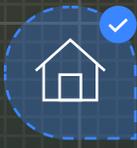




How to Grow a 7-Figure
Listing Business



The Ultimate Listing Agent Blueprint



Curayton



The Ultimate Listing Agent Blueprint:

How to Grow a 7-Figure Listing Business

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INTRODUCTION

Russell Brunson—founder of ClickFunnels—went on stage a few years ago and asked the audience if anyone would buy his iPhone for \$600.

Hands went up sporadically around the room, so he asked if anyone would buy it for \$10,000.

All the hands went down.

Next, he said, *“Ok, give me 5 minutes and I bet I can get someone to give me \$100,000 for this.”*

And he started to construct his offer.

“On this phone I have:

- *\$800,000 worth of courses. Every marketing course I have ever come across I buy. I scour eBay looking for rare ones and when I find them, they get stored on this phone*
- *Contact information for some of the world’s most powerful influencers—Tony Robbins, Richard Branson, and more*
- *Access to my email with full visibility into all of my vendors and contacts*
- *All of my social profiles with millions of followers*

Ok, let's start the bidding at \$600."

Every hand in the room shot up and the price quickly climbed to a 6-way bidding war at \$500,000.

Now, Russell didn't actually sell his phone that day.

But why would someone pay half a million dollars for a device they can get at Best Buy for \$1,500?

Because they can't get *Russell's* iPhone at Best Buy.

In less than 5 minutes, he successfully turned his commodity into something that was no longer *perceived* as a commodity.

In a sea of ~2 million real estate agents, how do you prevent yourself from becoming a commodity?

You distinguish yourself through your story, your brand, and your services to change the consumer's perception that *all agents are the same.*

This guide is your key to unlocking your unique positioning. You'll learn advanced strategies for building your personal brand, generating more leads, and nurturing and converting those leads into clients—including *52 of our best listing attraction campaigns that have generated millions of dollars in listing appointments for our clients across the U.S. and Canada.* That's enough to make this your best year yet.

At Curaytor, we focus all of our energy and effort into helping our clients get more listings. Now, we're giving you a taste of what it feels like to have the right support, training, and tactics to build a listing-first business.

In this book, we've condensed our best content, training resources, and strategies into one comprehensive guide so you don't have to waste time trying to piece together quality real estate marketing resources from across the internet.

Instead, it's all right here.

Let's get to work.

PART 1:

BUILDING A POWERFUL PERSONAL BRAND

Your personal brand in real estate is not just a part of your business—it *is* your business. You don't need permission and you don't need perfection to grow your personal brand. But what you do need is to be brave enough to put yourself out there. Because at its core, personal branding is about connection. It's the one thing that truly differentiates you.

There are approximately 2 million agents in the U.S. Many of them are great at their job. Many can navigate complicated deals. Many can provide useful insights to their buyers and sellers. Many can build strong relationships with their clients.

But none of them are *you*. It's your story, your brand that differentiates you. The most important thing in growing your business is connecting authentically with your audience—online and offline.

Let's dive into some practical tips for building your personal brand.

— CHAPTER 1

Build a Seller-Centric Website

Try to think objectively about your primary website. What would you rate it on a scale of 1 through 10?

Does it tell your story?

Does it differentiate you from the masses?

Does it sell you as a listing-first agent?

Your website should be your best salesperson. It's always there, 24-7.

The problem is, most agents have some version of a search site. When a consumer goes to most agents' websites, the first thing they see is a place to search for homes.

But your potential customers don't need another place to search for homes. Zillow, Redfin and Realtor.com dominate that market, and they do it really well. In fact, "Zillow" has over 16 million monthly Google searches, while "real estate" only has 360K.

Let that sink in.

Zillow has 44X more monthly search volume than "real estate."

<input type="checkbox"/> Keyword ↑	Avg. monthly searches
<input type="checkbox"/> real estate	368,000 
<input type="checkbox"/> zillow	16,600,000 

Focusing your website around search is a losing strategy.

What your potential customers need is a place to stay up-to-date with relevant information about the market. A place where news and updates are put into context about how it affects *them*.

They need a place that tells them why they should hire you.

If your current site is focused around home search, here's what you can do to make it seller-centric:

- **Highlight the services you offer.**

It sounds obvious, but make sure potential sellers know they're in the right place. With thousands of agents they have to choose from, make sure you write copy that highlights the advantage they have when they choose to sell with you. For example, Gretchen Coley includes her signature selling programs on her page, "Why sell with The Coley Group?" where she highlights Compass Concierge, Buy Before You Sell, Instant Cash Offer, and a Guaranteed Sale Program:

Sellers want to know they have options. So if you have options to offer them, show them on your website.

- **Showcase testimonials from happy customers.**

Keep your website fresh with your latest, most compelling reviews from your clients. Even better—create client success stories that live on your website that you can showcase in addition to a wall of client reviews. Need inspiration? Sam Park built an amazing testimonials page where he highlights his clients' story, why they chose The Park Group, their marketing strategy, the results, video testimonials, and a CTA. [You've got to check this out.](#)

- **Include your specific seller process.**

This is where your differentiator comes in. What do you do during the selling process that's different from most agents? What can you offer that your competitors can't? Is it your years of experience, your social media following? Can you give your process a unique brand name to make it more memorable? Is there a certain way you go about pricing a property? Why did you get into real estate? Maybe it's your audience that makes your service unique—do you focus specifically on helping families relocate to your area? Luxury properties?

The more specific you can be, the better. This outlined process should live on your "Seller Experience" landing page. Make it personable, readable, and professional. If you *really* want to stand out, include videos at each step of the process. If you want to check out a great example of including videos on your seller page, check out [Damian Hall Group's page.](#)

- **Keep your website up-to-date with relevant content.**

Publish videos and blog posts with information that sellers need to know. What are the most common questions you get from clients? What are other agents not talking about? What are sellers afraid of *right now*? What's going on in your local market that you can shed some expert insight into?

So, when you look at your current website, you need to ask yourself: Are you selling *search* or are you selling *yourself*? If you're not selling yourself, you have an incredible opportunity to make these simple changes and transform your website into more than just another place for consumers to search for homes.

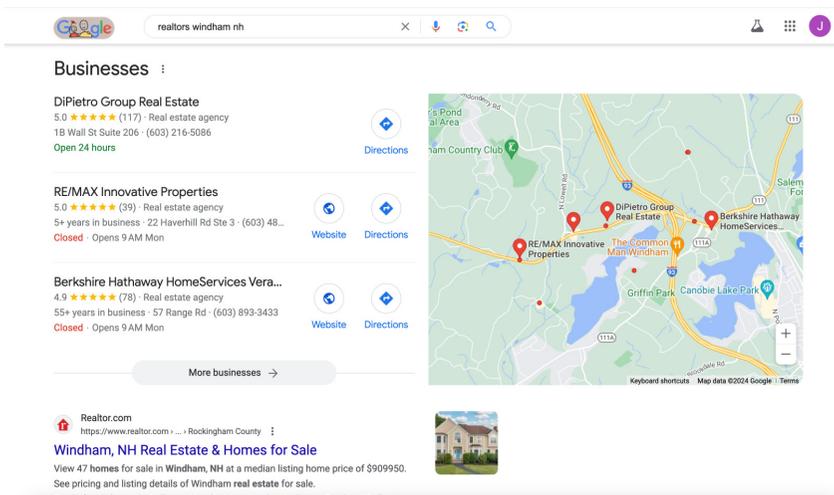
— CHAPTER 2

Leverage Google Business Profile (GBP) to Boost Visibility

Most agents have a Google Business Profile set up, but not every agent knows how to optimize it to generate more leads and attract more listings.

In case this is the first time you're hearing of GBP, let's back up. GBP—formerly “Google My Business”—is a free platform that allows business owners to manage how their business appears on Google Search and Maps. This includes adding your business name, location, hours, and photos. It is an incredibly powerful tool because the “map pack” shows up at the top of Google Search results for keywords that Google identifies as “local commerce keywords.” In other words, if the keyword has transaction intent for local businesses, Google shows the GBP results. They look like this in search results:

Leverage Google Business Profile (GBP) to Boost Visibility



For agents, it can put your business front and center when potential clients are searching for keywords like “real estate agent near me.”

Here’s why you should get your GBP profile dialed in:

✓ Local SEO Advantage

Optimizing your Google Business Profile effectively increases your chances of appearing in local search results and Google Maps, making it easier for potential clients to find you. The biggest benefit of GBP is it appears at the top of the search results. This means that if you make it into the map pack, you will be listed above all of the ads and all of the traditional organic results.

It’s a very effective tool to combat the major national players that we talked about earlier. Zillow and Realtor.com won’t have the local footprint needed to rank in GBP. So it’s a great way for local agents to compete at the top of Google.

Properly categorizing your services, such as “Residential Real Estate Agent” or “Commercial Property Sales,” helps Google understand and position your services accurately in search results. This visibility is essential in directing relevant traffic to your business.

Optimizing your profile with local keywords—such as the neighborhoods you serve and specific types of properties you handle—enhances your local SEO efforts. This strategic keyword use helps ensure that when potential clients are searching for specific real estate needs in your area, your profile is likely to appear. It’s about making it easy for local homebuyers and sellers to discover you just when they need you most.

✓ **Establish Credibility with Client Reviews**

A well-maintained GBP includes professional photos, updated contact information, and positive reviews, all of which contribute to establishing credibility and trust with potential clients. Having a profile rich with positive reviews and timely responses to client feedback demonstrates professionalism and a commitment to client satisfaction. Make sure you’re regularly asking your clients for reviews and making it easy for them by including a direct link to your GBP.

✓ **Showcase Your Expertise and Achievements**

GBP allows you to continuously update your profile with new listings, successful transactions, and client testimonials. Regular posts about recent sales or market insights position you as an active and knowledgeable expert in your area. This not only keeps your profile fresh and helps with your rankings, but also engages potential clients by showing them your track record and expertise.

✓ **Use Google's Tools to Stand Out**

Google Business Profile offers various tools like posts, Q&A, and messaging, which can be leveraged to engage directly with potential clients. For example, posting updates about the local real estate market, answering common inquiries through the Q&A feature, and enabling messaging for real-time communication can help you start more conversations and generate more opportunities.

So how do you even set up your GBP? Glad you asked:

Step 1: Search for your business name on Google to see if it already exists. If it pops up, you can claim it. If not, you can add your business by going to Google Business Profile's official site and selecting "Manage now" or "Add your business to Google."

Step 2: Verify your ownership of the business, typically through a phone call or mail verification.

Step 3: Once verified, customize your profile by adding professional photos, your business hours, and other important business information.

Step 4: Encourage satisfied clients to leave a review on your profile, and provide them with the link to make it even easier.

Step 5: Regularly update your profile with new posts and respond to reviews to keep your profile active and engaging.

— CHAPTER 3

Prioritize Engagement to Build Community

Why is social media so important? Because it not only helps you establish an online presence, it provides countless opportunities to engage directly with potential clients.

Here's how to leverage your social platforms to boost your brand's appeal:

- **Encourage Interaction:** In your Instagram and YouTube videos, encourage viewers to comment on your videos (but try to make the invitation natural). [Ken Pozek](#) does this exceptionally well. For example, in his video, “Living in Orlando. The ultimate guide to making the move,” he asks at the end of the video, *“I’d love to know down below, what was something new that you heard that you didn’t know before having watched this video? Let us know in the comments below, and if you haven’t already subscribed to our channel, we’re putting out videos every single week about moving and living in Orlando.”*

He received 77 comments. It works—not only because he’s built an iconic brand on YouTube—but also because

the invitation to comment is directly tied to the content the viewer cares about.

- **Respond to Every Comment:** Make it a point to reply to comments. This not only shows that you value your audience's input but also builds your relationships with them. And, it motivates others to engage as well.
- **Create Interactive Content:** Create content that asks questions or asks opinions from your viewers. This approach promotes active participation and makes your audience feel like part of the conversation.

PRO-TIP: Instagram Stories are great to use for interactive content (see page 150 for inspiration on which Instagram Polls to try).

— CHAPTER 4

Create Impactful Content That Builds Trust

In the absence of trust, sellers will not hire you.

For buyers, it's different. You may be able to open some doors for buyers and build trust over the course of a home search.

But with sellers? If they don't trust you, you won't even get your foot in the door. A seller's home is likely the largest asset that they own. The sale of that home is likely the largest financial transaction they have ever done.

Sellers want to be sure that the person they trust to handle their sale is a top-tier expert. They want to know that you have experience selling similar homes in the same area. That you have their best interests at heart. That you'll get them the best deal.

But how do you actually *communicate* trustworthiness?

You tell consumers what they otherwise wouldn't hear by telling stories that other agents don't typically tell.

Every agent loves to share their success stories when things go really right, but what about when things go really wrong? What

about the real struggles that people experience when they're buying or selling their home? What about how much money sellers will actually make when selling their home?

When you tell stories about the good, the bad, *and* the ugly, consumers will see you as an agent who's honest, trustworthy, and different.

Here are 7 content ideas to get you started:

1. How much money will I actually walk away with?
2. How does agent commission work?
3. What happens if I can't find a home to buy once I sell mine?
4. How much money do I actually need to buy a home? What are the hidden costs?
5. What if we can't agree on the asking price?
6. What if the buyer backs out at the last minute?
7. Will I need to waive an inspection in order to get my offer accepted?

It's a bold marketing move, but the result is attracting more clients who see you as someone they can trust.

— CHAPTER 5

Define and Embrace Your “Why”

There’s a reason why Simon Sinek’s book, *Start with Why*, is so popular. When you actually focus on your why, everything else gets easier. Your why is your goals, your dreams—it’s the essence of why you exist and the value you bring to the world.

Here’s how you can apply your “why” in your business:

- **Reflect On Your Motivations:** Think about what drove you to real estate and what keeps you passionate. Is it the joy of helping families find their perfect home? The challenges that come with selling a home? The collaboration with other agents?
- **Communicate Your Passion:** Use your marketing materials, social media posts, and client interactions to share these motivations. Tell stories that reflect these passions to build the connection. Amy Youngren is a powerful example of how to do this well. In fact, she has a popular post on her Instagram profile that talks about exactly this—her passion, why she got started in real estate, and why she loves it.

Here’s a screenshot (or check it out for yourself [@amyyoungren_](#)):

amyyoungren_ Happy New Year from Toronto! So many new connections here that I had to reintroduce myself. 🙋

Fun fact: my middle name is Jennifer and my youngest niece is named after me. I'm obsessed with that (and her)...really I'm obsessed with all NINE of my nieces and nephews. 😂 They are my WHY.

Real estate is in my blood. My dad was an appraiser and always kept me on my toes about the market right up until he passed away. He was one of my very best friends.

I started in corporate real estate first; working for the same company for a decade. I learned so much about the industry, business, events, sales, leadership and more; forever grateful for that opportunity.

Just over a decade ago, my life changed in massive ways. After 15 years together and years of trying to start a family, I was told my marriage was over. Since I faced starting over again personally, I decided to do the same thing professionally.

I left my corporate job with little money to my name and started in sales full-time. Determined to succeed at all costs, I took every opportunity: pre-construction, commercial, development, residential, leasing...you name it, I tackled it! (In hindsight, I wouldn't recommend this approach but alas, here I am!) 🙋

In 2017, we launched North Group, our residential resale and pre-construction team. I've had the privilege of working with the most incredible agents, leaders and staff - many I am honoured to be in business with still today. If you know me, you know I LOVE our team. ❤️ I often get asked why our culture is so special at NG, and the answer is so easy for me; it's the people. Oh, and we sell a lot of real estate too. (Over a billion dollars to be exact). 🔥

Until spring 2022, I had worked at the same brokerage my entire sales career. Then [@realbrokerage](#) entered the scene and changed our financial future with their agent-centric model of lower caps/fees + additional income streams. This has been a game-changer for agents across North America... including me.

➡️ Continued in first comment.

- **Align Your Actions with Your Values:** Ensure that every business decision and client interaction reflects your core values and your why. This consistency builds trust and strengthens your relationships with clients.
- **Educate Through Your Brand:** Share your insights and experiences that come from this foundational why, making your advice and content different from everyone else's. It could be as simple as this post from Amy Stockberger ([@amystockberger](#)):



Amy Stockberger ✓

@amystockberger

Whether your business is B2B or C2B, what is your H2H strategy?

At the end of the day, it is all Human to Human. Serving trumps selling, 100% of the time.

Her entire brand is built on providing Lifetime Home Support for her clients—which means she and her team assist clients on everything they need (from sourcing contractors to getting a moving truck) before, during, and after the sale. Her social media posts frequently reference her passion: Serving > selling.

Understanding your why provides a powerful tool for differentiation in a competitive market, allowing clients (and other agents) to recognize the unique value you offer.

— CHAPTER 6

Consider Investing In Video

We know it's not for everyone, but video marketing is *the* best way to build rapport with your audience. Videos are “clones” of you that work for you and your business 24/7.

Here's why it's worth investing in:

- ✓ It's an invaluable lead gen source.
- ✓ You don't need 100K subscribers to be successful. In fact, there are plenty of agents who are doing 6-figures in lead conversion with less than 500 subscribers.
- ✓ Recruitment becomes easier. Potential clients aren't your only audience — other agents will see your videos, too.
- ✓ There's less competition. Any agent can outsource their ads or emails, but they can't outsource getting themselves on camera (which most agents avoid).

If you're not already all-in on video marketing...

What's the secret to getting started?

Be willing to do something that's hard—which is, learning how to edit, carving out the time to shoot content every week, putting yourself in front of the camera, getting vulnerable by sharing your story—and *sticking with it for a long time before you see an ROI.*

That's killer advice from Brad McCallum, video creator and founder of [The McCallum Group](#).

Brad McCallum has built [a YouTube empire](#) by showing up consistently, creating content that his audience cares about, and creating high-quality listing videos.

Brad uploaded his first video six years ago when he was a largely unknown Realtor in Calgary. He *wanted* to sell luxury real estate, but he didn't have any listings. So he reached out to agents that *did* have the listings he wanted and asked if he could create a video to promote each listing—all on his dime.

As the videos got more traction, future sellers started to notice. He started to get inbound requests from homeowners with luxury properties who wanted Brad to make videos of their homes, too.

Fast forward five years, and he's now one of the premier agents in Calgary and one of the biggest names in The Real Brokerage.

— CHAPTER 7

Strategize Your Content Creation

To maximize the impact of your personal brand through content, adopting a strategic approach is essential. The key is not just creating content, but creating it with a plan to disperse it widely and effectively. This means breaking down comprehensive, in-depth content into smaller, more digestible pieces that can be distributed across various platforms.

Take your pillar content, like a long video or blog post, and you chop it up into micro content. Micro content could be quotes, short clips, images, or mini-articles that you can spread across your social channels.

Here's how you can follow this model:

- **Identify Your Pillar Content:** Start with a substantial piece of content, such as a detailed client success story, an in-depth market analysis, or a long-form blog post. This is your core message, your content foundation.
- **Create Micro Content:** Break down the pillar content into various smaller pieces. For instance, extract key quotes, statistics, or stories that can stand alone and spark interest.
- **Distribute Across Platforms:** Strategically post these micro pieces across different platforms like Instagram for

images, Twitter for quick tips, and LinkedIn for more professional insights. Each platform caters to different audience segments, enhancing the visibility and engagement of your content.

- **Engage and Measure:** As you distribute content, engage with your audience's reactions and feedback to gauge the effectiveness of your strategy. Monitor which types of micro content perform best and refine your approach accordingly.
- **Repeat and Optimize:** Continue this cycle with new pillar content, adapting and evolving based on audience engagement and platform trends. This constant motion keeps your brand relevant and dynamic.

By following this model, you ensure that every piece of content works harder for you, reaching more people and reinforcing your key messages across multiple channels.

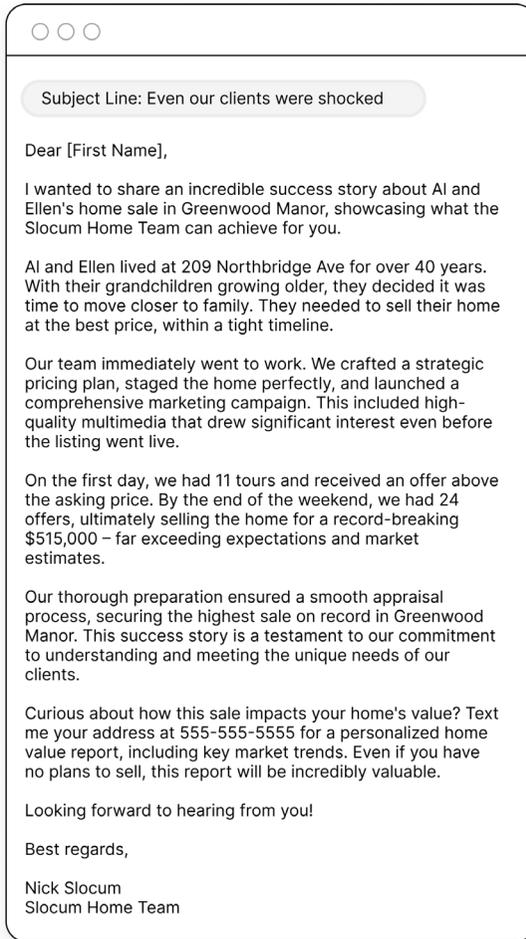
— CHAPTER 8

Leverage Real-Life Examples with Client Success Stories

Documenting and sharing real stories from clients can be a powerful way to convey your expertise and reliability.

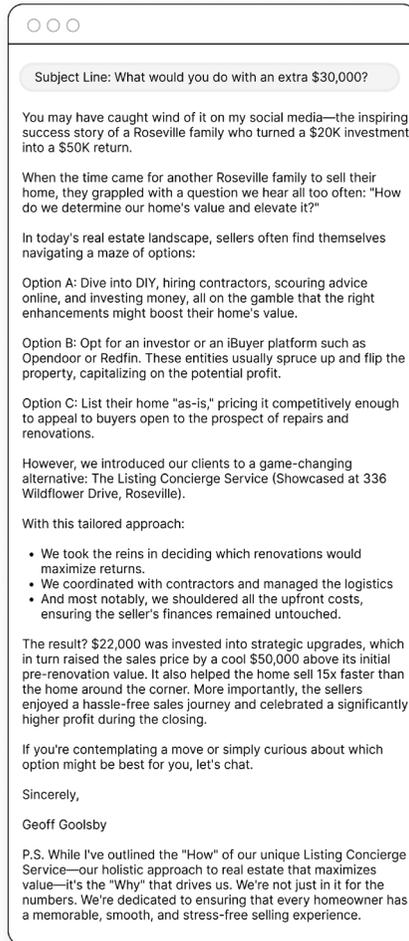
Here's how you can effectively use real-life examples to strengthen your personal brand:

- **Highlight the Challenges and Solutions:** Share stories that illustrate how you've navigated difficult negotiations or solved complex problems for your clients. This not only demonstrates your expertise but also your commitment to client success. Here's an excellent email from Nick Slocum, outlining a recent sale.:



- **Celebrate Milestones and Successes:** Show your audience the moments of triumph, such as closing a challenging sale or helping a first-time buyer navigate the purchase process. These celebrations humanize your brand and make your service relatable. For example, check out this email that [Geoff Goolsby](#) sent to his database after he sold his client's home. It's the perfect example of a Just Sold email:

- ✓ Compelling headline
- ✓ Linking to social
- ✓ Fantastic storytelling
- ✓ Demonstrating unique value prop
- ✓ Customer testimonial
- ✓ CTA to schedule call
- ✓ Great use of p.s.



And here's a testament to that commitment:

The Seller's Review:

"We hired Geoff and the Goolsby Group to sell our home. They are the best realtors! They are very communicative and went above and beyond to help us. We are selling the home due to our divorce. Working with them made this difficult life experience much easier because they are very professional and treated us as individuals. They worked and communicated with both of us and we felt very in control the whole time. I would highly recommend them to anyone and especially anyone buying or selling in Roseville. They are very knowledgeable as well. They are honest and follow through with their commitments. The Goolsby Group are the best realtors I have ever worked with! When I'm ready to buy another home, I'll be calling them. Thank you Geoff and team!"

- **Provide Insightful Commentary:** Alongside sharing these stories, offer commentary that sheds light on what these experiences mean in the larger context of your local market. Discuss what each story reveals about current market trends, buyer or seller behavior, or lessons learned. People don't just want the news; *they want your opinion about it.*

In the absence of building a strong personal brand, buyers and sellers will mistake you for every other agent. But when you do the work of making every campaign, every interaction, every piece of content consistent with how you want people to experience your business—and apply what we just covered above—you'll start to build a brand that's distinct, memorable, and synonymous with results.

Now let's turn our attention to a topic that's on every agent's mind.

PART 2:

PAID LEAD GENERATION

It seems like there are countless ways to use paid advertising in your marketing strategy. Between the number of strategies and the ever-growing list of platforms, it's easy to become overwhelmed.

What we're about to share is based on the hard won lessons after spending nearly \$6M over the last three years. Our advice doesn't align with what many of the traditional agencies and services recommend—but we'll tell you why so that you can decide what is best for you and your business.

We believe your ad dollars are best spent on building your database, rather than focusing all of your effort on direct conversion. Why? Because *in the absence of trust, sellers will not hire you*. And you build trust with people when they're in your network and your database—not when they're when they're on your home search landing page, or when they're getting calls and texts from an unknown number (that's why we're huge advocates for email marketing).

Converting cold leads from the internet is possible, but it's hard.

Our in-house ISA team made 185,000 dials in 2023.

We spoke to 50% of the leads we generated.

On average, **we had a 4% appointment rate** (in other words, 4% of all leads set up a time to talk to a primary agent).

And not all appointments will result in a deal.

So when we're talking about online lead gen, it's essential to remember that you should only expect ~1-3% of the leads you generate to convert.

If your business is set up with ISAs or agents that are great at consistently making their calls, cold lead conversion can be a huge driver for your business. *Huge*—like 10.5X ROI.

Let's check the math.

Average Sale Price:	\$432,903 (2024 median according to Redfin)
Average Commission:	3%
Average GCI:	\$12,987
Monthly Ad Budget:	\$1,000
CPL:	\$20
Monthly Leads:	50
Monthly Appointments:	2
Close Rate: 50%	
Monthly Deals: 1	
ROI:	$\$12,987 / \$1,000 = 12.9X$

But if that's all you do, what happens to the other 96%? You're leaving potential on the table.

Most internet leads are 6-18 months away from making a transaction. So, at Curaytor, we believe email marketing is the unsung

hero of maximizing ROI. By adding value on a regular basis, you build relationships and trust, and make it exponentially more likely that you will be top of mind when the time is right for your leads.

That said, let's dive into our favorite lead generation strategies.

Many agencies try to sell you on Google PPC or Facebook Ads. We believe that the most effective use of your ad dollars is not on any one platform—it's on a specific campaign type.

The most powerful tool you have in your lead generation arsenal is the listing promotion.

Listing promotions do not sell the home that you are marketing. Remember, the average internet lead will take 6-18 months to convert into a deal. So it is *incredibly* unlikely that you will sell your listing to someone you connect with through a listing promotion. The purpose of a listing promotion is to turn that listing into more listings.

Why should you run listing promotions?

1. They keep your seller happy and increase the likelihood of referrals down the road
2. They help you find qualified buyer leads that you can work with to buy other homes
3. They demonstrate how well you stage and market a home for potential future sellers

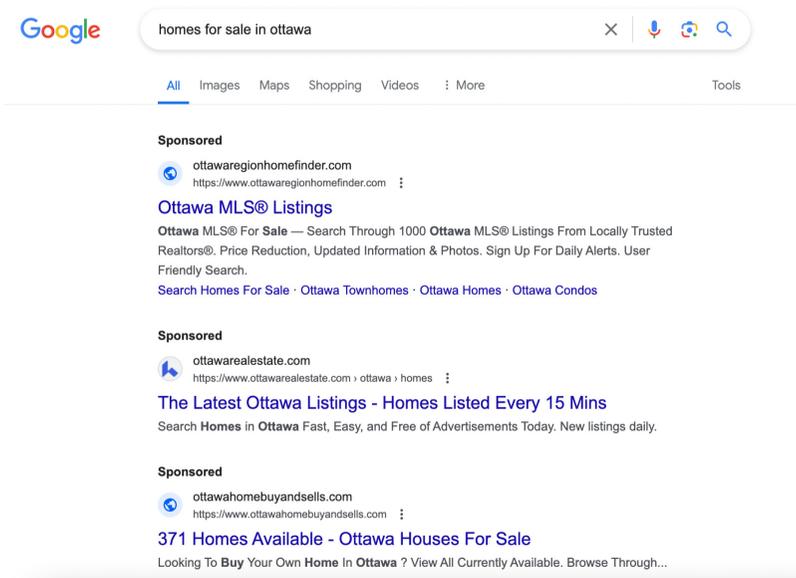
If you have a limited budget, we recommend putting most (if not all) of your budget towards listing promotions.

We go into depth on how to run listing promotions in Part 6. However, if you don't have listings and/or if you have a big budget, let's talk about other strategies you can use.

— CHAPTER 9

Demand Fulfillment with Google PPC

Google PPC ads usually appear at the top of a search results page when someone goes to Google and searches for a keyword that is relevant to real estate.



When a consumer googles “homes for sale in Ottawa,” they’ll see a series of ads pop up.

Generally speaking, those ads will drive that person to an IDX landing page that shows relevant listings for their search. On that page will be some type of lead capture. When the user fills out the form, they are automatically added to the agent’s CRM, which should kick off lead conversion efforts (discussed in the next section), as well as lead nurture efforts (like email marketing).

Because the consumer has taken the step to proactively open up Google and perform a relevant search, we call this “demand fulfillment.” You are only showing your ads when there is already an indication of intent.

Over the years of running ads for Curaytor clients, we’ve seen consistent, strong performance from Google Ads, and it’s generally a very scalable lead gen strategy that yields reliable results.

While there are dozens of metrics you could monitor, the only two that really matter are:

1. Cost Per Click (CPC)
2. Conversion Rate (CVR)

In every market we’ve tested, we were consistently at or below \$2 CPC and had a CVR between 5%-15%.

CPC / CVR = Cost Per Lead (CPL)

There are strategies that you can use to influence both of these metrics, but it’s important to understand how *your strategy* impacts these metrics and how that relates to your goals. Below we lay out our strategy and reason we make the tradeoff decisions that we do.

Here's how we do it:

We identify the relevant property types that the agent wants to work with—houses, condos, townhomes, etc.

Then we gather the 5-10 towns in their market that have the highest search volume and lowest competition—we use Google's Keyword Planner tool to identify this.

Then we combine every property type with every location to come up with our keyword lists. Each location/property type combination is held in its own ad group so that the ad copy and landing pages can be very relevant to the keyword. In other words, if the keyword is “condos for sale in Medford,” the ad will reference “condo” and “Medford,” and the landing page will be pre-filtered to condos in Medford. This helps tremendously with keeping our CPCs down.

Many agencies pop the registration window right away on the landing page. We intentionally do not do this. Instead, we lock the Listing Detail page. This allows the user to browse the landing page of all on-market properties unobstructed, delivering a little value before we require them to register. If they want more details about a specific property, we lock the listing details page behind a registration pop up.

This strategy comes with tradeoffs. Our form will naturally get fewer impressions because it is deeper in the funnel. This leads to a lower conversion rate and a higher CPL. However, we found the quality of the leads to be higher.

In one test we ran, the control (locking listing detail) had a \$15 CPL and a \$400 Cost Per Appointment. The test (locking the landing page right away) gave us a \$10 CPL but a \$600 Cost Per Appointment.

The moral here is that CPL is not the end of the story. Be careful when agencies make CPL claims that sound amazing. Ultimately, it's not about CPL—it's about conversations and deals. If you're going to chase CPL, make sure the Cost Per Appointment makes sense—or that you have a strategy for converting leads over the long term (like a strong email marketing strategy).

Two other things to be mindful of:

1. Very small, or seasonal, markets can struggle to generate reasonably priced leads because there isn't enough search volume to support the bidding algorithms.
2. Competitiveness is the #1 factor tied to CPL—more competition means higher CPCs and CPLs. Google Keyword Planner provides some competition metrics in their report, so if you have choices of markets to target, consider choosing those that have lower competition.

— CHAPTER 10

Facebook Lead Ads

Facebook has a lead generation campaign objective that gives you the ability to capture a lead's contact information without ever leaving Facebook.

Here's how it works:

An ad shows in the user's feed. They click on the ad and that opens a form inside of Facebook that is pre-populated with the contact information associated with their Facebook account.

↑That's a huge advantage.

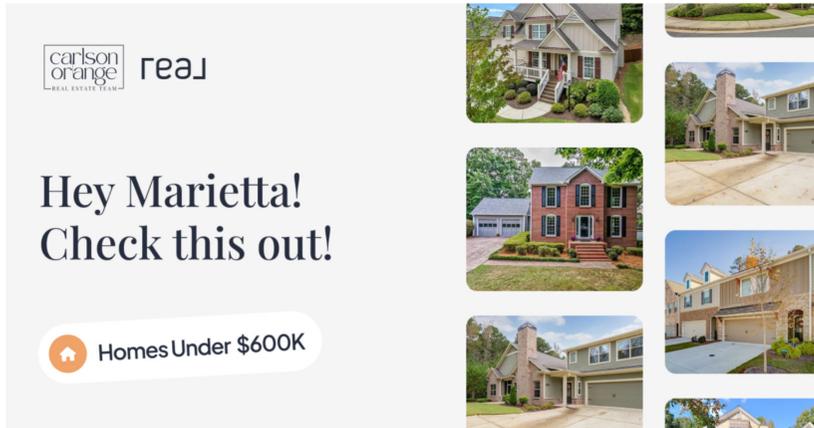
Because you don't need to worry about how fast your website is, or whether your forms are working. And, if they submit default contact info, the form is complete in just a few clicks.

We ran Facebook ads for years and found two types of ads to be the most effective:

- **Neighborhood Ads** are dynamically served to people in your area with ad copy that speaks directly to a specific neighborhood, with a pre-filtered landing page on your IDX that shows homes for sale also in that neighborhood.

You can use a Facebook lead form to capture the user's information before sending them to the landing page.

Here's an example:



Connie & Dan - Real Estate

Published by [Emma Valero](#) · December 14, 2022 · 🌐

There's a lot we don't know about the future, but there's one thing we know for sure: You'll never regret buying in Marietta.

A Facebook post advertisement for real estate in Marietta. The ad features the 'carlson orange REAL ESTATE TEAM' logo and the 'realtor' icon. The main text reads 'Hey 🙌 Marietta! Check this out!' in a large, bold, serif font. Below the text is a white button with an orange house icon and the text 'Homes Under \$600K'. The background of the ad is a dark blue/black gradient. On the right side, there is a map of Marietta, Georgia, with several price tags overlaid on different locations: '\$212,000', '\$461,000', '\$572,000', '\$515,00', and '\$370,000'. The map also shows various landmarks like 'Earl and Rachel Smith Strand Theatre', 'The Red Eyed Mule', and 'Cobb County Civic Center'. At the bottom left, there is a white button that says 'Find your next home here' and 'View listings in Marietta'. At the bottom right, there is a white button that says 'Learn more'.

- **Active Listing Ads** are carousel-style ads that highlight the homes that you currently have listed on the MLS. Each card in the carousel links to the listing detail page in your IDX, but you use a Facebook lead form to capture the user's information before sending them to the landing page.

This ad does double duty—it provides more exposure for your listings and does a great job of generating buyer leads. Every week, you login and update the ad with the new listings, or you can hook up an MLS feed with Facebook and have the ad update dynamically.

Here's an example:

The Alex & Joe Team at Compass - South Florida Luxury Real Estate
Published by [Jason Thompson](#) · November 21, 2023

These homes for sale will be sold soon - click below to catch them before they're taken off the market.

7904 West Dr
#Penthouse
North Bay Village | 15 Ba
[Learn more](#)

4791 Akai Dr
Southwest Ranches | 8 ...
[Learn more](#)

1581
#18C
Sunset
[Learn more](#)

— CHAPTER 11

Google vs. Facebook

So what's better: Google or Facebook?

One potential downside to Facebook ads is their targeting restrictions. Because of Fair Housing laws, the most targeted you can get with real estate ads is a 15 mile radius. For more rural markets, that might be perfect. But a circle with a diameter of 30 miles may be too broad for others. Unfortunately, that is a restriction with the Facebook platform, so you have to rely on creative and ad copy for any more specific targeting. This can lead to a higher percentage of out-of-area leads, which many agents consider to be “bad leads.”

Google on the other hand does not have the same restriction. City and Town names are OK, as are target radiuses down to 1 mile wide. The only restriction Google has is they do not allow you to target using zip codes.

Outside of the targeting differences, we actually found the overall lead quality of both to be comparable:

Contact rates were similar.

Appointment rates were similar.

Both are internet leads—so you're going to have bad leads. You're going to have fake numbers.

But one key difference?

Google leads typically convert faster.

In fact, in a recent analysis we did of one of our top producing teams in Raleigh, North Carolina, we uncovered some really important learnings. We generated 3,246 leads through Facebook, 2,303 leads through Google PPC and 171 website leads.

In total, that's 5,720. To be clear, this team's advertising budget ranged between \$12,000-\$15,000. *That's about 3X-4X higher than the typical Curaytor client.*

In total, this team converted 5,720 leads into 305 appointments. That's a 5.3% conversion rate.

Impressive.

Now here's where it's interesting...

The #1 source for appointments?

Google? Nope.

Website? Nope.

Facebook. Facebook accounted for 170 of the 305 appointments (55%).

But there's a catch...

Facebook leads took (on average) 270 days to convert. Compared to Google PPC leads, which averaged 42 days, *it's a pretty stark*

difference. This team's website leads only accounted for 42 appointments but when you look at the total number of leads they generated, you're left with an astonishing 24.5% conversion rate.

So what can we learn from this?

- ✓ **Test what works best in your market.** Relying too heavily on one source introduces too much risk into your lead generation strategies. Every market and every brand is different, so be sure to test Google PPC vs Facebook Lead Ads for your specific business.
- ✓ **The fortune is truly in the follow-up.** If you don't plan on following-up, don't invest in lead gen. Seriously. Door knock, throw parties for your past clients, build your referral network, sponsor the little league team, but whatever you do, don't buy leads.
- ✓ **Think long-term.** It can take months for a lead source to materialize. The common mistake we see most agents making is they partner with a firm to generate leads and they expect an ROI within 90 days and if they don't see it, they move onto the next. Investing in internet leads is just like farming. It takes time, so don't overextend yourself. Start with an investment that you can sustain for 12 months and then reinvest the revenues generated through lead generation back into your business.

— CHAPTER 12

How much is this going to cost?

“So what should my budget be?”

It’s the million dollar question. And the truth is—**you can make your budget whatever you want.**

The way we like to think about it is...

Say you have a fish tank with 1,000 fish and 20 of them are golden. The bigger your budget, the bigger your net, which means the higher your chances of catching a golden fish.

Budget and luck are inversely related.

The higher your budget, the less luck you’ll need.

The lower your budget, the more luck you’ll need.

On page 26, we laid out an ROI example for you—the math works out to 1 deal per month on a \$1,000 ad spend. Remember that one deal is one person—that’s a very small sample size.

One deal per month is really 12 deals per year. That means you may have a month (or multiple months) or zero deals, but you might have a month where you close three deals.

We've seen that ROI calculation play out for our clients before.

This is why you see different opinions online when people ask about lead providers. Most of the time, it's not the provider. There aren't too many things that you can do differently on these platforms to dramatically shift the outcomes.

The biggest lever that you have is the size of your net.

So if you're evaluating providers by taking advice from someone else, make sure their sample size is/was big enough to reduce the impact of random chance.

As a general rule of thumb, we recommend a **minimum** budget of \$1,000 per month on Google or Facebook lead generation efforts.

Because in reality—life happens. Cars break down. Kids get sick. People get laid off. If two or three random life events will change your business decision, your sample size is too small.

In other words, let's say you're expecting one deal per month. If your opinion about the effectiveness of the lead gen program is influenced by whether you get zero deals ("This sucks, it doesn't work.") or four deals ("Wow this is incredible!")...then you don't have enough data. You're letting random chance play too big of a role in your business.

On the listing promotion side, we recommend a **minimum** of \$200 per campaign—but remember that more is better. Higher budgets mean bigger (more impressive) metrics for your sellers. And a bigger "net" to catch leads.

— CHAPTER 13

Seller Lead Generation

“Most of these strategies seem to be buyer-focused, what about seller lead gen?”

You’re right. But online advertising is all about how to get yourself in front of as many potential clients as possible so that you can make them an offer.

Under 25% of buyers were first timers last year, down from 32% in 2023 (NAR). And 6% of home- owners in the U.S. own two homes (Statista). So chances are good that a buyer lead will also have to sell a house to complete their transaction.

Sellers masquerade as buyers. “Homes for sale” has 368K searches per month vs “What’s my home worth” has 6,600.

<input type="checkbox"/> Keyword ↑	Avg. monthly searches
<input type="checkbox"/> home value	18,100 
<input type="checkbox"/> homes for sale	368,000 

You can run strategy B but you'll miss out on potential sellers. Security is the most important thing for most people, so it makes sense that some sellers will only sell once they know they have somewhere to move into—and the best way to win that listing is to help them find their new home first.

That said, we've laid out 52 examples starting on page 73 of killer seller-centric nurture campaigns that you can use to find seller leads in your database.

In our experience, top of funnel seller leads convert similarly to buyer leads—so you're looking at a ~4% appointment rate. The math can work there, but it's a grind, just like buyer leads. Focus on building trust with sellers by providing high value content to nurture and qualify. Doing so will open up the door to more conversations, and the more conversations you have, the higher your appointment rate will be.

PART 3: LEAD CONVERSION

At Curaytor, we don't think of immediate conversion as the only goal of lead generation. But the numbers don't lie and it is certainly mission-critical to make sure you have a comprehensive conversion strategy.

We get it—seeing that only ~1-3% of leads will convert right away (and only if you're diligent in your follow-up) is daunting. Calling 100 people only to get four appointments isn't *fun*—**but the commission check is.**

The reality is, online lead generation is all about sweat equity. You have to put in the work, you have to make the calls, you have to send the emails, you have to build the relationships.

But at the end of it—when you do convert a prospect into a client—the math works out well in your favor. A \$350,000 average price point can see a 5-10X return on an investment of a few thousand dollars.

Plus, getting someone on the phone and delivering value is an outstanding **brand impression**. There's an old marketing adage from the 1930s called *The Rule of Seven*. It's the idea that someone needs to see your brand 7 times before they'll remember you. Having a quality conversation is an excellent way to start

building that relationship, even if they're not ready to do business right away.

When you pair lead conversion with lead nurturing, you get a powerful combination that will catapult your business into profitable growth.

In the next chapter, you'll learn to sharpen your approach, refine your scripts, and convert with confidence.

— CHAPTER 14

Best Sales Principles

Let's start with building a solid foundation. Our six best sales principles will be the base that your lead conversion program is built on. These are the critical building blocks needed to make flashier tactics—like clever scripts—work effectively.

- **Focus On Speed to Lead:** Following up immediately is non-negotiable. According to Inside Real Estate, the average response time is 15 hours and 30 minutes, but nearly half of all inquiries are never answered at all. Research shows that calling within 5 minutes is 21X more effective than calling after 30 min. There's a 391% increase in lead conversion rate by calling within minute one, a 160% increase by calling within minute two, and a 98% increase by calling within minute three (The Conversion Code, 2nd Edition).

Five minutes may seem like an unachievable goal. But it's a good goal to strive towards.

Remember:

- ✓ 50% of leads are never followed up with, so if you follow up *at all*, you are better than 50% of agents (WavGroup).
- ✓ Of those that *do* get followed up with, the average response time is 15+ hours. So if you beat that, you're in the top 25% (WavGroup)!

Don't let perfect be the enemy of good. Do the best you can to reply quickly—the faster you reply, the higher your contact rate will be—but don't let your busy schedule be an excuse for not following up with leads at all.

If you don't follow up, you are literally throwing money away. That brand impression is an important component to a successful nurture campaign.

- **Use the Double Dial and Multi-touch Approach:** Persistence pays. We coach our clients on a strategy called “The Double Dial,” published by Curaytor co-founder Chris Smith in his book *The Conversion Code*. If you call a lead once and the lead doesn't answer, wait 15 seconds and then call once more. The Double Dial can increase your answer rate by 30% (TeleNet and Ovation Sales Group).

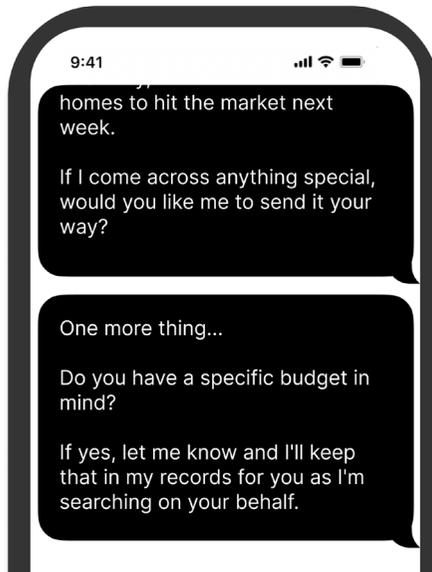
This can also be applied to texting. If you send a value-first text message to a lead, you can wait a few seconds and then send a follow up that starts with “One more thing...”.

For example:

Text 1:



Text 2:



- **Prioritize Personalization:** Personal touches transform interactions. Incorporating video—with a platform like BombBomb—can make deals 127% more likely to close (Vidyard). And personalized emails see a 14% improvement in click-through rates and a 10% boost in conversions (Mailchimp).

At Curaytor, we use this same sales strategy. After the initial discovery call, our sales rep will send a 1-minute follow-up video.

- ✓ A reminder of the value Curaytor provides
- ✓ Proof of that value
- ✓ What it means for them and why they should care

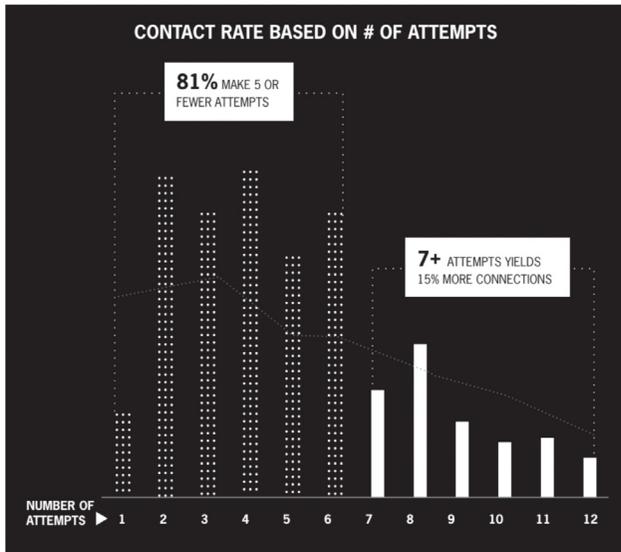
The critical component here is personalization.

- **Be Strategic In Your Timing:** Timing is everything. Curaytor's ISA team made 185,000 dials in 2023. From our experience, the most consistent time of day for successful contact is 8PM. Early afternoons, before 2PM, also saw significant traction, making them prime times for outreach. However, between 3-5PM is a dead zone—we had trouble getting in touch with people.

Our mornings have been strategically dedicated to responding to inbound leads, and we rarely initiate power hours before 11AM. The purpose of power hours is to have 1-hour of dedicated focus to make as many contacts as possible. Adjusting your outreach schedule to these

times can optimize your chances of connecting with leads effectively.

- **Focus On Persistence and Discipline:** Be relentlessly optimistic and enthusiastic about every lead. If you attempt to follow-up with leads seven or more times, you'll make contact with 15% more people. Yet 81% of salespeople make five or fewer attempts to contact a lead (The Conversion Code). Establish a disciplined, routine-based approach to your sales efforts. Think like a scientist, not an artist—systematize your process to ensure repeatability and effectiveness.



The Conversion Code

But don't feel like you need to stop at seven attempts—high-growth organizations average 16 touchpoints (attempts to contact a lead) within 2-4 weeks (Harvard Business Review).

Have you ever given your information to lead generation sites like Angie's list (contractors), PolicyGenius (insurance), or RocketMoney (mortgage)? Their follow-up is relentless.

Do what's best for you and your business, but keep that perspective—if these companies have huge teams making thousands of dials per day, there must be an ROI.

If you need a place to start, use the Fibonacci Sequence as a framework. This is based on the golden ratio that is found all throughout the world—in nature, art, etc. The beautiful thing about this is it naturally front-loads your contact frequency (with 6 contacts in the first 12 days) and then decreases frequency over time.

Here's how you might implement it:

First Contact (Day 1):	Call the lead as soon as you get notified.
Second Contact (Day 2):	Follow-up the next day (morning).
Third Contact (Day 2):	Another follow-up the same day (afternoon).
Fourth Contact (Day 4):	Follow up two days after the previous contact.
Fifth Contact (Day 7):	Reach out again three days after the previous contact.
Sixth Contact (Day 12):	Follow-up five days after the previous contact.
Seventh Contact (Day 20):	Follow-up eight days after the previous contact.
Eighth Contact (Day 33):	Follow up thirteen days after the previous contact.
Ninth Contact (Day 54):	Final follow-up twenty-one days after the previous contact.

Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
						
Day 8	Day 9	Day 10	Day 11	Day 12	Day 13	Day 14
						
Day 15	Day 16	Day 17	Day 18	Day 19	Day 20	Day 21
						
Day 22	Day 23	Day 24	Day 25	Day 26	Day 27	Day 28
Day 29	Day 30	Day 31	Day 32	Day 33	Day 34	Day 35
						
Day 36	Day 37	Day 38	Day 39	Day 40	Day 41	Day 42
Day 43	Day 44	Day 45	Day 46	Day 47	Day 48	Day 49
Day 50	Day 51	Day 52	Day 53	Day 54	Day 55	Day 55
						

- Lead with Value:** Be a consultant, not a salesperson. Have a reason to call (more on that soon). Focus on understanding and addressing the client's needs, providing them with the knowledge to make informed decisions.

— CHAPTER 15

Converting Leads with Proven Scripts

If you've committed to the core sales principles, the next piece of the puzzle is getting the right scripts. Not only do you need a compelling reason to call, you need a hook that will capture their attention quickly.

In other words, please don't call a lead and say, *"I saw you were on my website, is there anything I can help you with?"*

Why?

Because it's too easy for them to shut you down with a simple "no." Plus you're putting the burden entirely on the prospect. Remember, *you* called *them*. So know the reason for your call and make it compelling.

Below you'll find our best scripts for converting new leads, out-bound leads, and for farming.

1. Scripts For New Leads

- *Hi _____, 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?

- *Hi _____, I know we don't have a scheduled call, but the reason I'm reaching out is because I was just reviewing all the active homes in [Area] and I think [#] of them are going to have a significant price reduction in the next [#] weeks. Are you around this afternoon to chat?*
- *Hi _____, I'm not sure if you got my last email. I just sold [Property Address]. 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?*

2. Script For Outbound Leads

- *Hi _____, it's [Your Name] from [Your Team]. I'm reaching out because I have a few properties that you might be interested in based on your search history on our website. I'm going to spend some time later this afternoon putting together a list for you. I'll circle back with an update -- would this evening or tomorrow be better to reach out?*
- *Hi, this is [Your Name] with [Your Team]. I am reaching out today because we received a form you filled out while browsing the listing _____ and I have a few other properties that I think you might be interested in. Can I send those to you?*
- *Hi, this is [Your Name] with [Your Team]. You reached out to us in regard to the value of your home and we wanted to get you a free home value report ASAP. When is a good time this week for [Agent Name] to come meet you and view your property?*

3. Text Scripts For Farming

- *Hi this is [Your Name] with [Your Team]—I know you're not expecting my call, but we just had a stunning [#]-bed-room home hit the market in [Area] that I wanted to share with you. Would you prefer I text you or email you the link?*
- *Hi, this is [Your Name] checking in from [Your Team]. Out of curiosity, have you given up on finding a new home this year?*
- *Hi, this is [Your Name] with [Your Team]. We recently sold a home in your neighborhood before it even hit the market. We have numerous qualified buyers who are still looking for a home to buy. Would you consider entertaining an offer on your home?*

CHAPTER 16

Identifying Hidden Sellers Among Buyers

Sellers masquerade as buyers online. Many times, people want to find their next home before they will talk to you about selling their current home.

There are obviously challenges with that—especially if they need the equity in their current home to afford the next home.

But generally, people like to have a pretty solid plan in place before listing their home. So, we have found that one of the most effective ways to find seller leads is by using the right script when you call your buyer leads.

Now, when most agents call their buyer leads, they ask, “*Do you have a home to sell?*” in hopes of getting the listing appointment.

The problem? Most people will immediately put up a wall.

They’re in “buy mode”—they want to talk about the next step. They still need to formulate their plan before they’re willing to talk about putting their home up for sale.

So here’s what to do instead:

Instead of asking that question at the *beginning* of the conversation, use this script *after* you book the appointment—

“One more thing—as part of the client experience, we’re going to prepare you a home value report so that you can understand what your buying power is in today’s market. When is the last time you’ve had a home value report prepared?”

A few things make this effective:

- ✓ You’ve built some trust and rapport already—enough to get them to schedule an appointment.
- ✓ It is a **buyer-centric** reason for talking about their home sale.
- ✓ First time home buyers will let you know with their “we’re currently renting” answer, so you can quickly pivot the conversation with no harm done.

This simple swap will lead to significantly better results—it did for us. We increased seller appointments for our clients by 50% with this one change. Our in-house ISA team increased seller appointments for our clients by 50% with this one change.

CHAPTER 17

Maximizing Lead Conversion with Inside Sales Agents (ISAs)

An Inside Sales Agent (or ISA) is a person on your team who is dedicated to reaching out and connecting with your leads. They help bridge the gap between lead generation and conversion, acting as the first point of contact in the sales process.

They spend all of their time calling and texting—focusing on hitting that five minute “speed to lead” goal. They also work on nurturing your database with additional outreach attempts to leads via call and text that you’ve been unsuccessful at contacting to date.

Their expertise is in handling initial inquiries and nurturing leads until they’re ready to work directly with an agent. This allows everyone to stay focused on what they do best, which means more money in everyone’s pocket.

ISAs call and text leads, trying to make an initial connection and qualify leads.

ISAs feed agents with hot leads.

Agents spend their time closing deals.

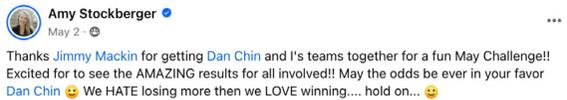
Everyone wins.

If you're considering hiring an ISA for your business, here are a few tips to think about:

- **Expand Your Talent Pool:** Traditionally, real estate teams have restricted their hiring pool to local candidates. But unlike other roles within your organization that have to be in person, an ISA doesn't have to be local. Consider expanding your search nationally (*or even globally*). This approach not only diversifies your team but also enhances the possibility of discovering exceptional talent who can propel your business forward. If you can set up the right systems and the right tracking and the right training, your ISA can work from anywhere in the world.
- **Be Strategic About Compensation:** Compensation plays a crucial role in attracting and retaining top-tier talent. Our experience at Curaytor has shown that competitively paid ISAs are more likely to perform at higher levels, contributing to a substantial increase in appointments and conversions. Investing in higher salaries is not merely a cost but a strategic move that can lead to a higher ROI through improved employee performance, satisfaction, and retention.
- **Craft Effective Recruitment and Job Descriptions:** These descriptions should not only detail the responsibilities and expectations but also highlight the benefits and growth opportunities within your company. Leveraging platforms like LinkedIn, Indeed, and specialized job boards can increase your visibility among potential candidates.
- **Provide Training and Continuous Support:** Don't hire an ISA unless you're totally committed to helping that ISA be successful. Your ISA should be managed and supported consistently. This includes call reviews, performance reviews, helping them with objections, and providing them with scripts and lists for them to call. Tools like Gong.io,

Salesforce, or HubSpot can aid ISAs in managing their interactions more efficiently, ensuring they contribute positively to the sales pipeline.

- **Track Performance and Analyze Results:** It's crucial to track the performance of your ISAs through metrics such as lead response time, conversion rates, and appointments set. These insights help in fine-tuning strategies and practices to optimize your sales strategy and help you identify what's working and what's not working.
- **Motivate with Incentives:** Implementing incentive programs, contests, and recognition for outstanding performance can lead to increased motivation and productivity. These initiatives not only encourage ISAs to perform better but also help in building a positive and competitive workplace culture. Another idea? Challenge another team in a friendly contest. Check out this example from Amy Stockberger and Dan Chin:



- **Empower with Technology:** In today's tech-driven market, equipping your ISAs with the latest tools and technologies (like JustCall or Gong.io) is non-negotiable. From sophisticated dialers integrated with your CRM to AI-driven analytics tools, having access to the right technology can significantly enhance the efficiency and effectiveness of your sales processes. It's an investment that's worthwhile.

PART 4: **LEAD NURTURING**

So you've got leads. Now let's talk about the ~96% that don't convert right away. At Curaytor, we believe that to turn strangers into happy clients, we need to take a value-first approach to marketing. To do that, you need a marketing plan—a plan that adds value, is timely and relevant, and educates potential buyers and sellers to help them make an informed decision.

The strategy for your marketing plan should always be *quality*.

In other words—don't send an email just for the sake of sending an email. Don't post a blog just because it's Monday.

Always lead with value. Always make sure what you're posting is quality.

A comprehensive marketing plan will nurture your audience across multiple platforms. Remember the Rule of 7? Consumers need to see your brand at least 7 times before they begin to trust you. So the more places you can be, the more opportunities you have to get in front of your future clients.

But it can be overwhelming. There are dozens of platforms vying for your attention. Even within a platform, you've got multiple different formats of content available to you.

It can be hard to determine what to focus on, and which content will actually move the needle in your business.

The good news? It's not TikTok dances.

Whenever you're faced with the questions of where to put your focus, go back to the foundational principle: *The goal is to lead with value*. How can you deliver the most value? That answer might be different for everybody, but it's always a good barometer to measure your efforts against.

As a general rule of thumb, we provide guidance for our clients on how to make the most impact with the least amount of effort. In fact, for many of our clients, we offer a done-for-you marketing plan so they don't have to think about it at all.

If you're looking for some direction on where to start, here's a breakdown of the channels we recommend you focus on.

CHAPTER 18

The Marketing Plan

- **Blog regularly.** You don't need to blog every week—remember, your priority is to post *valuable* content. So post when you have something to say. But you should post regularly—ideally, at least a couple of times a month. You can mix of evergreen content (*i.e. 7 Tips For Getting Your Home Ready For Market*) and timely content (*i.e. Monthly Market Update*).

We've compiled a list of content ideas to get you started:

- *What's happening to your equity?*
- *Is selling right now a bad idea?*
- *Why did [#] people sell in [Area] last month?*
- *How to choose the right agent for you*
- *Want to sell but don't know where to start?*
- *7 mistakes sellers make when pricing their home*
- *What is virtual staging and does it work?*
- *Everything you need to know about home appraisals*
- *What's it cost? Homeownership expenses beyond your mortgage*
- *7 real estate negotiation tactics that work*
- *3 pro home pricing strategies that pay*
- *How to house hunt (successfully)*

- *5 sustainable home trends for eco conscious homeowners*
 - *How to get a mortgage (and the lowest possible rate)*
 - *7 tips for maximum curb appeal*
- **Send 2-3 emails.** Regular, value-driven emails are the goal here. Get your database used to seeing your name in their inbox—and give them a reason to open your emails. Focus on great subject lines and high quality content. Here are some ideas for email formats to consider:
 - ✓ **Blog promotion:** When you publish a new blog, promote it to your database to ensure people know about the great content you are putting out there.
 - ✓ **Newsletter:** Our clients get great results from consistently sending out a well-formatted, value-packed newsletter (see Dean Linnell’s example on page 67).
 - ✓ **Market Update:** Send a monthly update sharing your perspective and tips on the current state of the local market.
 - ✓ **Share:** If you come across an interesting article or fact, send it to your database along with your commentary and opinion about the content.
 - ✓ **Story:** Tell anecdotes about you and your clients—give behind-the-scenes insight into your business and your life.
 - ✓ **Sentence:** We love this style of email. This is also known as the “9 word email”—it’s a short sentence or two designed to get people to reply back to you to start a conversation. The “Should I?” campaign below is a great example of this: “*Should I contact you if rates drop below 7%?*”
 - ✓ **Segmentation:** Segmentation emails are great for driving action. The goal is to use the email copy to describe a certain type of person so they know you are speaking directly to them. It helps overcome the

inertia from being an anonymous face in the crowd. We recommend that you create a resource that is particularly helpful for a certain segment of your database, and then speak directly to them before a CTA. For example:

“Are you thinking about selling but worried about the tax bill that would come along with a sale? I just scheduled a Real Estate Tax Planning seminar with tax expert John Doe on Monday, April 1 at 6:30pm at the pickle ball courts. Seats are limited so register here to reserve your seat.”

Whenever we suggest to our clients to increase their email frequency, the #1 objection we hear is: *But what if people unsubscribe?*

It’s a fair question...

But is it backed by data?

Of course—overall—more emails will lead to more unsubscribes. However, we analyzed 45 million emails that have been sent from our Curaytor email tool so far this year. Here’s what we found:

- Clients that send an average of **one email per week** have an unsubscribe rate of **0.22%**.
- Clients that send **two emails per week** have an unsubscribe rate of **0.19%**.
- Clients that send **three or more emails per week** have an unsubscribe rate of **0.20%**.

That means that if you show up in their inbox more than once per week, people are not “smashing” that unsubscribe button. In fact, each email is an additional brand impression (Rule of 7)

and opens the possibility for you to show up at the “right place, right time” with each of your contacts.

Bottom line: The benefits of being in front of your audience more frequently outweigh the risks of a few more unsubscribes.

PRO-TIP: End your value-driven emails with a CTA in the PS. Most people read the beginning and the end of emails, so if you have a strong opening and a CTA below your signoff, you’ll maximize the effectiveness of your campaigns.

We mentioned above that one of the best emails you can send consistently is a newsletter-style email.

For 22 years, [our client Dean Linnell](#) has been sending out a weekly newsletter every Friday called *Friday Morning Coffee*, where he includes:

- ✓ New listings, price reductions, and properties that just sold in the past 7 days
- ✓ His most recent YouTube videos (listing videos, market updates, buyer/seller tips)
- ✓ A direct response CTA with his personal cell #

It’s insane value. His newsletter consistently gets a 40% open rate and a 19% clickthrough rate. It’s a great way to increase brand awareness, and build rapport with potential clients. His secret to success?

“I really feel like this is just down to sheer never ending consistency since starting the weekly format of this newsletter in 2002. We also try to really keep things light with a slightly personal look into my family and the mountain lifestyle. Nothing too image heavy and I try to keep it more text based with just a short paragraph or two then diving

into the week's newest listings, solds and price adjustments. Nothing crazy—just plenty of consistency.”

It's unsexy work, executed over a long period of time that generates the most meaningful returns. Here's an example of what *Friday Morning Coffee* looks like:



Whistler Friday Morning Coffee

Here's what you need to know:

Over the past 7 days

- ✓ In Whistler there were [22 New Listings](#).
- ✓ In Pemberton there were [6 New Listings](#).
- ✓ In Whistler & Pemberton there were [14 Price Adjustments](#).
- ✓ In Whistler & Pemberton [22 Properties Sold](#).

💰 The **Highest Sale** this week was for **\$10.99 million** at [3113 Hillcrest Lane](#) at Alta Vista in Whistler.

★ Dean's Top 3 ★

📺 In [this quick 10 minute video](#) I personally take you through the 3 best new properties that came on the market in Whistler this week and I tell you exactly why I think they're all great bets.

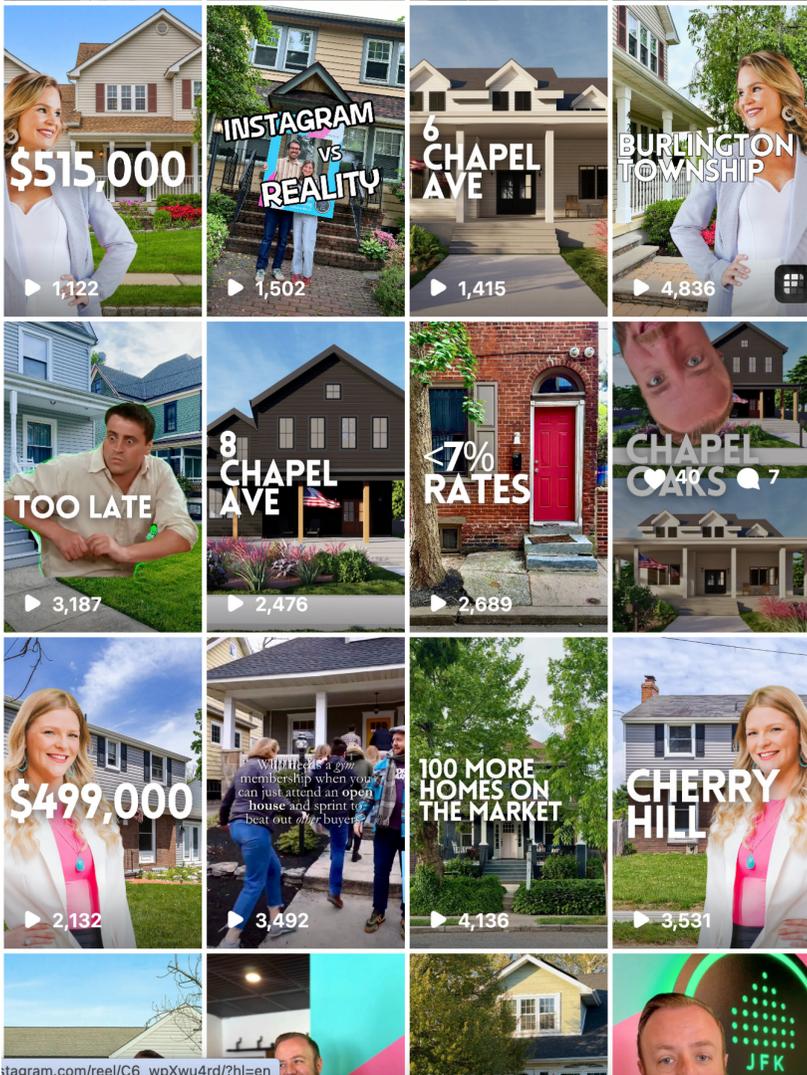


- **Create 1 Instagram Reel.** Instagram Reels are short form vertical videos that have 2X the reach of other formats on the platform (SocialInsider). Because of that, the format provides a great opportunity to get your value in front of more people. The videos tend to have light editing that include tactics like adding captions, adding zoom and cut effects to make the visuals engaging, and using B-roll.

Here are a few topics to consider:

- ✓ New listings
- ✓ Buyer/seller mistakes
- ✓ Real estate news (i.e. rates dropping below 7%)
- ✓ Upcoming events
- ✓ Success stories
- ✓ Community spotlights
- ✓ Agent introductions

JFK Living ([@jfkliving](#)) is a top real estate team in New Jersey who creates engaging Instagram Reels. Check them out for some great inspiration!



- **Show up on Instagram and Facebook Stories a couple times throughout the week.** Stories are also short form vertical videos—but they only allow for 15 seconds and only exist for 24 hours. These restrictions make it the perfect place to share unedited, unfiltered content.

Behind the scenes content showing your day-to-day tasks work great! So do answering common questions on the fly, and doing sneak peaks of upcoming listings or events.

Another really powerful feature of stories is their interactive sticker elements. You can post polls, you can link directly to external content (which you can't do from any other Instagram content type), you can ask for questions or open-ended feedback with their answer box. The sticker features provide a great way to engage with your audience and generate inbound leads (we'll cover some ideas in the next section).

Curaytor's co-founder Jimmy Mackin (@jimmymackin) does a great job of leveraging the power of stories. Check him out for some inspiration!

- **Direct Mail:** Want one more pro-tip to help you stand out from the competition and target seller lead generation? *Direct mail.* With everyone's email inbox being flooded by hundreds of messages everyday, their physical mailbox has become less competitive—*especially* if you do it right.

When Charlie Munger challenged Chet Holmes—author of *The Ultimate Sales Machine*—to put his small newspaper on the map, they went from #19 in the industry to #1 overnight.

How'd Chet do it?

First, he analyzed Charlie's database of 2200 advertisers and found that just 8% of the target market was buying 95% of the advertising.

So he sent mailers to 167 of those buyers every two weeks, and followed up with a call 2X/month.

Chet closed his first deal in the fifth month—a 15-page full color spread—which happened to be the biggest deal the industry had seen.

In the next five months, he closed 28 more deals.

Chet doubled the sales volume of Munger's business for three consecutive years with what he called *The Dream 100 Strategy*.

You can apply The Dream 100 Strategy to your business. Here's how:

1. **Identify 100 of the most ideal properties in your farm.**
2. **Send personalized direct mail to these properties at least 1X/month.**

Most agents send the standard “This home just sold!” postcard. Although that's better than nothing... we have some insanely powerful ideas in the next section to help you get noticed.

3. **Then, hit the phones to follow-up.**

The purpose of *The Dream 100 Strategy* is to communicate to these 100 homeowners that they're not part of a mass mailing to 4,000 people.

It's a personalized approach to build trust and rapport with your ideal clients.

Here's another PRO-TIP: If you run a 2-step home value ad online—where you collect their address in step 1 and their contact information in step 2—you should expect 95% to be address-only leads. Use those address-only leads to replace or supplement your direct mail farm list.

“This is all great—but it sounds like a lot. Any tips to making a marketing plan feel more manageable?”

Here’s a secret: You don’t need to create a new piece of content every single time.

The key is to identify the topics that your audience will care about right now, create one piece of content for that topic (i.e. a blog post), and repurpose the content into other mediums (i.e. email, video scripts, Instagram or Facebook posts, and a direct mail piece).

And don’t be afraid to *reuse* content. If you have a great story answering a common question—repost it in a couple months, perhaps with a slight refresh (or not). If it’s quality content, your audience will appreciate seeing it again. And it gives others who missed it the first time the opportunity to get valuable content from you.

Here are a few questions to get you thinking:

- ✓ What questions are coming up frequently in conversations with your clients?
- ✓ Are there any notable upcoming events or grand openings that you should cover?
- ✓ What trends are you studying in your local market that buyers and sellers need to know?
- ✓ What about the national market?

Once you identify a topic, use that single piece of content to fuel all your marketing channels for the week.

To help you build your content calendar and marketing plan, we pulled 52 of our best email, direct mail, and social campaigns (plus, phone and text scripts) that will help you attract more listings.

CHAPTER 19

Listing Attraction 1-Year Plan: 52 Of Our Best Performing Campaigns

Once you understand the foundations of listing lead generation, the next most important thing is the message that you deliver to your leads. The copy and creative will set the tone for your relationship.

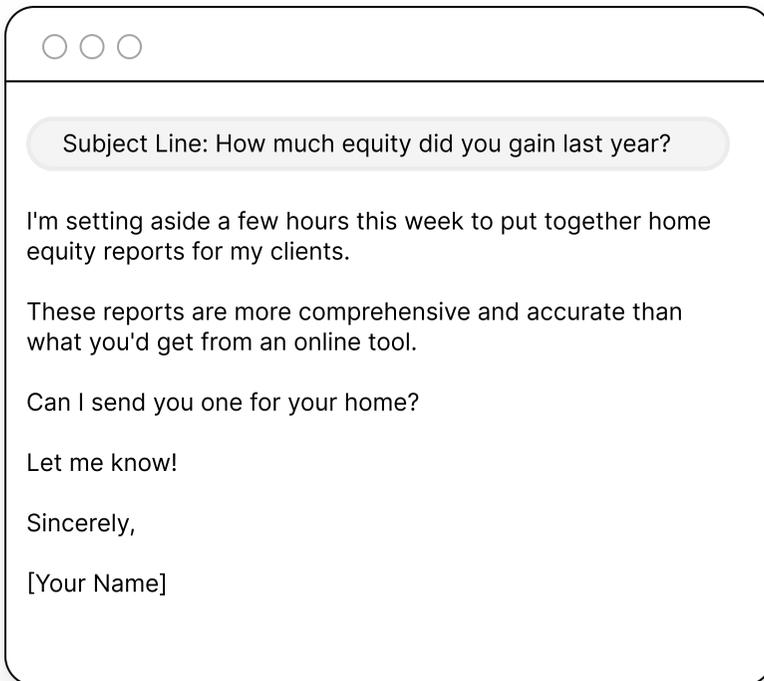
If you copy what everyone else is doing, you will get the same results as everyone else. You will be average.

But we know that you're better than average.

So we have compiled 52 of our best-performing, most creative campaigns across many different channels to help you stand out from the crowd.

Email Campaigns

1. Equity Update Email



When's the last time you sent a direct response email to your database offering a free home value report?

A lot of agents wait for an opportunity to be helpful, instead of proactively providing value to their database. They wait for an interest signal—like a prospect visiting their website - before they feel comfortable reaching out.

You don't need permission to be helpful.

As long as you are actually being helpful and providing value, most people will appreciate you being proactive.

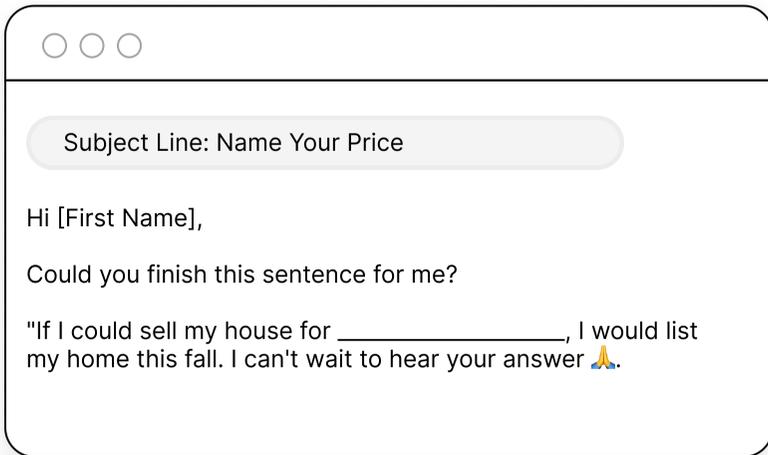
We created this campaign for our clients to send at the beginning of the new year—but you can send it out at any time.

It's a simple, yet incredibly effective email campaign to send to your prospective sellers and past clients.

PRO-TIP: Follow-up with a personalized text to anyone who opens.

You don't want to sleep on this one.

2. Name Your Price



This is a Curaytor classic and has generated millions of dollars in listing appointments.

“It’s the widely-known Name Your Price campaign.

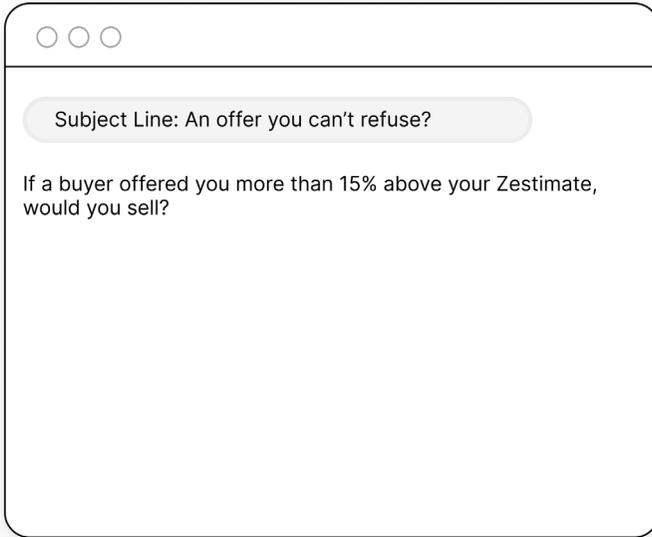
It’s a simple sentence-style email—designed to pique their interest and get them dreaming about an ideal future. And it’s much more effective at engaging potential sellers than simply asking, “*Have you considered selling this year?*”

PRO-TIP: This tactic was originally designed to be an email campaign but smart agents are leveraging it as a direct mail piece as well. We’ve even had clients use it successfully as an ad campaign on social media!

When an idea works, *extend it to other channels.*

Always double down on your winners.

3. The Godfather Strategy



Hypothetical questions are sometimes the best way to get potential sellers to raise their hand.

Because it's a hypothetical situation, you're not asking them to commit to anything.

You're simply starting a conversation with a question and from that, finding out whether or not they would be open to the idea of listing their home.

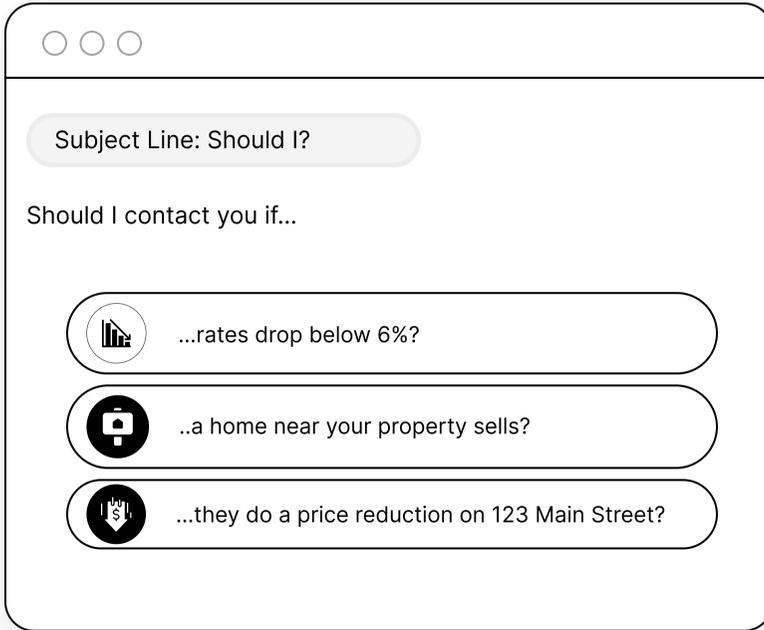
That's what's behind *The Godfather Strategy*.

This exact email landed [Jason Cassity](#) an \$800,000 listing appointment.

So don't overthink it...

Send this to your database today.

4. Should I?



You can uncover buyer and seller leads simply by asking permission.

This is a situational script that has CRUSHED. You would adjust the hook to fit the current market conditions.

It works because it puts the prospect in control of the conversation.

You're letting them tell *you* when they want to be contacted.

It's a very simple one-line email.

Here are a few examples:

Should I contact you if...

...rates drop below 6%?

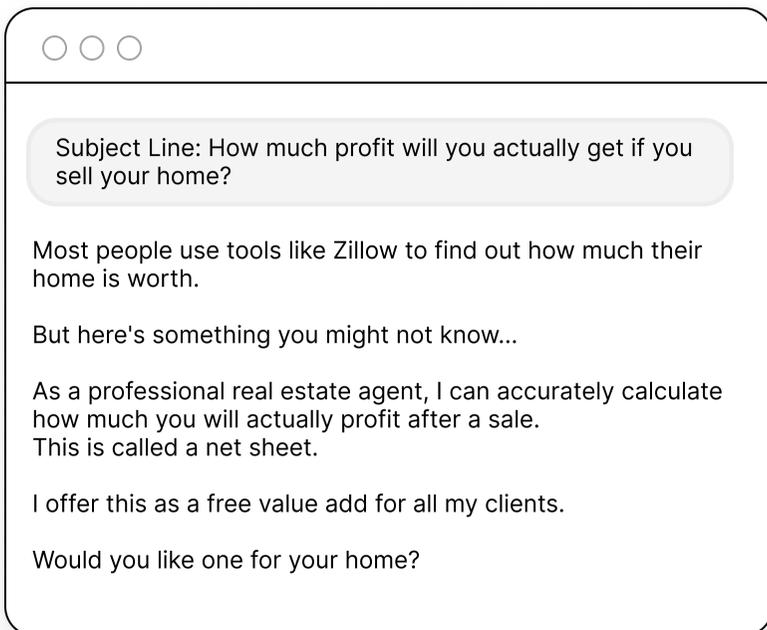
...there's a price drop on 123 Main Street?

...a home near your property sells?

That's it. You could send this to your whole database, or customize it to individual leads based on their browsing history of properties on your website. Either way, they'll appreciate the approach.

See how many conversations you can get started with this situational script.

5. How Much Profit Will You Actually Get If You Sell Your Home?



This is something that isn't talked about enough—how much the seller will actually walk away with after the sale.

You know what a net sheet is.

We know what a net sheet is.

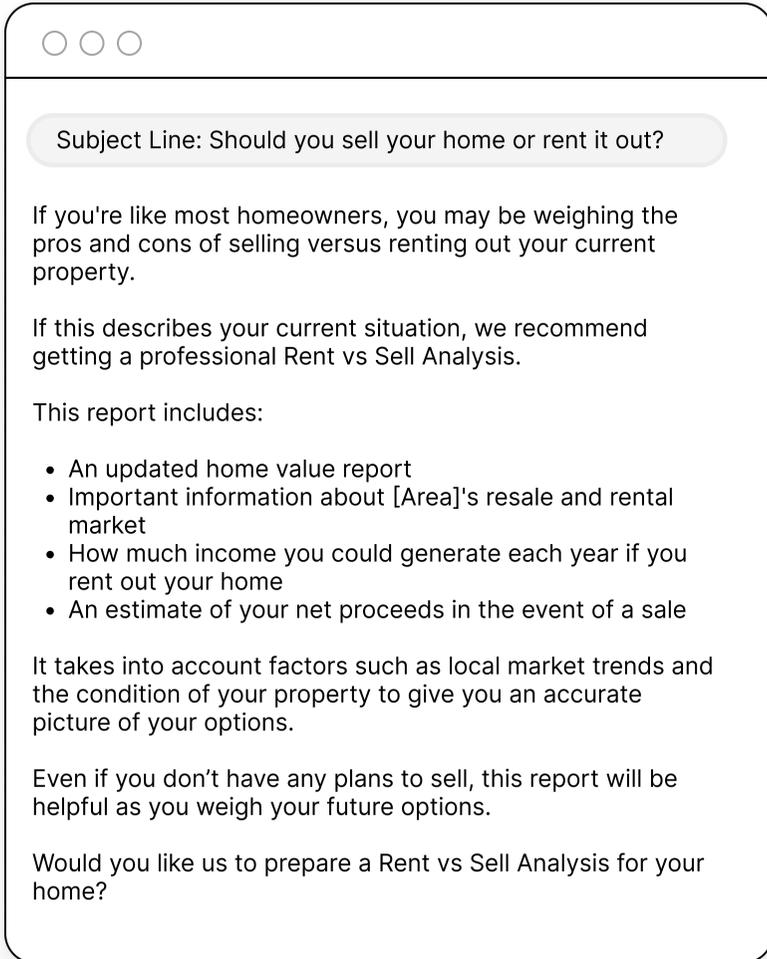
Your potential sellers don't know what a net sheet is.

Yet it's something that every seller would want to know.

Stand out from every other agent by offering a net sheet estimate. It will build trust and position you as a true expert in the field.

PRO-TIP: PalmAgent ONE is a fantastic app to help you with net sheet estimates.

6. Rent vs Sell



You probably have potential sellers in your database who are curious about whether they'd benefit more from renting or selling. This is a perfect opportunity to send a segmentation email which speaks directly to a subset of your market with very specific needs or questions.

Your unique offer for this segment? A free Rent vs Sell Analysis. Exactly what they need to make an informed decision.

In your analysis, be sure to include:

- The estimated value of their property
- The net worth of their property
- Their estimated \$ in purchasing power
- An overview of the current resale market, including relevant data
- An overview of the current rental market, including relevant data
- Their estimated net proceeds if they were to sell
- Their estimated income potential if they were to rent

PRO-TIP: Our recommendation would be to create a Canva template that you can customize and reuse for each analysis.

7. What's Your Plan?

This is a strategy we call “Land & Expand.”

It's a technique to bridge the gap between marketing and sales. Which means, you'll send a marketing email to a targeted list (*in this case, your past clients*) with a targeted message. Then follow-up with a text.

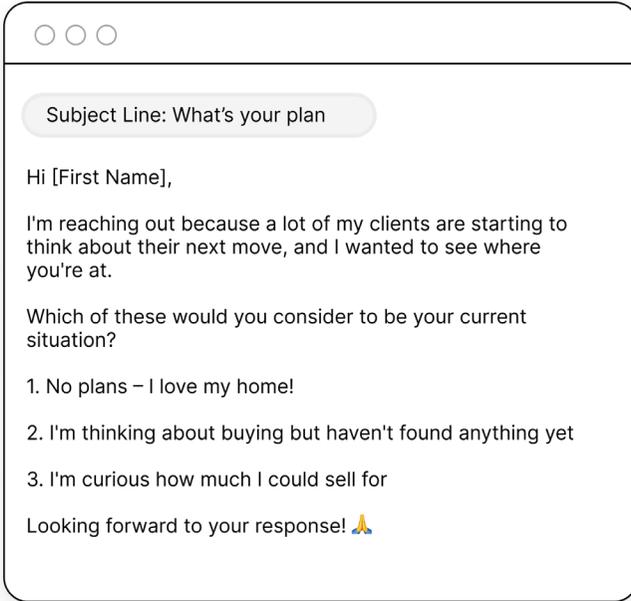
The goal of this strategy is to get a good sense of where your past clients fall in their seller journey as you think about your sales pipeline.

Are they 6-12 months out from selling? 2-4 years from now? Maybe more?

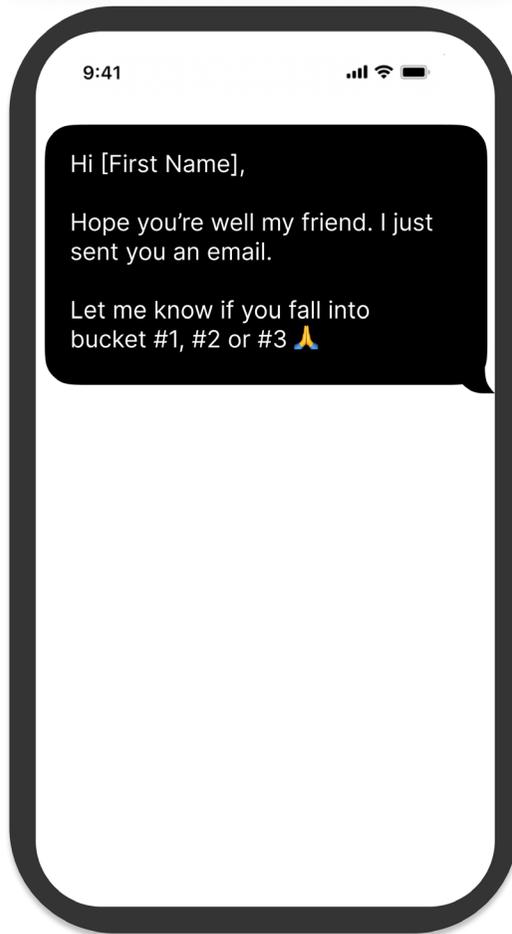
As you get more information and more context about their plans, add those notes to your CRM and start to be helpful right now to help them achieve whatever it is they want to achieve this year.

So, how does it work?

First, send this email to your past clients:

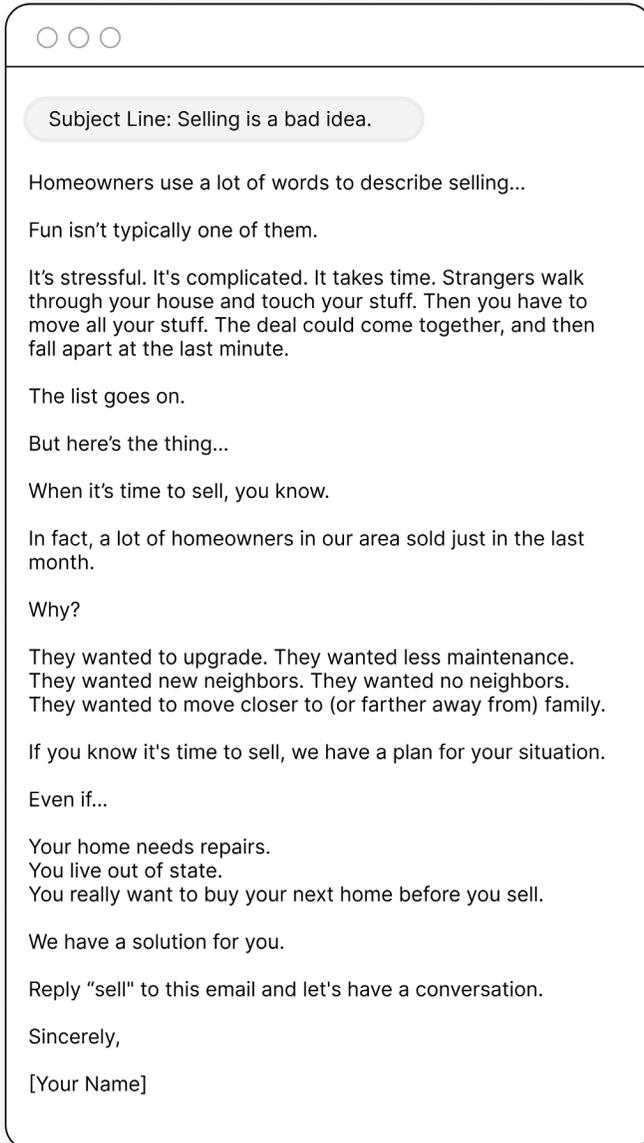


Then follow up immediately with this text:



Chances are they'll get the text before they see your email. So you'll start the conversation via text, prompt them to check their email, and hopefully respond to your text to continue the conversation.

8. Selling Is a Bad Idea



The thought of “selling is a bad idea” has crossed the mind of nearly every seller at some point. There are tons of insecurities that creep in when you are thinking about such a major life change:

- Is this the best move for me/my family?
- Will I hurt my financial future by making this move?
- Will the improvements that I made (or didn't make) impact the dollars that I get back?
- Is the market too hot/cold?
- How will interest rates affect my home sale?
- What is the best time to sell?
- Will I regret selling this house when it's too late?
- Do I want people coming through my house?

And on and on they go...

Rather than resorting to the usual “now is a good time to sell” pitch often used by agents, let's tackle the issue directly.

Selling your home is painful.

It's emotional.

It can be overwhelming.

And it costs \$\$\$.

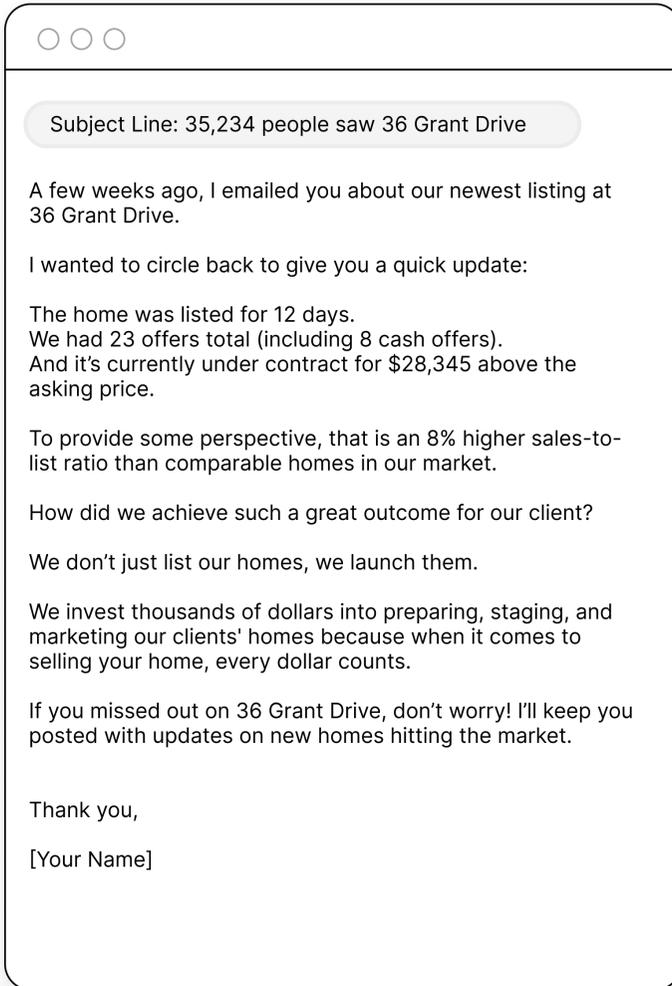
Even when it's easy, it's not.

There's an adage in marketing, a small admission is how you gain large acceptance.

So let's address the pain head-on.

PRO-TIP: This campaign can also be used for a direct mail letter and a short-form video on social media.

9. 35,234 People Saw 36 Grant Drive



One of the best ways to turn your recent sales into more listings is to use a technique we call: *Market your marketing*.

35,234 people saw this on Facebook is an irresistible hook.

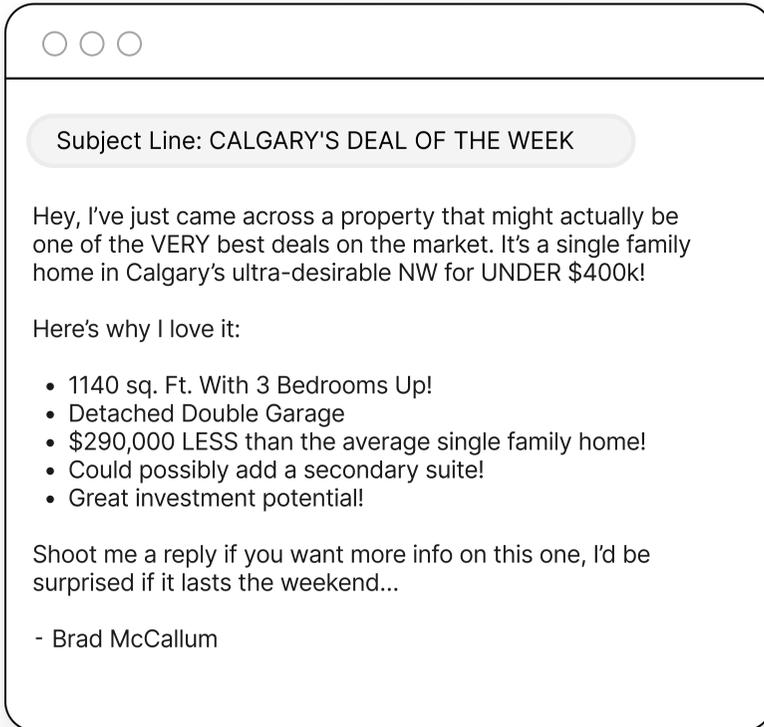
You want to tell the story of the sale—focusing especially on the marketing efforts that helped drive that successful sale. This is more than just a success story, it's proof that you're great at your job.

By highlighting a specific marketing metric like reach, you demonstrate your ability to get their home in front of more prospective buyers—something sellers value a lot.

So the next time you sell a home:

1. Take a single WOW metric from your advertising or marketing campaigns
2. Send this email
3. Then, record a video and share it on social media
4. Then, repurpose the email into a letter that you mail to nearby neighbors
5. Rinse and repeat

10. Deal of the Week Email



The Deal of the Week strategy needs to be added to your weekly marketing SOPs.

It's simple, repeatable, and highly effective.

All you have to do is highlight a single listing every week that you think is one of the best deals on the market.

Brad McCallum sent this email and got 20 replies.

The best part?

It wasn't their listing.

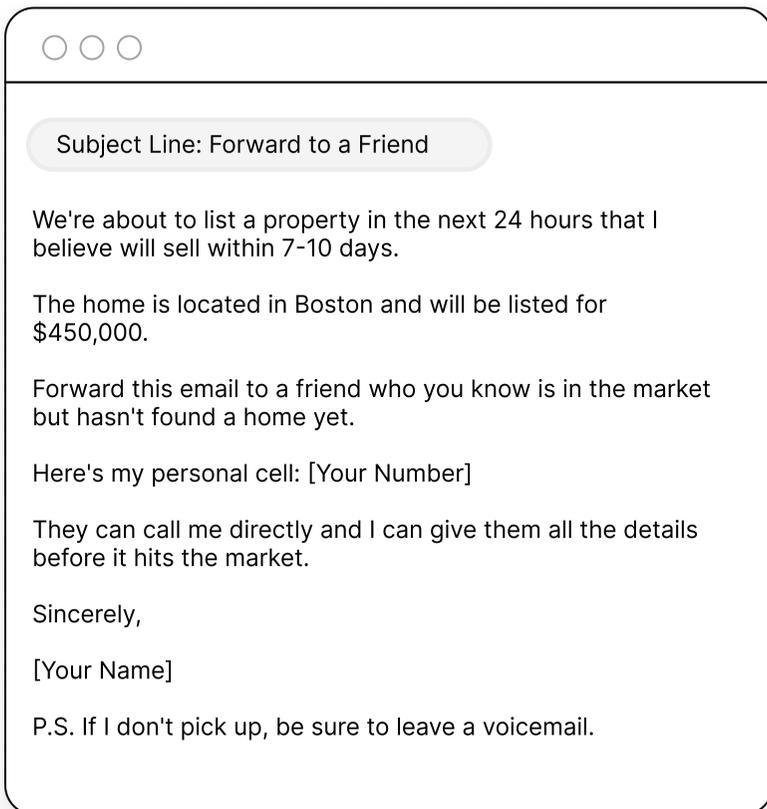
But here's the thing...

This email is just the beginning.

Repurpose your Deal of the Week into an Instagram Story poll and an SOI text.

This is how you can take a winning marketing campaign and maximize the impact.

11. Forward to a Friend



In his book *Viral Loop*, Adam L. Penenberg profiles the rise of Hotmail, and tells the story of how it happened.

To help spread the word about Hotmail, they added this line...

“p.s. I Love You. Get a free email at Hotmail.com”

That small hook at the end of the message created hockey stick growth for them.

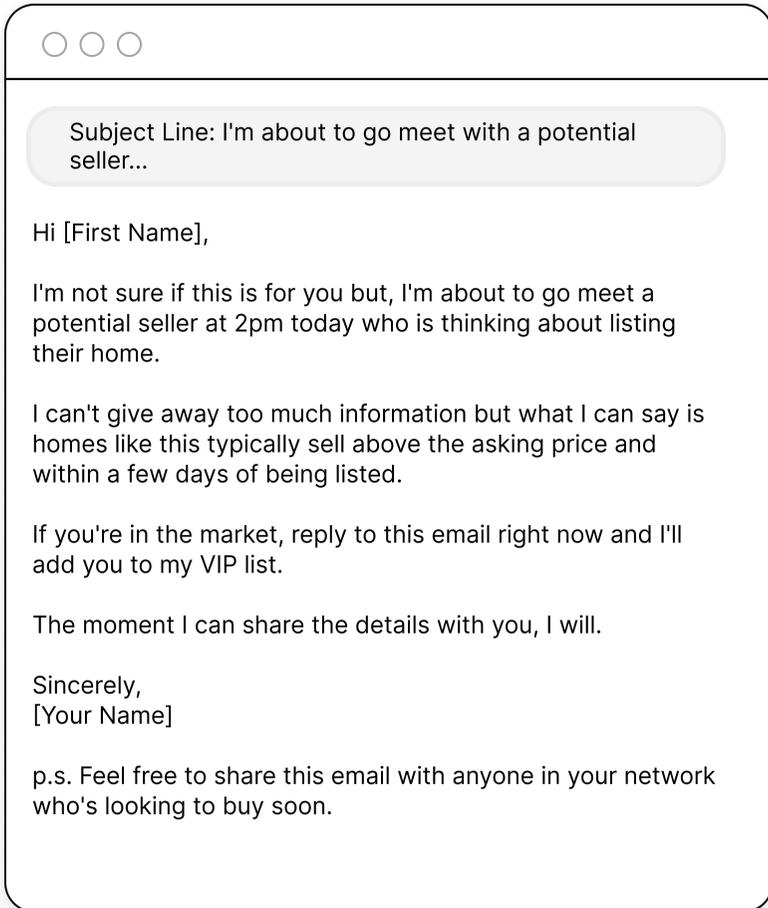
So here’s the zen learning...

The people in your database may not be buying today but they know someone who is.

More importantly, they can introduce you to a new prospect with the right hook.

The next time you have a listing to promote, try this email.

12. I'm About to Go Meet a Potential Seller...



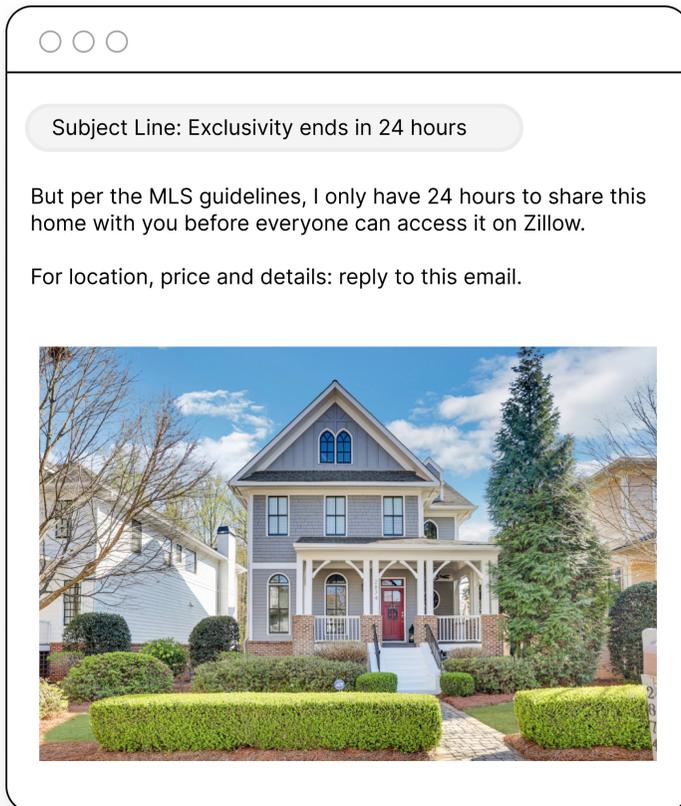
This is rarely talked about in the real estate marketing world but one of the best ways to attract high-quality seller leads is by doing high-quality marketing of your current listings.

Prior to going on the listing appointment, this is the first email you should send.

It's a simple way to add incredible value to both potential buyers and your seller because:

- You're able to give away *just enough* information to potential buyers so they're the first to know about the property
- You're able to gather a list of interested buyers before the property is even on the market
- You're able to show that list to your seller to help you win the listing appointment, and show that you're committed to going the extra mile at every step

13. Exclusivity Ends in 24 Hours



Netflix recently introduced a “Last Chance” banner over to movies and TV series that would be leaving the platform soon.

What is it about that banner that makes you want to click?

Loss Aversion: The idea that we are more motivated by the fear of losing something than by the prospect of gaining something.

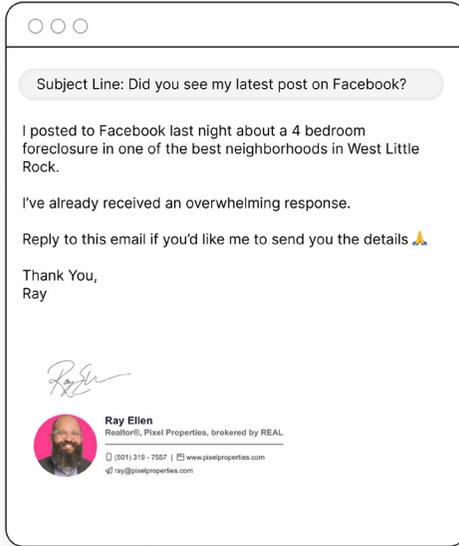
This is why highlighting the potential loss of a deal or opportunity on the market can be a powerful motivator for consumers.

When you are 24 hours out from a new listing going live, send this email.

Here’s why it works so well:

1. It creates urgency. The goal of the subject line, “Exclusivity ends in 24 hours” is to get as many people to open the email as possible.
2. It piques curiosity. Share some info, but not all the info. Share one photo (the “money shot”) but not all the photos.
3. It has a strong CTA. Don’t drive them to a website. Get them to call.

14. Ray Ellen Strategy



One of the smartest ways you can use email marketing is to cross-promote your social media posts.

This drives more traffic to your socials and can help you generate more leads.

This is one of our favorite strategies implemented by Ray Ellen.

Here's how it works:

1. Find a notable listing in the MLS (or Off-Market)
2. Write a brief post about it on social media with a CTA to DM you if they're interested
3. Send an email blast to your database LINKING to your social post

This is something you could do SEVERAL times a month to generate inbound opportunities.

Ask Ray. It works.

Direct Mail Campaigns:

15. The Magic Buyer Letter

Dear homeowner,

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

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

My client is actively searching for a home like yours.

We've reviewed every home currently on the market and are now directly reaching out to homeowners in your area who may be considering selling.

Here's some important information about my buyer:

- They are pre-qualified for up to \$785,000
- They can make a \$120,000 down payment
- They are flexible regarding the closing date

Even if you're months away from deciding whether to sell your home, it would still be worth having a brief conversation.

We've assisted 153 clients in buying and selling in the last 12 months, and we'd love to help our client find their dream home.

My personal cell is [Your Number].

I look forward to hearing from you.

[Your Name]

p.s. If you're not sure of your home's worth because it's been awhile since you've had a professional evaluation, I can prepare a customized report for you today. Call or text me at [Your Number].

Chances are you're working with a high-quality, pre-qualified buyer (or a few of them).

Most agents look at that as a liability.

We want to flip that on its head and turn this “liability” into an asset.

In order to do that, we use The Magic Buyer Letter.

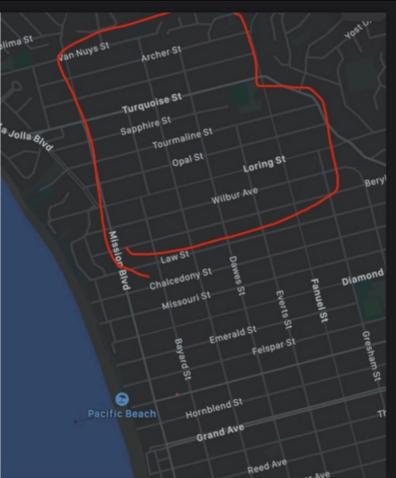
Here’s how it works:

1. Write a letter to homeowners who live in the neighborhoods where your buyers are looking to live
2. Be specific in describing who your buyers are and what they’re looking for
3. Encourage these homeowners to contact you if they’re interested in selling

Would this strategy work in this market? 100000000%.

Don’t stress about the market, your competition, or the economy—focus on what you can control.

16. We Have Buyers



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.

Specifics:
-3bd + office (or larger)
-1500 sq +
-Up to ~\$3,000,000. 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
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Every buyer is an opportunity to get a new seller.

That's why when you have buyers who are looking in a specific neighborhood, send out a direct mail campaign that describes who they are and what they're looking for.

Similar to The Magic Buyer Letter, turn the "liability" that you're working with high-quality buyers into an asset.

S/O to Jason Cassity for going the extra mile for his clients using the “We Have Buyers” strategy.

It’s a brilliant spin on the Magic Buyer campaign.

17. Reasons Why People Are Selling This [Season]

If you want to sell your home in [Area], 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 [Area] 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 [Area] 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 [Your Number]. We look forward to hearing from you!

Sincerely,
[Your Name]
[Your Company Name]

This letter generated a \$2,100,000 listing that sold in 2 weeks.

While your competition is asleep at the wheel sending their generic, Just Listed and Just Sold postcard, there's an opportunity to stand out in the mailbox by providing useful information that's personalized to their market.

We sent this letter to 1,497 North Hills homeowners. Total cost, \$1,047.

Here's why it worked:

1. The audience matches the message
2. The call-to-action answers the "Why now?" question
3. The social proof creates confidence

Don't believe the adage that it takes 12 months to generate an ROI from direct mail.

A well-crafted message that has a clear call to action can drive immediate results.

18. Neglect Strategy

Dear [First Name],

I'm not sure if this has ever happened to you, but we talk to a lot of people who never hear from their real estate agent again after they buy or sell their home.

No check-ins. No follow-ups. Nothing. It actually happens pretty often, and it can leave some homeowners feeling a bit lost.

If that's been your experience – and this may feel like we're stepping out of line – but at Mackin Realty, we believe that you deserve better.

Whether you need a recommendation for a reliable contractor, an updated home value report, a professional home equity assessment, or just have questions about the market, please don't hesitate to reach out.

You can call or text me anytime at [Your Number].

Sincerely,

[Your Name]

You're either going to love or hate this strategy...

We've all heard the stat that 87% of consumers say that they'd work with their agent again, but only 12% do. (Source: NAR)

Part of the reason why that is, is because the consumer never hears from their agent again after they buy or sell.

This strategy speaks to those folks directly.

19. Orphan Buyers

Hi,

I'm Jimmy Mackin, the owner of Mackin Realty in Auburn, NH. The reason I'm reaching out is because as I was studying your neighborhood in the MLS, I saw that the agent who helped you buy your home no longer has an active license.

As a team who's been servicing the greater Manchester area for 23 years, many of our clients reach out to us for help - even years after we help them buy or sell.

So I wanted to personally reach out and make our team available to you as a point of contact for any real estate questions you may have.

If you're planning on making any renovations to your property, I have a great list of vendors.

And, of course, if you're ever curious about how much your home is worth now, I can prepare a professional home value report.

Please don't hesitate to text or call me if you have any questions, or need guidance. My number is [Your Number].

Sincerely,
[Your Name]

There are probably people in your database who bought a house with a real estate agent who no longer carries a license.

They've been left to fend for themselves and probably have no relationship with an agent at this point.

If you were to market to them...here's what you might say.

20. Just Sold

 vanessa@domoREALTY.com c.404.556.1733 o.404.974.9550

Dear Neighbor,

My name is Vanessa Reilly. I'm the Realtor that just sold 44 Rockyford Road in your neighborhood.

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

After helping the sellers prepare their house we launched a specific marketing strategy that attracted over 14 showings, 28+ people through the open house and we received 5 offers. We just closed for \$718,000.

That's \$456/ per sq.ft. – which is almost \$98 per sq.ft. MORE than the average sale in the 30317 zip code.

Our clients were thrilled with the results and ease of their sale.

If you're thinking about making a move and are curious what your house is worth in today's real estate climate, I'd love to connect with you.

Call or text me anytime (404) 556-1733

Have a great day,

Vanessa Reilly

 *See how we do things differently*



p.s. If your house is currently listed with another Real Estate Broker please disregard. It is not our intention to solicit the offerings or clients of other Real Estate Brokers.

Just Sold Letters + Circle Dialing works.

This campaign resulted in multiple listing appointments.

Here's the **PRO-TIP**:

1. Build a targeted list. Ideally, homes that fit in your local “sell-box.”
2. Create a campaign that provides information the consumer can't find online (i.e. # of offers, # of showings, etc.) with a simple and clear call-to-action. Don't include the final sale price—that gives potential sellers a reason to call.
3. Make your offer clear and compelling.
4. And finally, don't wait for the inbound calls. Hit the phones to follow up.

This needs to become an SOP every time you sell a home.

21. ZMA (Sticky Note)

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

1 of 40

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

20 comments

Jimmy, Wendy and 21 others

1 listing appointment, 120 letters sent.

Here's how the ZMA works:

1. Print out a screenshot of their Zestimate
2. Add a handwritten sticky note with the CTA—*Would you sell for 10% more than this?* (feel free to adjust based on your market)
3. Mail to your farm. Handwritten is better than mass-produced.

PRO-TIP: Use Propstream to build your list and use the following parameters:

- 7+ years
- 4%+ interest rate
- Owner occupied with 30%+ equity

Of course, feel free to adjust based on your own knowledge of the market.

22. ZVA



Your neighbor recently entrusted my team with selling their home at **14556 W 3rd Ave.** Zillow estimated their home value at \$717,500. We sold it for \$820,000! That's a \$102,500 difference.



Pre-listing Zestimate
\$717,500



Home value

Zestimate
\$816,500

Post-sale Zestimate

Zestimate range
\$759,000 - \$874,000

Last 30-day change
-\$1,648 (-0.2%)

Zestimate per sq ft
\$206

Anytime a home sells in your neighborhood, it has a big impact on your home's value. However, you can't always trust Zillow to get your home's value right.

Would you like me to prepare a professional home value report for your home? Feel free to call, text, or email me today.

Sincerely,

Jacob

Jacob Stark
REALTOR® at 8z Real Estate
303-997-0634
jacob@selling303.com
www.selling303.com



See how we did it by scanning the QR code or visiting selling303.com/thirdave

P.S. Curious what your home might sell for in today's market? Get your home value at: www.selling303.com/myhome
*This is only an online estimate. Please call me for a more detailed and accurate analysis.

P.P.S. We have three more listings coming very soon, all in Littleton. If you have friends or family that would like to be in the area, have them reach out so we can keep them posted on when these will be hitting the market!

This strategy is called Zillow vs Agent.

(S/O to [Jacob Stark](#) for executing this strategy.)

First, a question for you: What happens to the Zestimate when you list a property?

Right—it changes to the list price.

Talk about the biggest punch in the gut.

If you list a property for \$500,000 and you sell it for \$500,000... it doesn't appear that you did anything. You simply sold it for the Zestimate.

What most people *don't* realize is that maybe two weeks ago, the Zestimate was \$430,000.

But you had no record of proof that you actually sold that property for \$70,000 above the Zestimate.

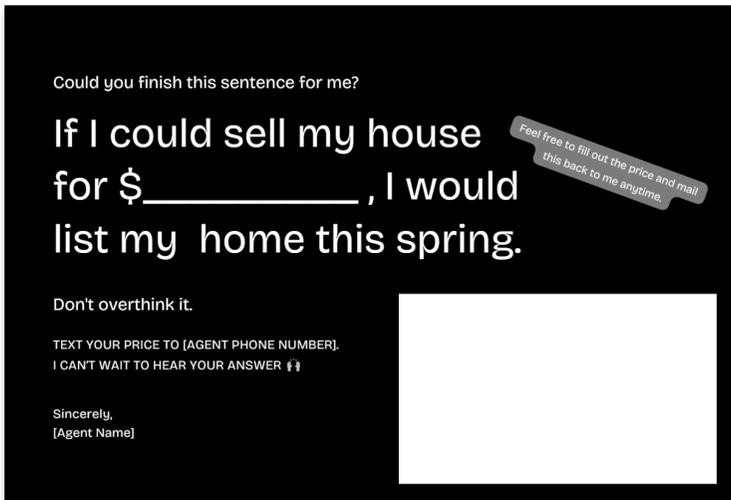
Here's how to take advantage of that—

Before you put the home in the MLS, take a screenshot of the Zestimate.

Then after you sell it, you have a before and after to showcase how great you are at your job.

Then send a copy of this exact letter.” instead of “Here's the exact copy to use in your letter.

23. Name Your Price Direct Mail



This is one of the best direct response campaigns that was originally written as an email, but could also be translated into direct mail.

The Name Your Price strategy has generated hundreds of millions of dollars in listings because it's so incredibly simple—

One message. One call-to-action.

This is a campaign that you can send every 4-6 months, and you're going to get listings.

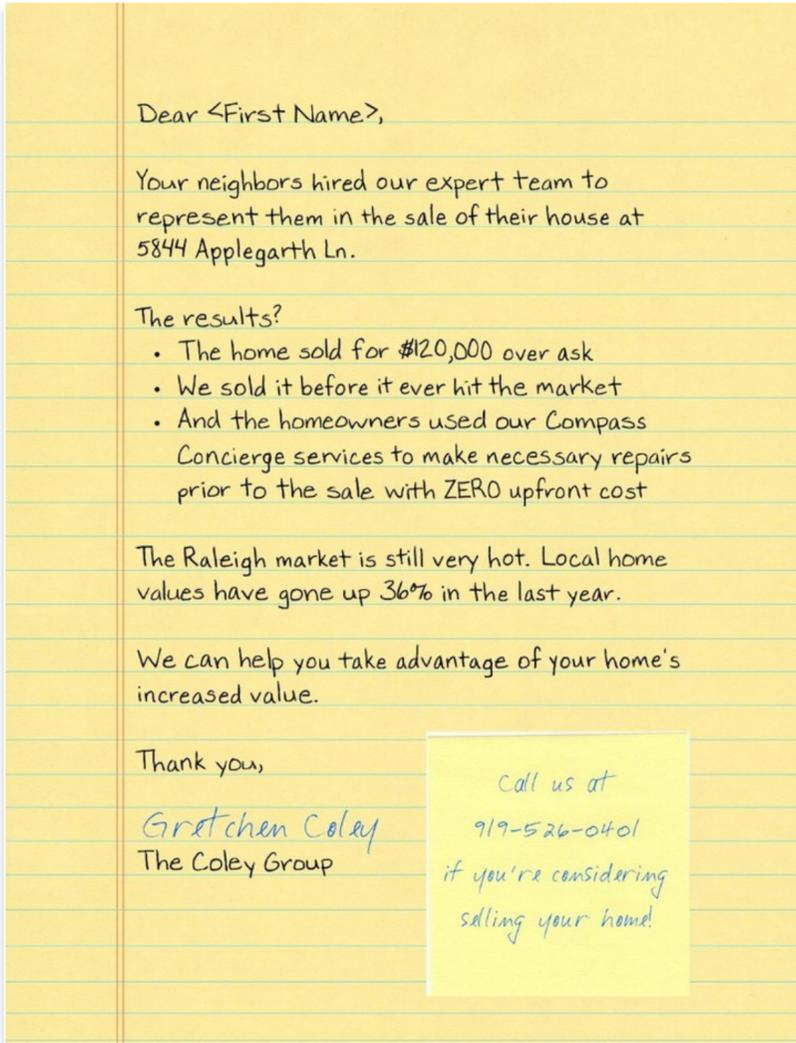
[Gretchen Coley](#) sent out this campaign and generated 130 conversations, 8 listings.

Now here's the thing—Gretchen didn't just send the postcard and wait for people to reply.

She sent the postcard, got a few replies, then also picked up the phone and made phone calls.

If you want to get an ROI from direct mail marketing, you've got to go the extra mile to send the postcard and make the call as well.

24. The Yellow Letter Strategy: Just Sold



This direct mail campaign generated a \$2M listing.

Total spend? \$1,200.

We targeted 1,000 neighbors who had owned their homes for more than three years and had a property value of over \$1.5M.

Here's why it worked:

1. We had social proof (“Your neighbor hired us”)
2. We provided specifics about the sale that couldn't be found online
3. We shared a relevant statistic that piqued their curiosity

Most importantly, we had a clear and direct call to action targeted towards serious sellers.

BONUS: We used *Yellow Letters Complete* to create this campaign. They handwrite the notes using a robot, and you can add a custom sticky note that we find to be extremely effective in eliciting responses.

The cost is about \$1.20 per piece.

25. The Yellow Letter Strategy: Truth in Marketing

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

There's power when you tell the truth in your marketing.

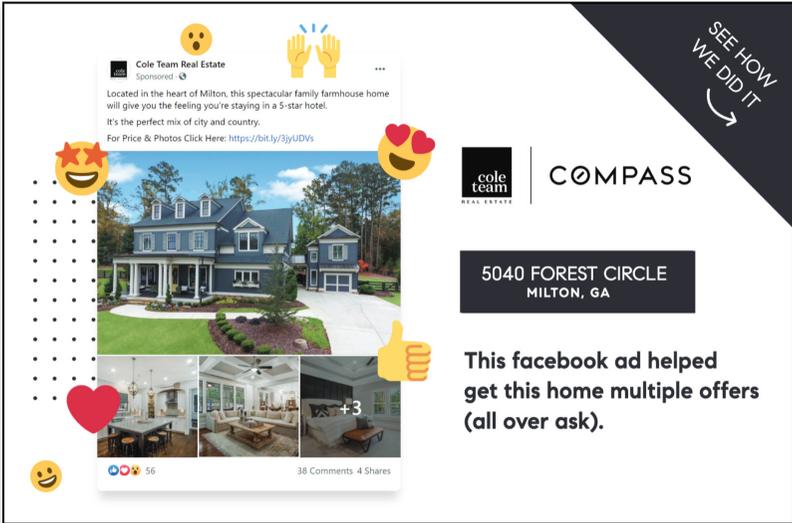
Bill Bernbach, an American advertising creative director, said "A small admission gains a large acceptance."

This is a principle in advertising.

Tell people what they already know with your direct mail marketing.

This strategy is a perfect example.

26. This Facebook Ad Helped Sell This Home



A screenshot of a Facebook ad for a home listing. The ad features a large photo of a blue and white two-story house with a large porch. Below the main photo are three smaller photos showing the interior of the house: a dining room, a living room, and a bedroom. The ad text reads: "Cole Team Real Estate Sponsored. Located in the heart of Milton, this spectacular family farmhouse home will give you the feeling you're staying in a 5-star hotel. It's the perfect mix of city and country. For Price & Photos Click Here: <https://bit.ly/3jyUDVs>". The ad shows 56 likes, 38 comments, and 4 shares. The ad is surrounded by various emojis: a surprised face, clapping hands, a smiling face with stars, a heart with eyes, a thumbs up, a red heart, and a smiling face. The ad is set against a background of a grid of dots.

SEE HOW WE DID IT

cole team REAL ESTATE | COMPASS

5040 FOREST CIRCLE
MILTON, GA

This facebook ad helped get this home multiple offers (all over ask).

To market your home right, you need:

- ✓ Beautiful professional photos
- ✓ Stunning video tour that engages the audience
- ✓ Effective marketing and advertising that finds people where they already are

Very few agents will provide that full service approach for you and your home.

We will.



A group photo of five real estate agents standing together in professional attire. They are all women, dressed in black blazers and pants or skirts. They are standing in a line against a plain white background.

cole team REAL ESTATE | COMPASS

PRSR1 STD
U.S. POSTAGE
PAID
MANASOTA FL
PERMIT #1450

To learn more about our process, text us today:
470-284-7144
Text MILTON to learn more.

This is a fantastic Just Sold angle.

S/O to [Cole Team Real Estate](#) for executing this brilliantly.

This is a strategy we like to call *Market your marketing*.

It's one of the best ways to turn your recent sales into more listings.

This is more than just a success story, it's proof that you're great at your job.

By highlighting a specific marketing metric, you demonstrate your ability to get their home in front of more prospective buyers—something sellers value a lot.

27. Turnover Rate

Did you know that 7.9% of all homeowners in your area sold their home in the last 12 months?

For context, that's 40% higher than the average neighborhood in New Hampshire.

Why are so many of your neighbors deciding to sell now?

In the last 18 months, your neighborhood has increased in value by over 20%.

If you're open to the idea of selling your home, text me your address at [Your Number] and I'll prepare a custom home value report for you today.

I'm looking forward to hearing from you!

Sincerely,

[Your Name]

p.s. Congratulations on living in one of the most desirable neighborhoods in New Hampshire!

This is a great angle that answers the question “Why should I sell now?”

Here’s why it works:

1. It highlights relevant, specific market trends that they’d care about. You’re not waiting for permission to be helpful. You’re actively bringing information to them that they should know about
2. It includes a compelling, direct response CTA
3. It builds rapport and trust. It makes the communication feel more personal and less like a standard sales pitch

28. 5 Signs You're Ready to Sell

5 signs you're ready to sell your home in {}

#2 might surprise you

LOGO

people sold their home in _____ last month. But how do you know if you're ready?

If this resonates with you, I'd love to have a conversation. This is a complicated market, but we help people like you every day achieve their goals. For a personal consultation, text me today at 555-555-5555.

Sincerely,
Craig Duran



You actually don't make the trip down to FL as much as you thought you would.



You're ready to cash out after building up years of equity.



You want to stop feeling tied down to one place and start traveling more.



You're frustrated with the HOA and concerned about rising costs. In case you haven't heard, the HOA plans to raise fees by 20-25%.



You're spending too much time and money on short-term rentals, without getting much in return.

Show me that you know me.

You've probably heard this phrase before. Good marketing builds credibility with your prospect by showing them that you understand them.

This strategy is an opportunity to get inside the mind of your prospect, include local data or market trends, and speak to the most common reasons why they might consider selling now.

You might be surprised to see how well your message resonates.

29. You Live In A Hot Neighborhood

LOGO

You live in a very hot neighborhood.

A map of San Francisco, California, showing various neighborhoods and landmarks. The map is partially obscured by a light blue background on the left side where the text is located. The map includes labels for areas like PANTOWN, LITTLE SAIGON, OPERA PLAZA, CIVIC CENTER, and MID-MARKET. Landmarks such as the San Francisco City Hall and the Asian Art Museum are also visible.

You live in a very hot neighborhood.

Average Home Value
\$369,000

August December

LOGO

A bar chart showing the average home value in a neighborhood over time. The x-axis is labeled 'August' and 'December'. The y-axis represents the average home value. There are seven bars in total, with the last bar (December) being significantly taller than the others and marked with a red star. The value for the December bar is \$369,000.

If buyer demand is on the rise in a particular neighborhood, this is a great campaign to send:

1. It educates the potential seller on the current market trends they should know about
2. It creates a sense of curiosity about their home's value
3. It positions you as the local expert

Send this direct mail campaign out to a hot neighborhood near you and hit the phones to follow-up.

30. Flattery Campaign

Your home is still very much in demand. Yes, the market has been rapidly evolving, but good homes like yours in great neighborhoods are still commanding a premium.

In fact, the average sale price for a home in [Area] is actually up 11.5% since this time last year.

To find out how much your home value has changed in the last 12 months, see the steps on the right →

Even if you have no plans of selling, it's important to stay up to date with your homes' value. If you have any questions, call us today at [Your Number]. We'd love to hear from you.

Sincerely,
[Your Name]
[Your Company Name]

If you're looking for a strategy to build instant rapport with prospects, it's this one.

Every homeowner wants to feel like they made a smart investment buying when they did, where they did.

This is an opportunity for you to affirm their decision and prove it with relevant market data.

The flattery angle is a smart way to engage the consumer, provide value, and build trust.

And of course, don't just send the campaign and stop there.

Hit the phones to follow-up.

31. Equity Update

<p>Hi Neighbor,</p> <p>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 .</p> <p>You live in a highly desirable neighborhood, which might be the reason why 5 people sold in the last 3 months.</p> <p>To find out how much your home's value has increased in the last 12 months, text me your address at [Your Number] and I'll prepare a free professional home value report for you.</p> <p>I'm looking forward to hearing from you!</p> <p>Sincerely, [Your Name] [Your Company]</p>	 <p>Get a competitive cash offer on your home</p>  <p>Buy before you sell your home</p>  <p>Get the highest price offer with our custom selling strategy</p> <p>Text this number to receive your home equity update.</p> <p> 555-555-5555</p>
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Every time you complete a CMA, it's an opportunity to start more conversations.

Take your most marketable CMA and turn it into a direct mail campaign to generate seller leads every week.

The process goes like this:

1. Do 5-10 CMAs per week
2. Highlight the most notable one
3. Send out this direct mail letter

PRO-TIP: Include your selling programs on the right side of the letter so they know their selling options.

This is how you generate high-quality leads without paying a profit-crushing referral fee.

32. Just Sold: Show the Sweat



The secret is out
Even our clients were shocked →



3910 Stratford Court

A stunning 5 bed/5.5 bath home in a high-demand neighborhood, sat on the market for 121 days before the sellers called The Coley Group to see how we could help.

We got to work immediately. We set a new pricing strategy, staged it perfectly for the target buyer, and executed a professional marketing strategy—the listing video alone got 10,122 views.

In just 60 days, we helped our clients sell for a whopping \$2.95M.

So how does this recent sale impact your home's value? I think you'll be surprised...

To find out, just text me your address at 984.223.8197 and I'll prepare a personalized home value report that includes several key market trends that you need to know about.

Even if you have no plans of selling, this report will be incredibly valuable.

I'm looking forward to hearing from you!

We like to tell the consumers that selling is easy, fast and simple.

This message gets reinforced through postcards that tout results like:

“Sold in 3 days” or “Above Ask Price”

This devalues our service.

So what’s the alternative?

Show the sweat.

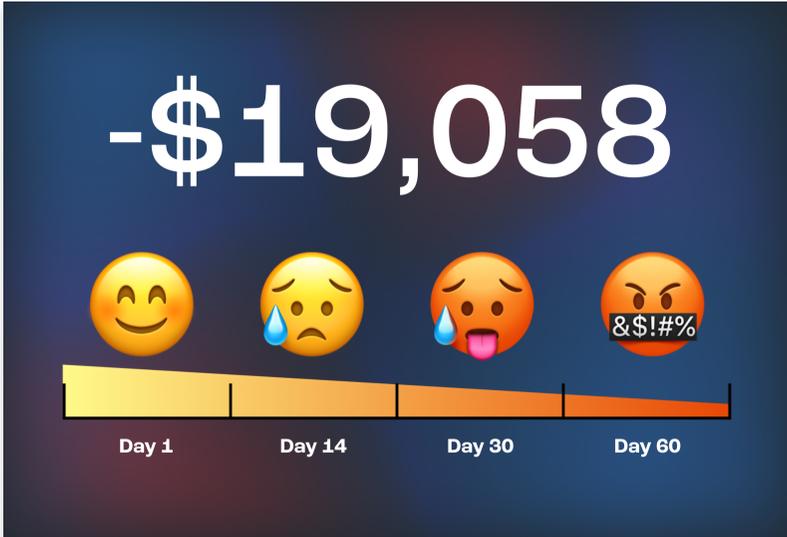
This is a postcard we created for our client, Gretchen Coley.

Here’s what we love about this postcard:

1. There’s a hook “Even our clients were shocked”
2. We highlighted the pain the customer was experiencing
3. We broke down our strategy (showed the how)
4. We provided a specific performance metric to help reinforce the story
5. We ended with a clear call to action

Put it to work for you.

33. Days on Market Emoji Postcard



If you have a \$725,000 house that's on the market for 90 days, we estimate that you'd lose \$19,058 in holding costs.

Every day that your home is sitting on the market with no viable offers, you're losing money.

To the average agent, it might sound like overkill that we spend so much time preparing our clients' homes for launch. But in our opinion, there's no other option. That's why our clients' homes sell 42% faster than the average agent.

I'm not sure if you're thinking about selling but if you're open to the idea and you want to explore your options, I'd love to help.

Just call or text me at [Your Number] to get started.

Sincerely,
[Agent/Broker Name]

[INSERT AGENT NAME]
[INSERT TEAM NAME]

CURAYTOR

S/O to Jeremy Davis from Palm Agent.

If you haven't downloaded their app, they have a killer feature that allows you to calculate the holding cost based on the sales price.

If a home is on the market for 30 days, 60 days, 90 days, 120 days—how much does it *actually* cost the consumer to have their property sit on the market?

Let's say, for example, that a \$725,000 home is on the market for 90 days. The holding costs could be upwards of \$19,000-20,000.

Most sellers wouldn't know that. In their mind, what's the big deal if it's 7 days or 45 days?

It matters because it could literally cost them thousands of dollars in equity they've earned.

This campaign is a great opportunity for you to communicate why your ability to sell a home quickly actually matters to the consumer.

Plus, it'll stand out in the mailbox.

We all know that it can be a viable option for a specific type of consumer, but it can feel predatory when it's pitched a certain way.

So, we've developed a new campaign as an alternative to the cash offer.

It's the anti-gimmick approach.

Here's why it works:

1. The front of the card grabs attention
2. The language takes the pressure off the consumer and puts you on the same side of the table
3. It includes social proof to prove that you're great at your job
4. It ends with a direct response CTA

35. Expired Campaign

Now that your home didn't sell, you've had a wave of agents promising you "they can get the deal done."

You've heard this story before.

You're not buying it.

At this point, you're frustrated, disappointed and likely pretty annoyed because your phone hasn't stopped ringing for the last two weeks.

If a home doesn't sell, it's for three reasons:

1. It was priced incorrectly
2. It didn't get enough exposure
3. It wasn't presented properly

Now, if you believe the reason your home didn't sell is because of #1...

You don't need another agent, you just need a lower price.

But if you believe the reason the home didn't sell is because of #2 and #3, this is where we can help.

To sell for top dollar, there are 10 essential marketing tactics.

I've reviewed your home on the Multiple Listing Service and you're missing 6 of them.

I'm confident that if we fix them, you could sell your home for \$865,000.

Even if you're not planning on re-listing your home, I'd love the opportunity to share with you my insight on what to do to ensure that you don't have to experience this again.

My personal cell is [Your Number].

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

Felt like expired letters needed a little love...

Rather than just another sales pitch, you want to connect with the homeowner on a deeper level.

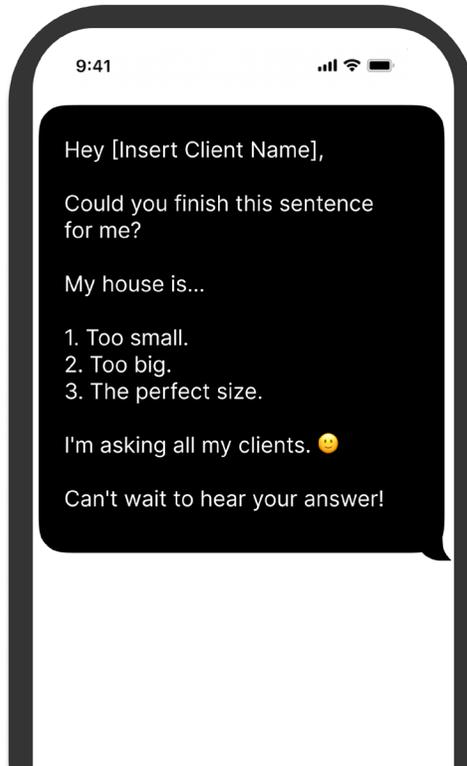
Here's why this expired letter hits different:

1. **Show them that you know them.** They probably *have* had a wave of agents reach out since their home didn't sell. Acknowledge the fact, then put yourself on the same side of the table: *You're not buying it.*
2. **Empathize with their situation:** *You're frustrated, disappointed, and likely pretty annoyed...*
3. **Deliver the anti-sales pitch.** Be objective in why their home didn't sell.
4. **Personalize the pitch.** Show them that you've done your research. You're invested: *To sell for top dollar, there are 10 essential marketing tactics. I've reviewed your home on the Multiple Listing Service and you're missing 6 of them.*
5. **Value > Pressure.** Offer your insights and value upfront without asking anything in return.

Next time you need an expired letter, give this one a try.

Phone & Text Scripts:

36. The Goldilocks Strategy



This is the perfect conversation starter to send to your SOI.

Lisbeth Herrera initially created this campaign as an Instagram poll.

The results?

- 11 people responded with “too small!”
- 3 CMAs requested
- 1 appointment

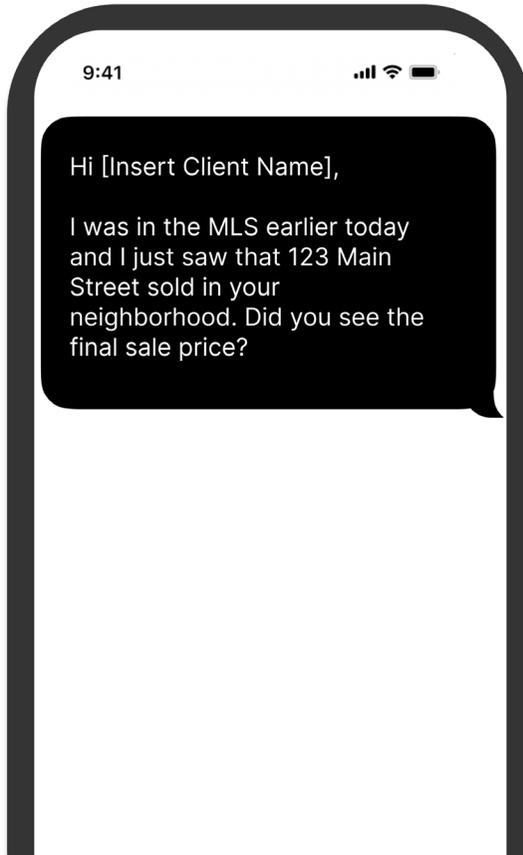
You should always double down on your winners.

This campaign is perfect for a text and/or DM.

Your SOI is in your competition's database.

Act accordingly.

37. 1-to-1 Market Update



How do you generate more listings?

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 we want you to do:

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

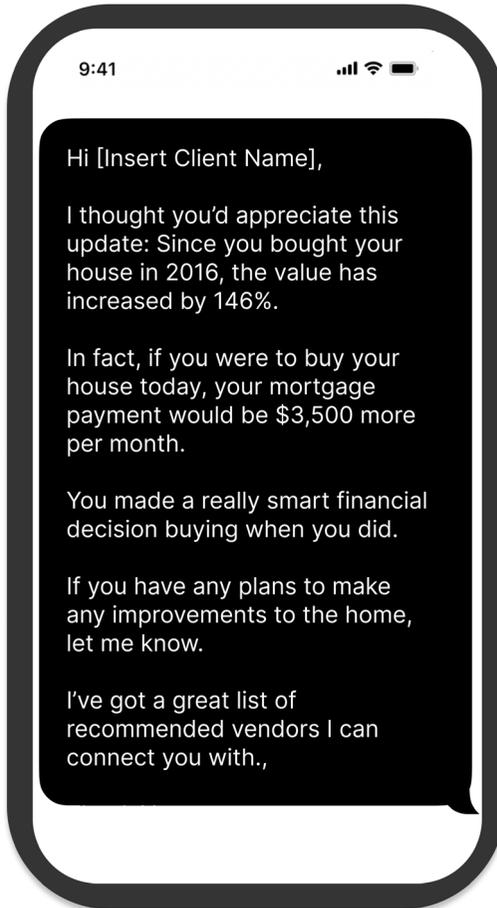
This is a 1-to-1 market update that is...

- ✓ Easy to digest
- ✓ Personalized
- ✓ Relevant

When you get a response, provide them with all the information about the sale and offer a free home valuation report.

Start doing 5 of these a day and watch the magic happen.

38. 3% Text



You've probably got a database full of clients who are never going to sell their house.

Because if they were to buy their same house again today, their mortgage payment would be more than double.

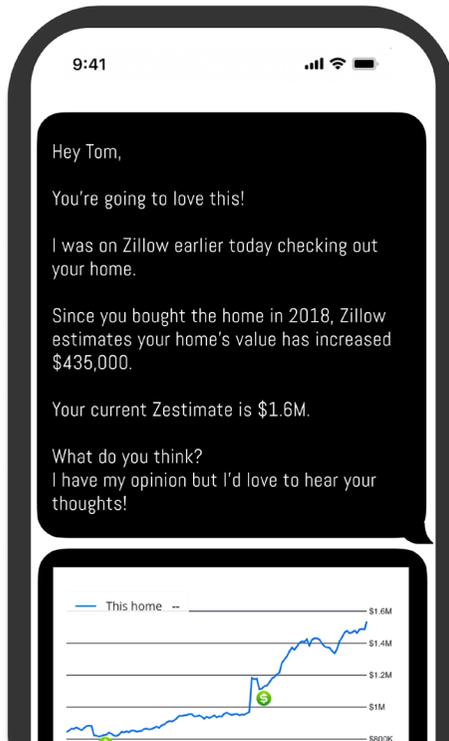
It makes sense why you might think that there isn't much value in staying in touch with these folks...

But that would be short-sighted.

Happy clients are your best referral sources.

Try the 3% text instead.

39. ZMA



Way too many agents are waiting for people to raise their hand to say they want to sell.

As a result, they're not getting the opportunities they're looking for and they're not hitting the goals they want to hit.

The ZMA strategy is so incredibly simple.

Here's how it works:

1. Every day, 2-3 times a day, choose someone from your database or someone in your SOI
2. Look up their home on Zillow
3. Click "Zestimate history & details"
4. Take a screenshot of their home value history
5. Send the following text message

That's it.

If you do 2-3 of these every day, 2-3 times a day, choose someone from your database or someone in your SOI, take a picture of their home on Zillow, and send this exact text message.

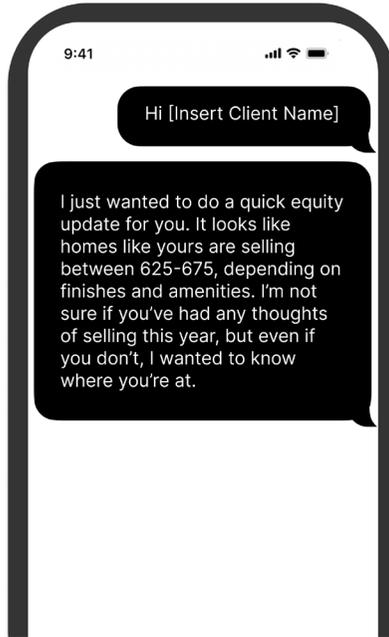
That's it.

If you do 2-3 of these every day, that will turn into 2-3 conversations per day, which will likely lead to 1-2 listing appointments a week, which will likely lead to 2-3 *listings a month*.

That math just works.

This has got to be in your daily SOP.

40. Ken Pozek's Equity Update Strategy



Proactively sending CMAs is a killer strategy.

It's exactly what Ken Pozek and his team did to generate \$80,000 in commission.

Here's the data he shared:

- 30 CMAs
- 12 Appointments Booked
- 5 Listings (all closed)
- 6 Deals in total (1 doubled-ended)

Here's the exact script his team used when they reached out to their SOI with their CMA.

Imagine if you started executing 5 of these a week?

41. If I Could Find You an Off-Market Cash Buyer...



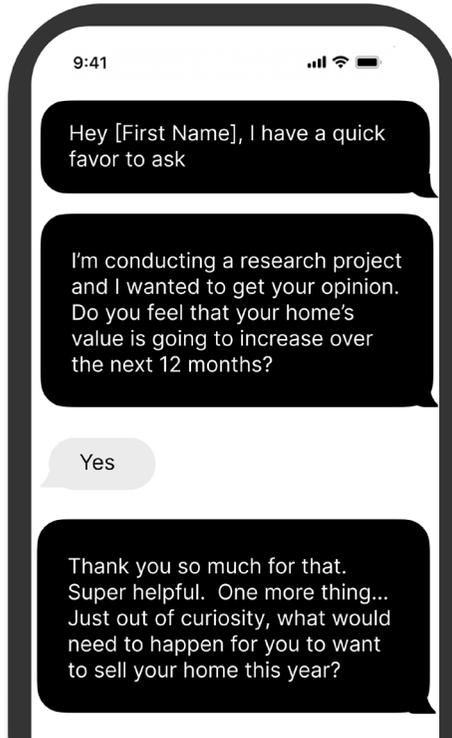
Chris Voss talks about a negotiation technique he calls an Accusation Audit. It's an preemptive approach that defuses any negative thoughts the other side might be thinking by proactively addressing them.

So for this strategy, by framing a hypothetical question with, "I know this is a bit of a crazy question," you create a safe space to have an open dialogue and explore with your prospect.

Here's the script you can copy/paste.

Send this to 5 of your clients in your database today.

42. Seller Script For Building Your Listing Pipeline



Almost everyone has a prediction on where they think the market is headed.

And it's a really interesting angle for engaging 1-to-1 with your SOI: *What do they think is going to happen with the market?*

This 3-part text script is an opportunity to find people who are thinking about selling, but who haven't yet raised their hand.

Here's how to start the conversation.

43. Listing Appointment Script



Hi [First Name],

My name is [Your Name], I'm a real estate agent with Curaytor Realty.

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.

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 provide 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?

Don't wait until you secure the listing to start building relationships with the neighbors.

Here's a technique to implement as soon as you book the listing appointment:

1. Build a list of nearby homes using a tool like *Propstream*
2. Enrich the list with contact information (skip tracing)

3. Use the following script to make calls and send personalized emails

If the first time the neighbors hear from you is when you've sold the home, you're missing valuable opportunities.

By consistently engaging with neighbors at each stage of the listing process, you're doing more than selling a home—you're building your listing pipeline.

This strategy can effectively transform one listing opportunity into two or three additional ones.

44. The Matchmaker Strategy



Buyer Leads

Hi [First Name],

This is [Your Name] 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?



Local Homeowners

Hey [First Name],

This is [Your Name] 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?

This is a tactic we like to call The Matchmaker Strategy.

Here's how it works:

1. After you sell a property, call your buyer leads using the first script.
2. Then, after you call your buyer leads, call homeowners in the area using the next script.

It's that simple.

Try it and see if it works for you.

45. Buddy System CMA



Hi [First Name],

This is [Your Name] with [Your Company]. I work with your agent [Their Agent].

Did I catch you at a bad time?

 Pause for Answer

The reason we're reaching out today is because the market has been changing so much lately that we wanted to make sure that you had the most updated information about home's value.

When was the last time you checked your home's value?

 Pause for Answer

Have you made any upgrades to your property recently?

 Pause for Answer

Ok great, I'll pass this information to [Their Agent] and he'll get it over to you by tomorrow.

He'll give you a call to walk through the main points. Friday at 3PM work?

 Pause for Answer

One more thing...What plans do you have about the home that you think Tom should know about?

Let's be honest—sometimes it can be easier to call your colleague's past client list than it is to call your own.

So why not switch it up?

Using the Buddy System CMA strategy, swap lists with a colleague and use that exact script.

46. Value-Based Voicemail: Just Sold



Hi this is [Your Name] with [Your Team]. The reason I'm reaching out is that we recently sold your neighbor's home at 123 Main Street. They actually closed on Thursday and 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 [Your Number].

I look forward to hearing from you.

Every time you sell a home, it's an opportunity to circle prospect around the neighborhood and execute what we call the Value-Based Voicemail strategy.

The strategy is simple:

1. Give them valuable information about the sale that they might not find online.
2. Ask them if they know of anyone who's thinking about selling, to have them give you a call.

This exact script landed Connie Carlson another listing opportunity just after she sold her listing \$40K over the asking price.

47. Value-Based Voicemail: Market Updates



Hi, this is [Your Name] with [Your Company Name].

I'm reaching out because the [Area] market appreciated faster than almost every market in [Area].

This is causing a lot of homeowners in [Area] 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 [Your Number]

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 [Your Number]

This circle prospecting script landed Gretchen Coley a \$3.4M listing opportunity.

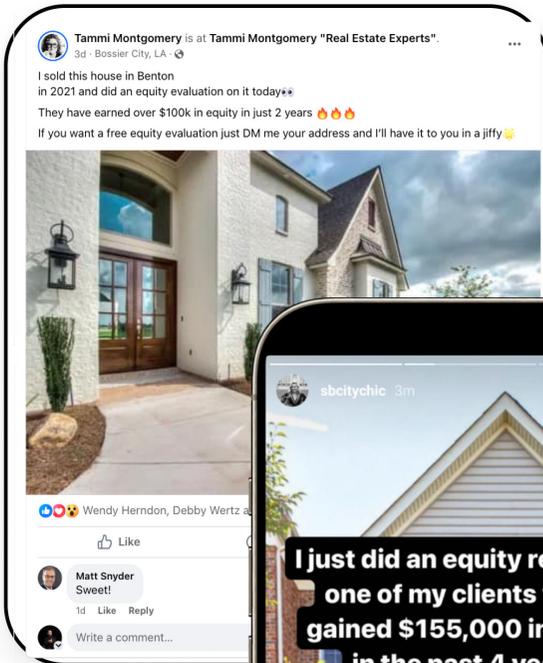
Here's why it works:

1. Relevant, hyper-local market data that gives a reason to reach out
2. Incorporating the “Bandwagon Effect”—a psychological principle that argues that we’re more likely to do things if we know that other people are already doing it
3. Excellent use of the magic words “One more thing…” with a CMA offer even if they aren’t thinking about selling

Next time you discover a local market trend that prospective sellers need to know about, try this script.

Social Shareables:

48. Working in Public



You're going to love this strategy.

We all know that unsolicited CMAs work.

What you need to do next is take your most marketable CMAs and turn them into Instagram stories to generate seller leads every week.

The process goes like this:

1. Do 5-10 CMAs per week.
2. Highlight the most notable one
3. Create a story on Instagram
4. Add the poll
5. DM everyone who opts in

This is how you generate high-quality leads without paying a profit-crushing referral fee.

49. Look Up Your First Home on Zillow

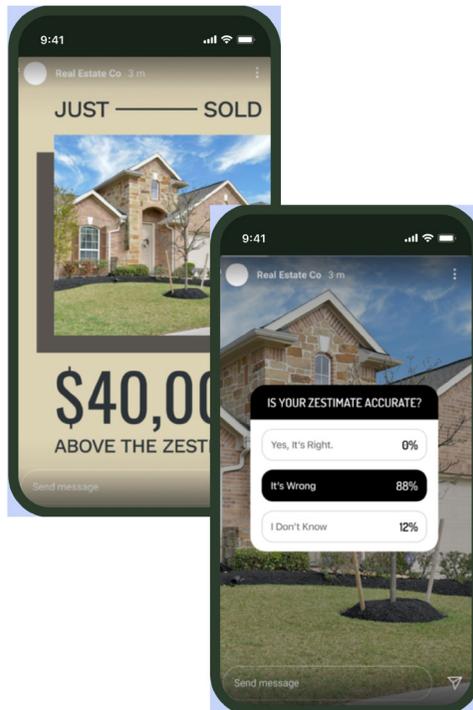
This is a social media tactic.

Leverage IG polls or a Facebook post to ask an engaging question, then DM people who respond.

This is a rinse and repeat strategy that you can leverage each week to have more real estate related conversations with people who are connected with you on social media.

Watch the magic unfold when you stop scrolling and start engaging.

50. Zestimate Poll



Here's how you can generate Instagram Seller Leads using the Zestimate:

Step 1: Always take a photo of the Zestimate *before* you put it in the MLS. This helps you avoid Zillow's fancy algorithm from taking credit for your pricing strategy.

Step 2: When you sell the home above the Zestimate, promote it as an IG story.

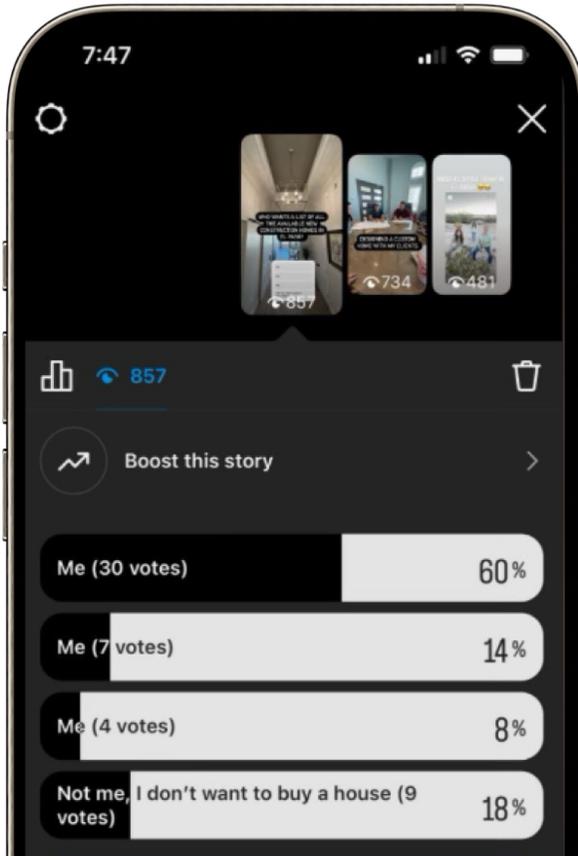
Step 3: Create a poll with the question: *Is your Zestimate accurate?*

Step 4: DM every person who responds to the poll with a CMA offer: *Hey [First Name], I noticed that you responded that our Zestimate was wrong. Would it be helpful if I put together a professional home equity for your home? It will be much more accurate than an online tool.*

Step 5: Schedule calls to review the results with your prospects.

NOTABLY: If you don't have a good example of a Zestimate, skip step 1 and 2 and go right to step 3.

51. Offer Poll



This is a great tactic by [Will Draper](#).

He asked a simple question on an Instagram poll:

Who wants a list of all the available new construction homes in El Paso?

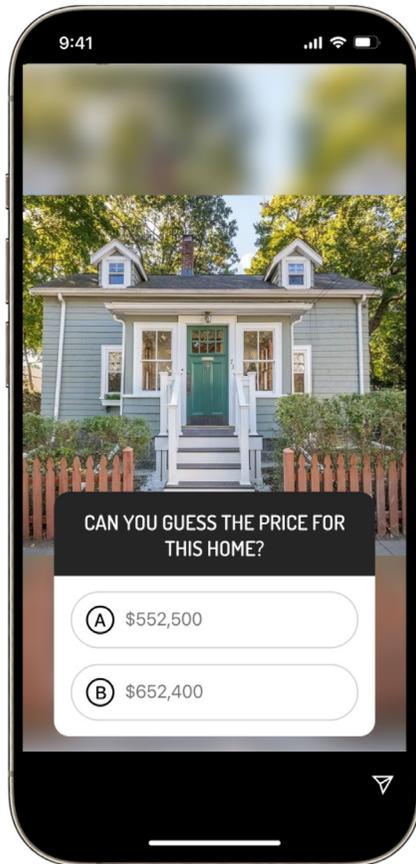
Off of this campaign, he generated 41 inbound responses of people saying, "I'm interested in new construction properties."

That's 41 leads they can DM and set an appointment with.

And of those 41 leads, there likely is—at minimum—4-6 listing opportunities in there.

This is how you use Instagram on *buy side angles* to generate *sell side leads*.

52. Engagement Poll



[Vanessa Reilly](#) shared an Instagram strategy with us that she's using to start more conversations on social media.

So far, she's engaged with 3 serious buyers from this one tactic.

This should 100% be a go-to tactic for the buyer agents on your team.

Here's how it works:

1. Create an engaging poll question
2. Send a DM to anyone who engages with a soft, easy-to-answer follow-up question.

That's it!

— CHAPTER 20

How to Develop Your Own Winning Campaigns

While it's helpful to get campaigns handed to you, what's even *more* helpful is getting a peak behind the curtain into how these campaigns are created so that you can replicate them for yourself.

We wanna teach you how to fish, so we're going to share a few tips on how we approach the creative process here at Curaytor, and share some of our favorite sources for marketing inspiration.

The Process

- **Get your inputs dialed in.** The secret to great outputs are *great inputs*. If you're pulling inspiration from high-quality sources, the campaigns that you'll generate will reflect that. We recommend creating a "Marketing Swipe File" which is simply a central place for you to store your favorite, most valuable sources of inspiration—whether that's emails, copy phrases, websites, ads, or something else, find a system that works for you that you can refer to often (*we recommend checking out Notion—but even starting with a Google Doc can work well*).

- **Establish your goal.** Of course, you need to know the goal of your campaign before you actually write it. Don't skip this step—make sure you have a single goal written down for what you want this specific campaign to accomplish. Of course, your overall goal for every campaign will be to generate more business—but more specifically, your goal could be to increase your brand awareness, promote your listing, or provide education and insight about the market. This will help keep you focused and make sure every line of the campaign serves this goal.
- **Use AI to get you started.** If you use AI to write your entire campaign, it'll show. But don't get us wrong—we actually love using AI to help create great marketing campaigns. In fact, AI can be an incredible tool to use to get you started—whether it's writing an outline, generating the first draft of an email or ad copy, or giving you some headlines to work with.

And here's something that you might not know...you can actually upload an ad to ChatGPT-4 and it can recreate it for you in a real estate context. For example, say you come across a really powerful ad (like the famous one below) and you save it to your swipe file.

All you need to do now is upload that ad to ChatGPT and include the following prompt:

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 ¼ 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.



Pretend you are a professional and experienced real estate listing agent. Your job is to rewrite this ad pitching your services. The name of your company is ABCRealty. Please keep the essence of the ad as close to the original as possible, but make sure it makes sense for this context. The goal of this ad is to overcome the objection that it costs a lot of money to hire a listing agent to sell your home.

- **Write a really bad first draft.** When we sit down to write a campaign, most of us freeze. We're afraid to just start writing because we're afraid it's going to be really (really) bad. We'll let you in on a secret: It *is* going to be really bad. And that's ok. Just start writing, brainstorming, getting all of your ideas out of your head and onto the paper (or Google Doc) so that you have something to go off of.

- **Tighten and refine.** As you write your drafts, make sure that you cut whatever doesn't serve your goal. Make sure your campaign includes your unique point of view—remember, it's a noisy market out there and boring doesn't sell. So take a bold stance, share your perspective, and turn the volume up on your voice and personality in your campaigns.
- **Double down on your winners.** Once you identify the campaigns that work, double down on them. Expand their reach across different channels, repurpose their content, and apply the underlying strategies to new campaigns.

The Best Sources for Inspiration

Rule #1 when it comes to creating your own campaigns is: *You can't wait for inspiration to strike, you've gotta go find some.*

Here's a roundup of some of the best sources we've found for getting the creative juices flowing:

- *Marketing Examples* and *Great Landing Page Copy*: For copywriting inspiration.
- *Foreplay.co* and *Facebook Ad Library*: For ad inspiration.
- *Dribbble*: For design inspiration.
- *Really Good Emails*: For email inspiration.
- *Swiped*: For general marketing inspiration.

Now that you're equipped with 52 of our best-performing campaigns to help you attract more listings, a creative process to

explore, and the best sources to find inspiration, let's talk about what it takes to help you win the listing appointment.

PART 5:

WINNING THE LISTING APPOINTMENT

You make it into the room with a seller.

You spend 8+ hours on what you think is a killer listing presentation.

You ask the right questions, lay out your process, tell them why you're different, maybe share some client testimonials...all to get an email a couple days later:

"Thanks so much for taking the time to meet, but we decided to go with a different agent."

What went wrong?

What could you have done differently?

What did the other agent have that you didn't?

A lot of agents want to know: *What's the secret to winning more listing appointments?*

First, the bad news: There's no silver bullet. You can't suddenly become everyone's cousin/in-law/old college roommate's best friend. And you're not in the business of reducing your commission lower than you should.

Here's the good news: you've come to the right place!

Below are some strategies that you can incorporate to significantly increase your chances of winning the listing appointment.

First, let's cover a few listing appointment basics:

- **Come prepared.** Do your homework before the presentation—study the property, its history, neighborhood comps, etc. so you can prove to the seller that you're invested.
- **Ask the right questions.** Here are a few to get you started:
 1. *Why are you selling this property?*
 2. *Are we working towards a hard deadline?*
 3. *What happens if we sell the home in a few days? Do you need help finding another property or a temporary place to live?*
 4. *Is there a target number that you'd be over-the-moon happy to receive?*
 5. *Do you understand the cost and fees involved in selling your home?*
 6. *What's been your experience like working with a professional real estate agent?*
 7. *What do you think a buyer would love about your home?*
 8. *What are your favorite features?*
- **Listen to what's motivating them.** This can help you match a selling solution that aligns with their goal.
- **Don't interrupt.** Even if you have something insightful to add. Even if you have an experience you could share that

could help them. Write it down and circle back to it later. Always give your seller the floor.

- **Take notes.** You won't remember every detail from the listing appointment—that's why it's crucial to take notes. Be careful to not let your note-taking distract you from being fully present in the conversation. Write down key words and phrases that will be important to recall later if you win the listing.

Beyond the basics, here are a few lesser-known strategies we recommend to help you win the listing appointment:

1. Give them options.

Homeowners want to know that they have more than one option when it comes to selling their home that aligns with their end goal. Do they want a quick close? The most money? All-cash?

What options can you offer them that they can compare? Some common options include:

- Cash Offer
- Quick Sale
- Traditional Sale
- Buy Before You Sell
- A program to help the seller fix up their home while fronting the costs for them

This is a great addition to your listing presentation where you can discuss their motive for selling, then land on an option that best suits their needs.

2. Create buyer personas.

Sellers want to know the type of buyers that are most likely to buy their home—and they want to make sure you know how to target them properly.

Buyer personas are *detailed profiles of potential buyers based on market research and data. These personas include demographics, behavior patterns, motivations, and goals.*

Not many agents do the work of understanding the specific type of buyer for a property and tailor their marketing strategies accordingly...but top agents do.

For example, [Amit Bhuta](#) created a comprehensive guide for his luxury sellers in Miami titled, [Exactly Who Is Going to Buy Your Luxury Home In Miami?](#)

In the guide, he talks about:

- ✓ Where most Miami luxury buyers move from
- ✓ Why these buyers are drawn to the Miami market
- ✓ The typical industries these buyers work in
- ✓ How their occupations impact the property and location they want
- ✓ The average age of these buyers and their common hobbies
- ✓ How to position the seller's property based on these insights

So how does Amit find this information?

“The old school way. I look up the tax records for properties that sold within the last three to six months in that neighborhood.

The goal is to get at least twenty to thirty homeowners. Once I find the names or companies, I use Google to look up everything

I can for them—social media and everything else I can find out about them.

Then I compile a list of their jobs, age ranges, number in the family, where they came from, etc.

It's extremely powerful when a seller realizes you are the only agent to know EXACTLY who the buyers are and how to market to them.

It takes about two to three hours to compile this info. If most other agents knew how to do this, almost all would be too lazy to do it."

You can read his full guide in the link below.

Should you establish a process around buyer personas and let them inform your marketing strategy?

100%.

Going the extra mile by surfacing this information will help you build trust and credibility with your sellers and set you apart from other agents when you walk into the listing appointment.

3. Show them what they're paying for.

One of the biggest challenges is getting sellers to understand what they should expect of the services they're paying for. Most sellers assume that there's little else involved in listing their

home besides putting up a For Sale sign in their yard, listing their property on the MLS, and holding an Open House.

One of the best things you can do is create a “marketing report” template that you build out for each of your sellers. Highlight all of the details of your marketing strategy—everything from aerial photography and videography to professional staging to YouTube advertising to radio ads to direct mail. Anything and everything should be included so your client understands how hard you are working for them.

Bonus points if you can include helpful metrics like campaign reach, engagement, showing requests, open house visitors, etc.

Sellers want to know exactly what they’re hiring you to do and how it will get them the results they want. Having a professional, consolidated report that you can deliver regularly will blow them away.

PRO-TIP: If you spend time to make your marketing report beautiful, it becomes an incredibly powerful tool to use in your next listing appointment. It will play double duty—delight your current clients and set you apart with your future clients.

PART 6:

MASTERING THE LISTING PROMOTION

It's easy to make the mistake of thinking that the *only* purpose of marketing a property is to attract buyers...

But—like we mentioned earlier—the purpose of a listing promotion is not to sell the house.

Wait...*what?* Why??

Because online leads take 6-18 months to convert. It's very unlikely that you'll find a buyer for your current listing from a listing promotion.

Instead, the goals with your listing promotions are to:

- ✓ Keep your sellers happy by doing the work, which also makes it easier to have pricing conversations if you need to eventually reduce the price.
- ✓ Find qualified buyer leads that will hopefully become seller leads.
- ✓ Demonstrate how you market homes to attract more listings.

Let's dive into how to do this well, starting with *The Ultimate Listing Prep Checklist*.

— CHAPTER 21

The Ultimate Listing Prep Checklist

Before launching into the tactical promotion of your listings, it's crucial to ensure each property is meticulously prepared and presented in its best light. This checklist is your go-to guide, covering everything from sorting out the paperwork to nailing those staging details.

- **Documents You'll Need:**

- ✓ Signed Exclusive Right to Sell Listing Agreement
- ✓ Seller's Property Condition Disclosure Statement
- ✓ Declaration Pages for property insurance (Homeowners, Wind & Hail, Flood)
- ✓ House key
- ✓ List of personal property that DOES convey with the sale (refrigerator, window treatments, washer/dryer, mirrors, furniture, etc)
- ✓ Breakdown of regular expenses (utilities, pool, lawn care, etc)
- ✓ House plans or architectural drawings
- ✓ Survey or plat of the property
- ✓ Copy of termite bond
- ✓ Elevation Certificate
- ✓ List of special features and improvements made under your care

- ✓ Reasons why you like the home, neighborhood, etc.

- **Staging Checklist:**

- Declutter:**

- ✓ Clear all countertops
 - ✓ Minimize personal items
 - ✓ Organize storage areas
 - ✓ Keep closet floors clear

- Deep Clean:**

- ✓ Pressure wash exterior
 - ✓ Clean carpets, walls, and cabinetry
 - ✓ Sweep and mop floors
 - ✓ Eliminate dust
 - ✓ Clean bathrooms thoroughly
 - ✓ Change HVAC air filters

- Improve:**

- ✓ Enhance landscaping
 - ✓ Ensure all light bulbs work
 - ✓ Touch up paint
 - ✓ Repair any damage
 - ✓ Maintain lawn
 - ✓ Neutralize decor in bathrooms

- **Pre-Photoshoot Checklist:**

- Interior:**

- ✓ Turn off all fans
 - ✓ Clear countertops
 - ✓ Add fresh fruits for color

- ✓ Remove personal and work items
- ✓ Ensure pet items are out of sight
- ✓ Clean windows and mirrors
- ✓ Make beds neatly

Exterior:

- ✓ Remove vehicles from driveway
- ✓ Clean driveways and sidewalks
- ✓ Prepare outdoor areas attractively
- ✓ Set window blinds uniformly
- ✓ Trim bushes and trees for a clear house view
- ✓ Enhance curb appeal with plants or flowers

— CHAPTER 22

4 Stages of the Listing Lifecycle

When we think about promoting listings, we think about it through the framework of the listing lifecycle: Coming Soon, Just Listed, Open House, Just Sold.

Depending on your unique strategy and budget, you may not be able to accomplish everything in each of these areas that we recommend. *That's ok.* The most important thing is that you do what you can to provide value to your clients at every stage of the listing lifecycle.

Here's how we think about mastering listing promotions at Curaytor.

1. Coming Soon

At the Coming Soon stage, the key here is to focus on **building the buzz** for your listing before it hits the market. We recommend doing that through email marketing, Instagram stories, circle prospecting, and lead gen ads.

To generate the most demand for your listing before it even hits the market, your campaigns should...

- **Feel personal.** Do circle prospecting around the neighborhood to give neighbors first access to the listing information. Follow up 1:1 if someone expresses interest in the property to find out more about their situation. Whether it's an email campaign or a phone call, make it feel personal. How? By using language like, *I wanted to share it with you before it goes live on the MLS where anyone can access it.*
- **Present the listing as a big deal.** Your biggest opportunity to build the buzz for your listing is in the Coming Soon stage. How you frame your Coming Soon listing will have a major impact on how it's perceived. For example, if you think this listing will generate a lot of interest, you could use language like, *I'd be surprised if it lasts the weekend.* or *We're expecting a lot of interest and inquiries within the first few days.*
- **Highlight what's at stake if they don't act soon.** We're more motivated to avoid losing out on something than we are to receive something. For example, if you send out a Coming Soon email, highlight the fact that they will lose exclusive access to the listing unless they respond to the email in the next 24 hours before it hits the MLS.

Recommended Channels: Email, Instagram, Text and Phone Outreach, Facebook Ads.

2. Just Listed

Now that your listing is on the market, you want to focus on marketing your listing nonstop, highlighting its popularity, and making it easy for consumers to take the next step.

To attract the most buyers for when your listing hits the market, your campaigns should...

- **Show up everywhere.** The more we see something, the more we like it. Why not use this psychological principle when it comes to promoting your listings? Whenever possible, you should promote your listing constantly, on multiple channels. Make sure your database, your following, and your SOI has multiple opportunities to see your listing.
- **Show how popular the listing is.** We're more likely to trust something that other people trust. You can use this to your advantage in your Just Listed emails and social posts. For example, you might use *35 people have already reached out...* as the subject line of your email to make your pitch more persuasive.
- **Reduce the friction.** By this we mean, make it easy to get in touch with you. Make it easy for them to request more information. Make it exceptionally clear what their next step should be if they want to pursue the opportunity further.

THE ULTIMATE LISTING AGENT BLUEPRINT

Here's an example of an excellent Just Listed Facebook ad from Curaytor client, [Cowford Realty & Design](#):

Cowford Realty & Design
May 13 · 🌐

JUST LISTED 🏠

Breathtaking riverside gem in the heart of Jacksonville, FL! 🏡

Price + Location + Photos <https://listing.deals/s/JL8L4n3PcC>

- 🏡 Nestled in the private and serene St. Johns Quarter
- 🏡 Multiple living areas and dining options with a beautiful kitchen
- 🏡 Easy access to all floors with an elevator
- 🏡 Stunning river views from bedrooms 🌊
- 🏡 Expansive outdoor living space with English garden vibes 🌿

The magic happens when you step outside to your own private oasis, complete with a covered porch for soaking up those riverside views. Plus, it's just a short stroll away from local restaurants and more!

Don't miss out on this special listing! It won't last long. Could this be your dream home? Welcome home! ❤️🏡

Questions? Message us or contact Heather Buckman directly
heather@cowfordrealty.com | 904.233.6755

Recommended Channels: Email, Instagram and Facebook, Text and Phone Outreach.

3. Open House

When it's time to promote an Open House for your listing, the key is to not do what everyone else is doing and use it as an opportunity to show prospects that you're great at your job—not only to get the most offers for your client, but attract more listings.

To get the most potential buyers to your Open House, your campaigns should...

- **Stand out.** The typical “Open House” invitation or promotion can get easily ignored. So what can you do differently? Some strategies that we coach our clients on include a *Neighbor's Only Open House* or sharing how many inquiries you've already gotten on the property or including a p.s. in your email for them to invite their family and friends who've been struggling to find the right home.
- **Be specific.** Whether it's in your email, social posts, or direct mail campaigns—include specific details about the house that you think buyers would find most desirable. Of course, you want to leave *some* surprises and be careful not to “oversell” the house in the event that buyers are disappointed, but it could be helpful to highlight specifics such as an upgraded kitchen, large backyard, or newly remodeled bathroom.
- **Position you as the local expert.** Never miss an opportunity to showcase your authority—even in your Open House campaigns. For example, you might include the fact that you expect the home to sell quickly because of your extensive marketing campaigns, your advertising budget, and/or your wide network of agents and potential buyers.

Recommended Channels: Email, Instagram and Facebook, Direct Mail.

4. Just Sold

Now it's time to promote your Just Sold listing. While most agents will put a "Sold" sign in the yard and move on, great agents capitalize on the opportunity to—yes, *continue to promote their listing*. Because? *The best way to generate more listings is to promote the ones you already have.*

To leverage your Just Sold listings to attract your next listing, your campaigns should:

- **Reveal information that they can't find online.** The most compelling Just Sold campaigns provide information the consumer can't find online (*i.e. # of offers, # of showings, etc.*) with a simple and clear call-to-action, such as offering a complimentary home value report if they've considered selling. Don't include the final sale price—that gives potential sellers a reason to call.
- **Show that you're great at your job.** Don't just tell them the details of the home sale—share *how* you did it. Share the details about your marketing strategy—how many views your YouTube video got, how many people you had at the Open House, how many impressions your Facebook ad received, etc.
- **Include why they should care.** The #1 reason a homeowner might care about the home that just sold in their neighborhood? *Because it might have impacted their home's value.* This gives you an incredibly relevant and compelling reason to reach out to homeowners in the neighborhood to tell them more about the sale, and give them (another) reason to call you.

Recommended Channels: Email, Instagram and Facebook, Text and Phone Outreach, Direct Mail.

Promoting your listings is essential to your reputation as a listing-first agent. Now you have what you need to turn the volume up on your listing promotions. If you want to turn the volume up *even more*, keep reading to find out how Curaytor makes the listing promotion process seamless and helps you attract more listings.

PART 7:

WHY LISTING AGENTS PARTNER WITH CURAYTOR

Your reputation as a real estate agent is the #1 reason why sellers choose to hire you.

Which means that the most important “marketing” you can do is this: *Obsess over your client experience.*

But besides being professional and personable, available and responsive, knowledgeable and helpful, what else can you do for your sellers throughout the process to prove that they made the right decision to hire you?

Better yet—what can you do that’s different from what they’d get with any other agent?

It’s an important question to answer. Because the reality is:

The market can feel volatile. Existing home sales are at levels we haven’t seen since the late ‘70s (ResiClub). Properties are staying on the market longer. Sellers are skeptical. Uncomfortable. Stressed out. Scared.

So when they make the decision to list their home with you, sellers want to feel confident that they made the right choice.

And that piece—when sellers feel confident in you as their agent—that’s what builds your reputation.

And your reputation is the reason you get hired.

Listing agents partner with Curaytor because we help them build their reputation as a top listing agent in their local market.

Here’s how:

1. Watch your listings go viral

Let’s be honest...

Promoting every listing every time is a great goal.

But it can take so. much. time.

Think of it—

If you were to create a Coming Soon and Active Listing landing page, write a Coming Soon and Just Listed and Open House email, build a Facebook and Instagram ad for every listing...

That’s an operational nightmare.

And it’s exactly why so many agents:

- Don’t do enough to promote their listings.
- Get burned out from spending hours and hours each week on listing promotions—and trying to balance the rest of their job at the same time.

- Hire someone to do it for them who gets just as overwhelmed trying to do it all.

That's why at Curaytor, we've invested heavily in building industry-leading listing promotion workflows to get your listings seen all over Facebook, Instagram, and email.

And the best part?

It's all powered by AI so you can literally create a beautifully designed, modern landing page, send a high-quality email, or post a professional listing ad to Facebook and Instagram...

...in 60 seconds.

See the entire workflow in action here:

Curaytor makes it easy for you to promote your listings across major marketing channels.

But it still doesn't solve for what's arguably the most important piece:

Keeping the seller confident throughout the process—especially now that properties are staying on the market longer.

You're doing what you can:

- You've told them what they can expect from your marketing strategy.
- You've shown them examples of what you've done for other clients.
- You're keeping them updated whenever you can.

They'll probably see the photos, the Instagram and/or Facebook posts.

But still...

- There's no way to show them the emails you're sending out to promote their property.
- There's no (easy) way to showcase *all* the marketing campaigns in one place.
- There's no (easy) way to gather all the metrics from your marketing efforts.

Until now...

2. Keep your sellers confident in your ability to sell their home fast

Instead of scrambling when your seller asks for an update because they're starting to feel a litttttle panicked, what if you could show them a comprehensive seller report that showcases the most important marketing metrics including how many times their listing has been viewed and how many interested buyers they have so far? Check out this example.

What if that report updated these metrics *automatically* every 24 hours?

And what if you could customize it to add things like a YouTube video, # of showings, even buyer feedback?

And what if they could access that link any time they'd like to see an update?

You'd probably get this type of feedback, too:

“These reports are awesome! Sellers love them, and they are a great tool to bring to a listing appointment as well. We just used one today, and the sellers were blown away after they saw the report.” - Evan Whaley

“I just have to say, I am looking into the AI tools and I am amazed, what Curaytor has come up with here is amazing. This solves so many of the pain points that I had when I was doing our listing marketing and saves so much time. I love it.” - Claire Kidwell

So, let's recap:

With Curaytor...

- You're promoting every listing, every time—and taking only a few minutes to do so vs hours.
- Your sellers are obviously thrilled because they're seeing the proof of all that you're doing on their behalf to get their home sold fast with their custom Seller Report that they have 24/7 access to.

Expect your sellers to stay quiet about their experience working with you?

Absolutely not.

They're gonna tell their family. Their friends. Their colleagues. They might even show them the Seller Report.

Then what's gonna happen?

Those family members, friends, colleagues are going to look you up online where they'll see that *ahhhhhhh*, yes: You look just as good online as they were told you were in person.

3. Attract more listings with a seller-centric website

We mentioned earlier how your website should be your best salesperson—yet the first thing consumers see on most agents' sites is a place to search for homes.

With Curaytor, you get a website that actually sells **you**.

We'll design a modern, brand-forward, seller-centric website for you that positions you as one of the top listing agents in your market, and that reinforces the reputation you're working so hard to build.

That way when someone lands on your site, it'll help cement that trust in you, your brand, and your process.

Which is, of course, fantastic—exactly what we want.

But chances are that the majority of the people visiting your site aren't ready to buy or sell just yet.

You need a way to keep in touch with them, stay top-of-mind, and consistently deliver content that they care about.

Which brings us to how Curaytor *also* helps you...

4. Convert more buyers and sellers from your database

Thanks to your listing promotions, happy past clients and the referrals they've sent you, your database is consistently growing with new leads.

Now we've gotta make sure these folks are consistently being nurtured with valuable, (relevant!!) content.

The problem is: Content marketing is one of the hardest things to do well, consistently.

That's why our weekly marketing plan is a hallmark of Curaytor. It's a staple in every client's strategy—whether you execute it yourself or have us do it for you, depending on your package.

Either way, you can always count on every article and email to be:

- Professionally researched
- Professionally written
- Relevant to the current market
- Easy to access
- Ready as-is

This weekly plan ensures that you stay top-of-mind with your database because they'll see your emails, they'll see your posts, they'll see that you're always talking about what's happening in the market *right now*.

5. Scale with lead generation

When you're ready to scale beyond your sphere and referral network, you'll need leads.

Yep—Curaytor can help with that, too. Here's how:

1. Listing promotions are a great source of high-quality leads. We help you generate more leads off of your listing promotions through locking your listing information.
2. Traditional online lead gen options like Facebook or Google PPC.

Once those high-quality leads are in your database, they'll also benefit from world-class content marketing. Lead generation feeds the flywheel and grows your sphere.

This is how you attract more listings.

And this is why the top listing agents partner with Curaytor.

You might be (still) asking yourself:

"I've invested in stuff like this before and it hasn't worked. What if Curaytor is the same?"

In response, we could share dozens of testimonials like:

You keep innovating and doing so on a first-class level. Your people are great. I wouldn't dream of going anywhere else. -
Maureen Harmonay

"We actually generate 4 deals a month—between 45-50 deals per year—because of our partnership with Curaytor." - Brad McCallum

"I can't imagine doing business without you guys. I don't want to be like everyone else... I don't want to do the same advertising from the brokerage... I want fresh ideas, new ideas, I want to stand out in a sea of gazillion agents that are basically doing the same things. What I get from you guys helps me stand out; I value the innovation and making things easier for us agents - keep it up!" - Lena Pessa

“It’s single handedly the best ‘one stop service’ in the business. You guys are always innovating and always making it easy for Realtors to simply plug and play the strategies. If I only had one place to spend the money and time, Curaytor is the spot! I think I’ve been with you guys since the very beginning or darn close! You do all the research and free me up to do what I do best.”
- Mark Carr

We could tell you that the average Curaytor partnership lasts **4.5 years...**

We could tell you that our most successful clients sell between 20-25 properties each year, have a database of at least 2,500 people, and have a monthly marketing budget of at least \$3K...



But the best way to find out if partnering with Curaytor would be a smart investment for your business is to scan this QR code to learn more about how Curaytor helps listing agents get more listings.

CONCLUSION

If it's not already clear—**we want you to succeed.** That's why we've equipped you with the tools, strategies, and insights needed to build your personal brand, elevate your approach to lead generation, conversion, and nurturing, along with how to effectively promote your listings.

By implementing what you've learned, you're not just preparing to connect with your next client...

You're setting the stage for sustainable and predictable revenue growth as you build a listing-first business.

As the market continues to evolve, so should your strategies. We encourage you to revisit the principles and techniques shared in this guide regularly, adapting and refining them to meet the changing dynamics of real estate and the specific needs of your clients.

Let's get to work!

