SUMMER SELLER CAMPAIGN

MULTI-CHANNEL MARKETING CONTENT

INITIATION TEXT MESSAGE:

Name, have you seen what is happening to home prices on your street?

ELEVATION TEXT MESSAGE:

I'd love to tell you a quick story about your neighbors. Can you talk for 5 minutes?

DURING THE LIVE CONVERSATION:

Share a story about a neighbor who sold.

Include:

- Time on market
- Number of offers
- Sale price & be sure to emphasize if it's above asking

If applicable, talk about:

- The seller's power to control the process
- How easily sellers are getting more than money; they're getting extra time to live in the house
- Some are even getting inspections waived

Jeff Stumpf's By Referral Only®

ASK THEM THESE QUESTIONS:

1. Do you know how much more your home is worth today?

2. What amount of money, if offered, would cause you to move?

If they have a number: Where would you go?

If there is no number: Leave them feeling good. If this current situation continues, what is your best-case scenario?

END OF CONVERSATION:

With home prices increasing at this current rate, it is more important than ever to have someone, like me, on your team who will monitor these trends and always look out for your best interest.

I'm here for you and the people you care about. You can count on me.

TEXT AFTER HOME VALUE CONVERSATION

Name, thanks for taking the time to talk today, now that we've talked, chances are you are going to notice someone who needs my help. Continue to feel comfortable introducing the people who want to know their home's accurate value to me. I'll be happy to help them as well. (Your Name)

NOTECARD:

Name, it was great to hear your voice today.

With home prices increasing at this current rate, it is more important than ever to have someone, like me, on your team who will monitor these trends and always look out for your best interest.

I'm here for you and the people you care about. You can count on me.

TEXT BEFORE REFERRAL REMINDER POSTCARD ARRIVES:

Name, when you see the bright yellow postcard I'm sending you, please read the quick story and then share it with a friend, family member or colleague who needs to hear about the hot summer home seller's market. Thanks – talk soon. (Your Name)

EMAIL TEMPLATE FOR AGENTS:

Subject: Do you know your number?

Hello (first name),

The most frequent question I am being asked right now is: **"How much MORE is my home worth today?"**

The real estate market is significantly shifting right now. Before last year, most homeowners would not imagine selling a house for the prices being offered today. Current home sale prices are being compared to the types of returns investors get during stock market surges and cryptocurrency spikes. Homes continue to sell in hours and days, rather than weeks and months.

Even if you are not thinking about selling your home, there are three questions you should ask yourself:

- How much MORE is my home worth today?
- What amount of money, if offered, would cause me to move?
- If the current scenario continues, what is my best-case scenario?

Knowing your number does not mean you are committed to moving, but it does mean you are committed to being prepared. Every real estate market is different. This market is here today, and I remain committed to provide you with the most timely and accurate information. If you or someone you care about is curious about these numbers, call or text me and I can help you be prepared.

To request your Free Home Analysis, click here+, call or text me and I will make sure you know right away how your home is valued in today's market.

[Your Name]
[Your Phone]
[Your website]

+ If using Acuity link to your calendar

EMAIL TEMPLATE FOR LENDERS:

Subject: The new rule in real estate

Hello (first name),

The real estate market continues to favor sellers and experience shows that a new home buyer is willing to be rejected 4 times before throwing up their hands and walking away. It can be demoralizing when a home buyer falls in love with a home, only to lose out to someone else who was more prepared and ready to purchase.

This is happening to buyers every day, but it is happening to the buyers who are playing by the 'old rules' which say, "Get a mortgage pre-approval letter and then start looking for your dream home."

This old rule has been in place for decades, but the problem is...

It does not work anymore. In today's markets, mortgage pre-approval letters fail miserably – almost every time!

When you introduce me to a friend, family member or neighbor who wants to move into their first home or their next home, I'll make sure we get their financing in place before they even start to look at homes. That way, they'll have the money they need to find and get their dream home.

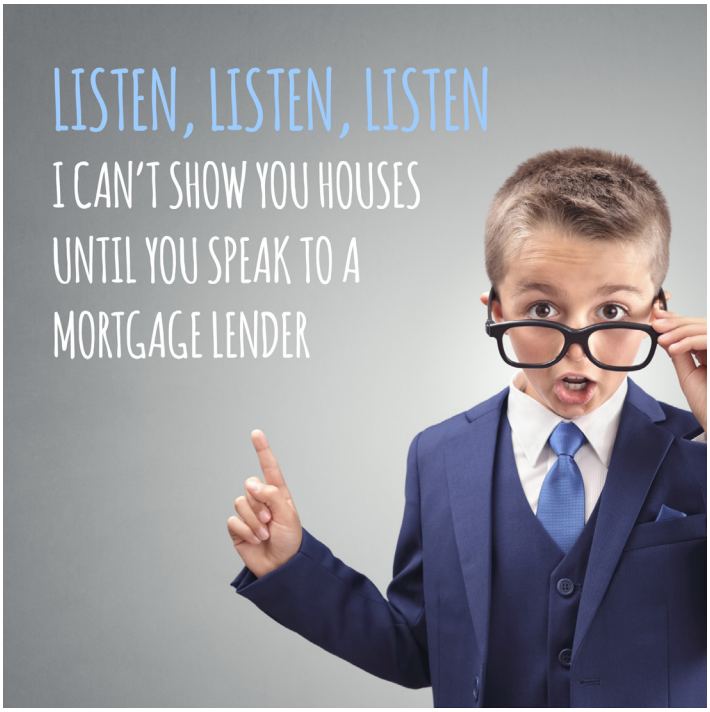
[Your Name]
[Your Phone]
[Your website]

+ If using Acuity link to your calendar

SOCIAL POSTS *(Click image to download)*

AGENT

LENDER



TOP 50

SUMMER SELLER CAMPAIGN

Name	Cell Phone Number	Text	Talk	Text	Mail
1.		☐	☐	☐	☐
2.		☐	☐	☐	☐
3.		☐	☐	☐	☐
4.		☐	☐	☐	☐
5.		☐	☐	☐	☐
6.		☐	☐	☐	☐
7.		☐	☐	☐	☐
8.		☐	☐	☐	☐
9.		☐	☐	☐	☐
10.		☐	☐	☐	☐
11.		☐	☐	☐	☐
12.		☐	☐	☐	☐
13.		☐	☐	☐	☐
14.		☐	☐	☐	☐
15.		☐	☐	☐	☐
16.		☐	☐	☐	☐
17.		☐	☐	☐	☐
18.		☐	☐	☐	☐
19.		☐	☐	☐	☐
20		☐	☐	☐	☐
21.		☐	☐	☐	☐
22.		☐	☐	☐	☐
23.		☐	☐	☐	☐
24.		☐	☐	☐	☐
25.		☐	☐	☐	☐

TOP 50

SUMMER SELLER CAMPAIGN

Name	Cell Phone Number	Text	Talk	Text	Mail
26.		☐	☐	☐	☐
27.		☐	☐	☐	☐
28.		☐	☐	☐	☐
29.		☐	☐	☐	☐
30.		☐	☐	☐	☐
31.		☐	☐	☐	☐
32.		☐	☐	☐	☐
33.		☐	☐	☐	☐
34.		☐	☐	☐	☐
35.		☐	☐	☐	☐
36.		☐	☐	☐	☐
37.		☐	☐	☐	☐
38.		☐	☐	☐	☐
39.		☐	☐	☐	☐
40.		☐	☐	☐	☐
41.		☐	☐	☐	☐
42.		☐	☐	☐	☐
43.		☐	☐	☐	☐
44.		☐	☐	☐	☐
45.		☐	☐	☐	☐
46.		☐	☐	☐	☐
47.		☐	☐	☐	☐
48.		☐	☐	☐	☐
49.		☐	☐	☐	☐
50.		☐	☐	☐	☐