with an updated valuation of their property. The key here is that you offer this valuable information even when they didn't ask for it, demonstrating your expertise and commitment to adding value to their lives.

## THE RESULTS:

By offering valuable insights through this process, you can establish yourself as a trusted advisor. You can also expect to see a significant increase in the open rates for your emails over the next 12 months, as you continue to integrate this practice into your routine.

\*\* Jimmy's email open rates reached nearly 80%, and 18 months later, he experienced even more engagement. He was able to refer out over \$5 million worth of additional listings without making a single outbound call.

## TAKE ACTION NOW:

If you want to capitalize on the power of Unsolicited Video CMAs, start creating your list and record two videos per day. Remember, it only takes 1 hour to potentially unlock millions in listings!

**CREATE**

A LIST:

Make a comprehensive list of homeowners you know, including past buyers, farm area residents, friends considering selling, and other potential prospects.

**CHOOSE**

A PLATFORM:

Select a suitable platform for recording your Unsolicited Video CMAs, such as BombBomb or Loom.

**PREPARE**

PROPERTY DATA:

Familiarize yourself with MLS data or use a CMA program to gather information on active, pending, and sold properties in the target area.

**OPEN**

WITH IMPACT:

Begin the video with their address in Google Earth to grab their attention instantly.

**PRESENT**

MARKET INSIGHTS:

Showcase the current market situation, including active listings, pending sales, and recently sold properties. Offer a range for their property's valuation.

**ESTIMATE**

SELLERS NET SHEET:

Provide an estimated seller's net sheet to give them an idea of their potential earnings after closing costs.

**TRACK**

ENGAGEMENT:

Use platforms like BombBomb to monitor email open rates and engagement. Follow up strategically with those who haven't opened the email.

**CONSISTENCY**

IS KEY:

Commit to creating and sending at least two Unsolicited Video CMA per day to maximize results.

**PERSONALIZE**

THE TITLE:

Title each video with the homeowner's address and "Valuation Update" to facilitate easy searching in their email.

**BE AVAILABLE**

FOR QUERIES:

Close the video with a friendly invitation for them to reach out if they have any questions or need further assistance.

**EVALUATE**

THE RESULTS:

Periodically review the impact of your Unsolicited Video CMAs. Adjust your approach based on engagement and conversions.

**STAY**

INFORMED:

Continuously stay updated on the market's condition and local real estate trends to provide accurate and relevant insights to homeowners.

**REFINE**

FOR DELIVERY:

Analyze your presentation style and content to improve the effectiveness of your Unsolicited Video CMAs over time. Practice makes perfect!

**EXPAND**

YOUR REACH:

As you build rapport with homeowners, ask for referrals and consider extending this strategy to new prospects for even greater success.

# 1 - 1 MARKET UPDATE

GOAL 100 TEXTS

**How do you  
generate more  
listings?**

**How do you  
have more  
conversations?**

## HERE'S HOW

Professional agents study the market daily,  
but most don't do anything with that insight unless asked.

Here's what I want you to do:

The next time you review recent sales, I want you to text someone in your  
SOI who lives near your property.

THIS 1 TO 1 MARKET UPDATE IS:

Easy to digest.  
Personalized.  
Relevant.

### QUICK TIP

START DOING  
5 OF THESE A DAY  
TO ACHIEVE THE 100 GOAL  
FOR THE FINAL STRETCH  
OF YOUR 100 DAYS!

# 1-1 MARKET TEXT

Hi (insert name),

I was in the MLS earlier today and I just saw that  
123 Main Street sold in your neighborhood.

Did you see the final sale price?

Hi Amber,

I was in the MLS earlier today and I just saw that  
123 Main Street sold in your neighborhood.

Did you see the final sale price?

## QUICK TIP

**IF YOUR FARM IS ON THE LARGER SIDE, BE STRATEGIC WITH WHO YOU DIAL. START WITH THOSE WHO'VE BEEN IN THEIR HOMES FOR 5+ YEARS AND WORK BACKWARDS FROM THERE. AND REMEMBER - ALWAYS BE TRACKING!**

# THE CIRCLE

Let's be honest, caller ID can sometimes feel like the nemesis of getting people to pick up their phones. But, we all know that phone conversations remain a key foundation of any successful real estate agent's business. As a knowledge broker, your job is to communicate value not only through text, email, and direct mail but also by prospecting directly. So, let's make you comfortable with that!

To help, we've outlined opportunities below for circle prospecting to become a value-based exercise. And yes, we're aware that these often end up in voicemail land. But don't let that deter you! The scripts we are providing target three vital areas that hold the potential to captivate your contacts: intriguing market updates. the thrill of new listings and the buzz around recent sales.

Here's the challenge: We're aiming for you to dial up the energy and make a solid 250 calls every week, deploying one of these circle prospecting scripts. Just imagine the connections you'll be making, the interest you'll be sparking, and the momentum you'll be building.

And remember, we've got you covered. All the scripts have been prepared already for your convenience. All you need to do is dive in, start dialing, and watch the magic happen. And don't forget your coach is your secret weapon! They're experts at strategizing and anticipating any possible objections, ensuring you're always one step ahead. Their insights could be invaluable in making this strategy even more robust and successful.

## HIGH IMPACT CIRCLE PROSPECTING FOR RECENT SALES

(This can be used when you sold the home or when someone else sold the home in your farm)

Hi this is [Your Name] with [Your team/brokerage]. The reason I'm reaching out is that we recently sold your neighbor's home at 123 Banana Street. They actually got \$40K over asking.

Typically when something like this happens, a few people in the neighborhood start to think about moving. So if you know of anyone who might be interested in selling, call me back at [insert cell phone number].

I look forward to hearing from you.

# THE CIRCLE

PROSPECTING  
TRINITY

### VALUE-BASED VOICEMAILS WITH MARKET UPDATES

Hi, this is [insert your name and your company]

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 \_\_\_\_\_

### THE LISTING APPOINTMENT VOICEMAIL

Hi \_\_\_\_\_,

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

I know you're not expecting my call but the reason I'm reaching out is because I'm actually meeting with one of your neighbors on Tuesday at 1 pm to discuss selling their home.

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.

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

Would that be something you'd be interested in?



# THE EMAIL

## MARKETING STRATEGY

Email marketing is a pivotal aspect of our strategic approach, and we're about to dive headfirst into this subject. Consistently every week, we aim to send out emails that not only reach our clients but resonate with them. This includes sending these emails to our buyer and seller leads as well as our Sphere of Influence (SOI).

Our aim is to ensure our email marketing strategy remains effective, engaging, and result-driven. This isn't just about sending emails; it's about fostering meaningful relationships with our clients and nurturing our shared journey to success.



# THE EMAIL MARKETING STRATEGY

## **EMAIL STRATEGY EVERY THURSDAY:**

Like clockwork, every Thursday, you're going to fire off an email to your Database. And not just any email - it's going to be packed with value-driven content (remember, we've got template emails all lined up for you in the index).

## **FRIDAY FOLLOW-UPS:**

As soon as Friday rolls around, it's time for a call-to-action. You're going to ring up everyone who's opened your email (because, let's face it, anyone who's going to open that email will have done so within the first 24 hours).

## **SALES SCRIPTS:**

Make use of our handy OFQ (Opening - Fact - Question) framework when you're on those calls. Stick to the script, and you'll have a winner on your hands.

## **FOLLOW-UP EMAIL:**

Once the call is done, it's time to hit send on that follow-up email. Because communication is key, right? Track that Open Rate: Last but not least, always keep an eye on your open rate. Remember, what gets measured, gets improved!

## THE POWER OF EMAIL MARKETING

Impactful: 40% of B2B marketers rank email newsletters top for content marketing success.  
Preferred by Millennials: 73% favor business communications via email. Daily Reach: 99% of consumers check their email daily.

## BENEFITS

Personalization: Tailor messages for greater engagement.

Feedback: Easily gather customer insights.

sales Boost: Email drives significant ROI.

Traffic Driver: Direct users to your site.

Timeliness: Send campaigns at the perfect moment.

Lead Generation: Nurture and convert.

Cost-Effective: More bang for your buck than traditional campaigns.

Value Addition: Keep audiences engaged.

Brand Building: Stay top-of-mind for subscribers

Time Saver: Automate and schedule ahead.

Measure Success: Understand what works.

Learn & Adapt: Know your audience better.

Bottom Line: Email marketing isn't just alive; it thrives.

Stay connected and drive results. Explore more with our

Email Marketing Planning Template!

# BONUS

# THE BONUS

## DOUBLE DIP 2X

The double dip strategy is a blueprint designed to harness the power of market opportunities and social media synergy. Picture this: you spot a property deal that's too good to ignore - it might be a price-reduced gem, an underpriced treasure, or an exclusive off-market listing you hold the inside track on. Here's where the magic happens: you launch a dynamic social media campaign, sparking curiosity and engagement. But that's not all. You seamlessly connect the digital dots by emailing your database, inviting them to witness the excitement. It's a double whammy that blends tech-savvy marketing with personalized connections. And guess what? You can repeat this winning formula twice a month, cementing your presence on social platforms while showcasing your real estate prowess. No prerequisites, just potential for unparalleled success.



# THE BONUS

## DOUBLE DIP 2X

### FIND

#### THE HIDDEN GEMS

Hunt for market deals - properties with price cuts, undervalued options, off-market prospects, or upcoming listings you're in the know about.

### LAUNCH

#### A SOCIAL MEDIA BUZZ

It's time to light up social media! Create a post with property details. On Facebook, Instagram, TikTok - wherever works. Invite inquiries through comments or direct messages

### EMAIL

#### DATABASE

Connect the dots. Email your database, linking them to the social post. Cold leads see engaged interactions, sparking conversations.

### RINSE

#### AND REPEAT

Twice a month, spot hidden opportunities. Properties that need a makeover or are priced well but overlooked. Showcase your expertise in adding value.

With this strategy, you're combining none hustle, email marketing, and social savvy.

There's no prerequisite - anyone can nail this!

## SO WHAT'S STOPPING YOU?

# EMAIL TEMPLATES

SUBJECT LINE



## UNPOPULAR OPINION:

### It's a good time to buy

**ANGLE:** MOTIVATE SELLERS WHO HAVE TO BUY A HOME

Unpopular Opinion: It's a good time to buy.

To

Unpopular Opinion: It's a good time to buy.

it's good to be a buyer.

Now I know that sounds absurd, but hear me out...

Over the last 24 months, many buyers had to purchase a home site unseen, waive all contingencies, and bid high above the asking price just to get a home.

Most had to compromise.

A recent study by Homelight found that 70% of recent buyers have at least one regret.

1 in 5 people admit they bought too quickly.

Buyers today have more confidence because:

You have more negotiating power.

You have more options, and more time to weigh those options.

With the average homeowner living in the same home for 13 years, we think having more time to evaluate is a good thing.

No one can predict where the market is headed.

But given what we know now, the decision to buy might be worth considering.

Sincerely,

John Smith

p.s. If you're looking for a potential deal, there [are](http://search.domain.com/listingurl) <http://search.domain.com/listingurl> in Boston .

p.p.s. This seller just dropped their price by 100,0000

# EMAIL TEMPLATES

SUBJECT LINE



## THIS TYPE OF HOME is in low demand

**ANGLE:** TELL SELLERS WHAT BUYERS WANT

This type of home is in low demand 📌

Recipients

This type of home is in low demand 📌

“They want to buy a house. They just don’t want to hire a contractor.”

This was taken from a recent Wall Street Journal article that uncovered an emerging trend in today’s market –

Most buyers right now are just not as interested in fixer uppers.

Between high mortgage rates and construction costs, non-renovated homes are sitting on the market longer.

Turnkey properties, on the other hand, that are priced well and widely promoted, are selling faster.

These are the upgrades that could make a huge difference to a potential buyer –

- Hardwood floors
- Fresh coat of paint
- Kitchen updates
- Bathroom updates

Even if you’re not thinking of selling soon, it’s important to stay updated on these trends.

We hope this helps.

Sincerely,  
[Agent/Team]

P.S. The line between turnkey and fixer-uppers isn’t always obvious. If you’re in the early stages of planning a sale, [we’d love to see how we can help](#). Just reply back to this email to start the conversation.

# EMAIL TEMPLATES

SUBJECT LINE



## HOW MUCH EQUITY

does the average U.S. homeowner have right now

**ANGLE:** PROVIDING AN INTERESTING DATA POINT THAT SPARKS A CONVERSATION

How much equity does the average U.S. homeowner have right now?

Recipients

How much equity does the average U.S. homeowner have right now?

According to new data, the average U.S. homeowner now has more than \$274,000 in equity.  
(Source: CoreLogic)

For context, that's up from \$182,000 before the pandemic.

Of course, everyone's situation is unique, and every market is different – including ours.

If it's been more than 12 months since you've received an equity update, we can help.

Just reply "I'm curious" to this email with your current address, and our team will get to work.



Sincerely,  
[Agent/Team]

# EMAIL TEMPLATES

SUBJECT LINE



## POLL: LET US KNOW what's most important to you?

**ANGLE:** USE AN EASY POLL TO ENGAGE IN A MEANINGFUL SELLER CONVERSATION

Poll: Let us know, what's most important to you? – ↗ ✕

To | Cc Bcc

Poll: Let us know, what's most important to you?

Now that we're more than ½ way through 2023, we just wanted to touch base on your plans.

As we approach the fall season, what is most important to you?

1. Selling my home for top dollar
2. Selling my home quickly and painlessly
3. Finding a new home that I love and that I can afford
4. All of the above

We can't wait to hear your answer!

Sincerely,  
[Agent/Team]

p.s. If you've been feeling stressed out about this real estate market, you're not alone. It's normal to feel overwhelmed. The good news is that we've helped a lot of clients this year navigate this market successfully. If you'd like to chat about your unique situation, reply back. We're here for you.



# EMAIL TEMPLATES

SUBJECT LINE



## WHY ARE HOME PRICES still so high?

**ANGLE:** SHOW THEM YOU UNDERSTAND THEIR PAIN

Why are home prices still so high?

Recipients

Why are home prices still so high?

This week, the median price of single-family homes in the U.S. came in at \$450,000 – which is about the same as it was this time last year. (Source: Altos Research)

So why are home prices still so high?

Let's take a closer look at the data.

Typically by mid-May, we see inventory grow 15-20% from the start of the year.

In 2023, it's a different story.

Available inventory has shrunk by 14%, and buyers are devouring the homes that hit the market. (Source: Altos Research)

In fact, nearly 50% of homes that are selling are doing so within 2 weeks. (Source: Redfin)

Limited homes for sale plus buyer resilience is why home prices are still high in the U.S.

There's never a dull moment in the industry, and especially now – it's a critical time to stay informed.

We're here if you need us. 🙌

Sincerely,

[Agent/Team]

P.S. Considering buying or selling soon? In today's market, you need a problem solver. Hit reply to see how we can help you navigate your unique situation.

# EMAIL TEMPLATES

SUBJECT LINE



## \$9.3 TRILLION

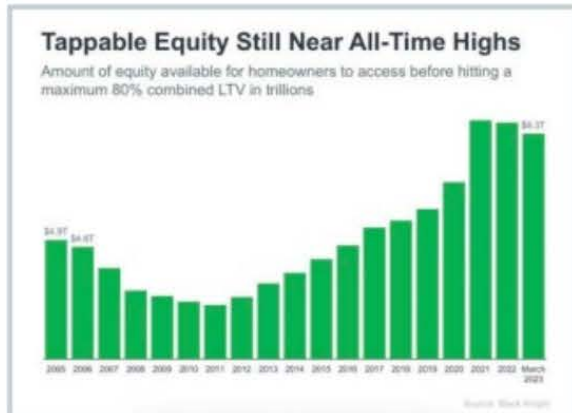
Homeowners have gained trillions in equity over the last decade.

**ANGLE:** MIND-BLOWING STATS TO SPARK CONVERSATIONS

\$9.3T According to a recent report from Black Knight, homeowners have ga...

Recipients

\$9.3T According to a recent report from Black Knight, homeowners have gained trillions in equity over the last decade.



We may not be at 2021-2022 levels anymore, but we are experiencing a strong rebound this spring.

In fact, the average U.S. homeowner has \$178K in tappable equity.

That's up \$61K (54%) from the market average 3 years ago. (Source: Black Knight)

If you're curious to know how much equity you have right now, we'd be happy to help.

Just reply to this email with your address and our team will get to work.

Sincerely,

[Agent/Team]

# EMAIL TEMPLATES

SUBJECT LINE



## 99% OF PEOPLE don't know this...

**ANGLE:** BE THE KNOWLEDGE BROKER

99% of people have this...

Recipients

99% of people have this...

A mortgage interest rate below today's market rate. (Source: Goldman Sachs)

Now that might lead you to the conclusion that nobody is selling their home.

After all, new data from Black Knight found that record few homeowners are delinquent on their mortgages.

And all the recent headlines focus on "low inventory."

But at least in our market, there are still plenty of homes selling each month.

There's no question that we have a shortage of homes to meet buyer demand but that's not necessarily a bad thing.

We are finally seeing the signs of a stable real estate market, and that's something worth celebrating.

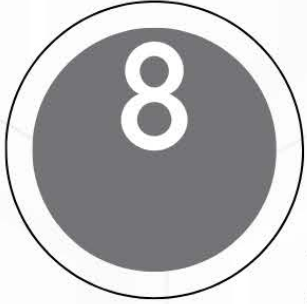
Sincerely,

John Smith

P.S. If you're considering selling before the spring rush is over, just reply to this email and we'll set up a time to chat ASAP.

# EMAIL TEMPLATES

SUBJECT LINE



## ZESTIMATE VS. your home's actual value

**ANGLE:** USE AN IRRESISTIBLE HYPOTHETICAL

Zestimate vs Your Home's Actual Value - ↗ ×

To Cc Bcc

Zestimate vs Your Home's Actual Value

What if a buyer offered you 10% more than your Zestimate?

Would you sell this Fall?

# EMAIL TEMPLATES

SUBJECT LINE



## FORECLOSURES

have doubled since 2021, but...

**ANGLE:** USE THE F WORD TO GET MASSIVE ENGAGEMENT

Foreclosures have doubled since 2021 but...

Recipients

Foreclosures have doubled since 2021 but...

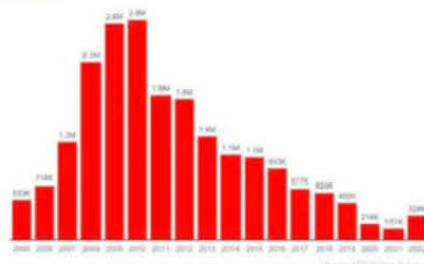
Filings for foreclosures have increased for 23 consecutive months. (Source: Bloomberg)

Does this mean we're in a foreclosure crisis?

Not quite.

### U.S. Properties with Foreclosure Filings

(Per Year)



Although foreclosures have risen over 100% in the last 12 months, they are nowhere near the 2010 peak.

To put it in perspective, we have 89% fewer foreclosures.

What does this all mean?

Don't expect home prices to plummet.

In fact, many experts predict home prices will experience a modest increase in 2023.

While the market is impossible to predict, it's important to look at the data in a larger context.

We hope this helps.

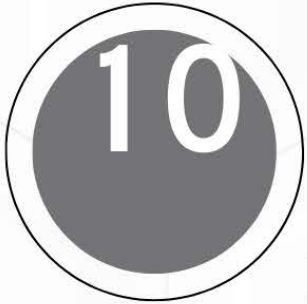
Sincerely,

John Smith

P.S. We're always looking to get our clients the best deal possible. If you're looking to buy soon, reply to this email with your ideal neighborhood and price range.



# EMAIL TEMPLATES

SUBJECT LINE




## HOT OR COLD

**ANGLE:** PREDICT THE FUTURE


 or  - ↗ ✕

To Cc Bcc


 or ❄️

Just out of curiosity, how hot do you think the market will be this Winter?

Reply with an emoji



Or

 The market is going to slow down.

I can't wait to hear what you think!

# EMAIL TEMPLATES

SUBJECT LINE



## RENT VS SELL

**ANGLE:** PROVIDE AN INTERESTING DATA POINT THAT SPARKS A CONVERSATION:

Rent vs Sell - ↗ ✕

Recipients

---

Rent vs Sell

---

If you're like most homeowners, you may be weighing the pros and cons of selling versus renting out your current property.

If this describes your current situation, I recommend getting a professional Rent vs. Sell Analysis.

This report will provide you with a detailed breakdown of how much income you could generate each year if you decide to rent out your home, as well as an estimate of your net proceeds in the event of a sale.

It takes into account factors such as local market trends and the condition of your property to give you an accurate picture of your options.

Even if you don't have any plans to sell, this report will be helpful as you weigh your future options.

Would you like me to prepare a Rent vs. Sell Analysis for your home?

# EMAIL TEMPLATES

SUBJECT LINE



## CRAZY not to sell??

**ANGLE:** EVERYONE'S GOT A #. LET'S FIND OUT WHAT IT IS

Crazy not to sell??



Recipients

Crazy not to sell??

Let me guess...

If you've recently explored the idea of selling your home, you've probably asked yourself these questions –

Is it actually a good time to sell now?

Should I just wait and see what happens with home prices, mortgage rates, buyer demand, etc.?

I get it – it's a confusing time.

Just out of curiosity, do you have a "I'd be crazy not to sell" price in mind?

I can't wait to hear your answer.

Sincerely,|



# EMAIL TEMPLATES

SUBJECT LINE



## LET ME GUESS

**ANGLE:** SHOW THE CONSUMER YOU'VE GOT A PLAN

Let me guess

To

Let me guess

You haven't put your home on the market because you haven't found your next home.

We get it! I hear this almost every day from my clients.

Trying to anticipate what the right move is can be overwhelming.

If the perfect home hits the market, you have to be ready to move on it.

If your offer has contingencies that involve you selling your home, it can kill the deal.

This is why so many potential sellers feel trapped.

Don't worry!

I have a plan.

I've helped clients just like you navigate the buying/selling process and I'm ready to get to work to help you accomplish your goals.

If this describes your current situation, let's set up a call to discuss the perfect strategy.

The next step is to text/call me at 999-999-9999 and we can discuss your unique situation and goals.

I'm looking forward to working with you!

Sincerely,

John Smith

To receive a free report for your home, text me at 999-999-9999

# EMAIL TEMPLATES

SUBJECT LINE



## HOT OR COLD

**ANGLE:** THIS EMAIL HAS GENERATED OVER \$100,000,000+ IN NEW LISTING OPPORTUNITIES FOR CLIENTS.

Name Your Price

– ↗ ✕

To

Cc Bcc

Name Your Price

If I could sell my house for \_\_\_\_\_, I would list my home this Winter.

I can't wait to hear your answer

p.s. Don't be afraid to think bigger. The market is still VERY hot.

# NOTES & QUESTIONS

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