



## April 2026 Newsletter

April 15, 2026

I've enclosed the best-performing videos and lead-generation emails we sent out for our clients last month.

Here are your suggested topics and lead magnets for May. Suggested topics only. Custom topics are available.

### **Real Estate Agent**

Lead Magnet: Request a Free Cash Offer

Video #1: What remodeling projects provide the best ROI?

Video #2: Do you still need to pay a buyer's agent commission?

### **Real Estate Recruiting**

Lead Magnet: Download Examples of My Ads

Video #1: How do I overcome my fear of rejection when prospecting?

Video #2: What should I do if I'm too busy to call my leads back?

### **Mortgage Broker**

Lead Magnet: Download My Home Buying Guide

Video #1: What are my loan options to move into a nicer house?

Video #2: Is it better to buy now or wait and see if interest rates get better?

### **Property Manager**

Lead Magnet: Get a home rental price estimate

Video #1: What should you do if your tenant does not pay the rent?

Video #2: What are the proper steps to evict a bad tenant?

Call my cell 402.515.5438 or email me [frank@getvyrAl.com](mailto:frank@getvyrAl.com) with questions.

- Frank

## Client Interview

# How David Brough Is Shifting His Marketing Plan for More Profit in 2026



## How David Brough Is Shifting His Marketing Plan for More Profit in 2026

[David Brough](#) runs a 21-agent team in Fort Wayne, Indiana and closed 320 homes in 2025. Zillow was his number two lead source for years until the cost to acquire a closed deal made it unprofitable. He dropped it in October 2025 and redirected that budget toward his 30,000-person database.

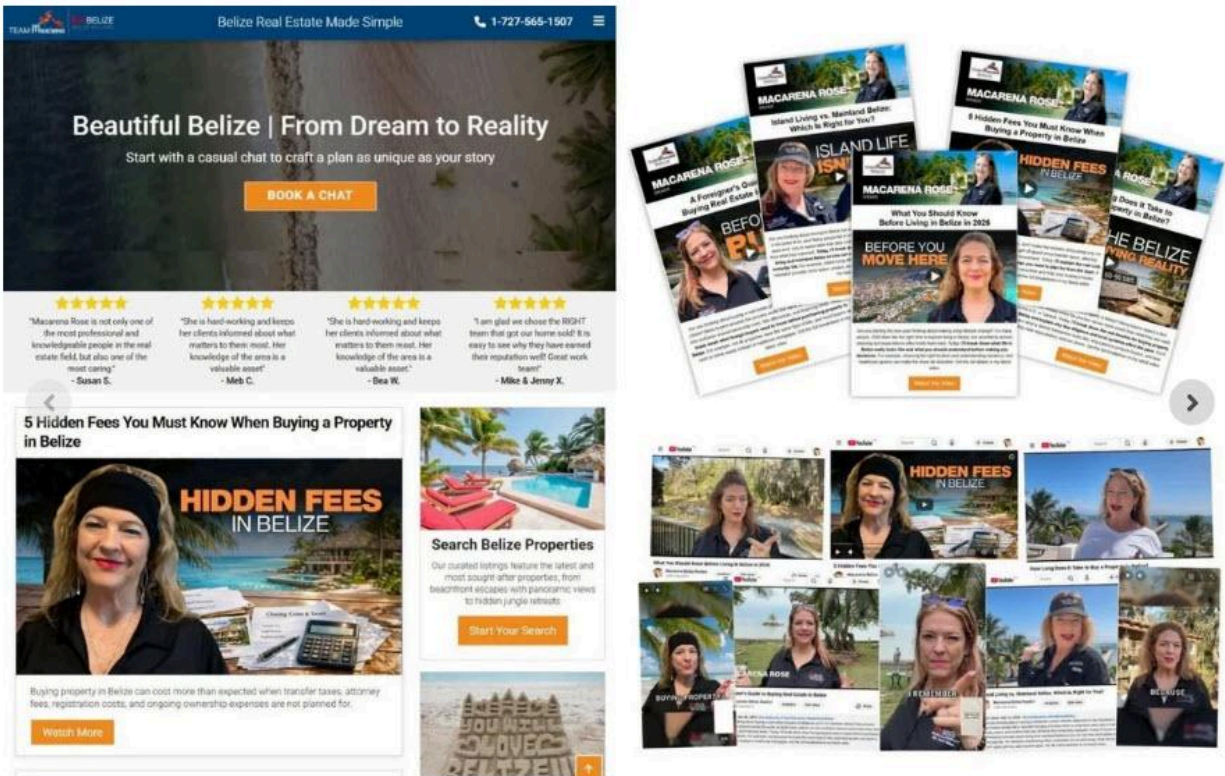
In 2026 he's shifted to Google PPC, running buyer and seller webinars, and loading personalized drip campaigns into his CRM. "One out of three or four people coming in from paid leads are already in our database," he says. "Why aren't we just focusing on the people we already have?"

David is a Vyril Marketing client. Watch the interview to learn how he's restructuring his marketing plan for more profit in 2026.

Learn more: <https://www.getvyril.com/blog/david-brough>

## Featured Work

# Featured Work: Macarena Rose



<https://blog.belizerealestateservices.com/>

Macarena needed a better way to stay in touch with her database of past clients, sphere, and lead nurture in her CRM to increase her sales.

Many of her clients are from out of town (she's in Belize!) so it was very important for her to use video. This way people get to know her online before taking a call offline.

We first built her an education-based video blog to communicate her value proposition, position her as the expert, and generate leads with offers for immediate response.

Then, she sends out two helpful videos and one lead magnet a month to spike response. This is her optimized 36-touch database marketing plan.

We do all the work for her - she just shows up to her video shoot and we handle it all from there. This way her content gets out with minimal time and effort on her end. We take responsibility for the whole process.

The results? More conversations with the right people that lead to more sales. And when she reaches out to ask for appointments, more people already know who she is. It makes selling easier.



## Luxury Home Marketing Strategies That Attract Buyers in Augusta



Selling a luxury home requires more than placing it on the market. Each property has its own personality and story that must be presented thoughtfully to attract the right buyers. That's why I created this video to explain **the marketing strategies I use to showcase high-end homes in Augusta, from professional photography to targeted advertising.** I also share how analytics, outreach, and presentation work together to create real exposure. Click below to see how luxury homes are marketed today.

Watch the Video



## What Your Dallas–Fort Worth Home Is Really Worth in 2026



If home prices are rising in 2026, do you actually know what your home is truly worth? Many homeowners rely on quick online estimates without realizing how much those numbers can overlook. Today, I'm breaking down **how to combine comparable sales, your home's condition, and real local market data to determine a number you can actually rely on.** You'll see why even small pricing mistakes in a rising market can cost you thousands. Want to learn more? Just check out my video.

Watch the Video

### Free Strategy Call



Start with a casual chat to craft a plan as unique as your home's story

Request a Call

### Free Home Valuation



Get a personalized home valuation from an experienced real estate agent

Get Estimate

### Free Strategy Call



Schedule a free 1-on-1 session to craft a unique marketing plan.

Book Now

### Free Home Value Estimate



Know what your DFW home is worth for a traditional listing or cash offer.

Request My Value

Call or text me at [\(706\) 481-3800](tel:7064813800) or reply to this email to get expert answers to questions you may have.

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## Are Central Indiana Home Prices Dropping in 2026?



Are prices dropping in Central Indiana this year? It might feel like they should be, especially after interest rates jumped and demand slowed. In this video, **we break down what's really happening in the Indianapolis housing market and why prices are not dropping the way many expected.** You'll see how low inventory is still keeping prices steady. Check out our full video to learn more.

[Watch Our Video](#)



## Overpricing Your Home Is Your Most Expensive Mistake. Here's Why



Overprice your home on day one, and you risk losing tens to hundreds of thousands before the second week ends. But price your home right, and you create urgency. Today, I'll **explain why homes that start overpriced often sell for less and how to price with intention.** Click the link below and protect your leverage before the market decides for you.

[Watch the Video](#)

### Looking to Buy a Home?



Use our full MLS search with virtual tours, directions to listings, schools, and more all on an interactive map with detailed listing information.

[Search All Homes for Sale](#)

### Looking to Sell Your Home?



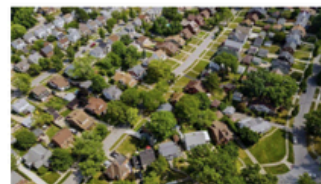
Are you thinking about listing your home? We can help you get an accurate home valuation based on current market trends.

[Get a Home Value Estimate](#)

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### What's Your Palm Springs Home Worth?



Are you thinking of selling your home or interested in learning about home prices in your neighborhood? We can help you.

[Free Home Value Report](#)

### Looking for a Palm Springs Home?



Search the entire MLS for your Palm Springs home.

[Search the MLS](#)

Call or text me at [\(760\) 774-3066](tel:7607743066) or reply to this email to get an expert answer to questions you may have.

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# THE WEXLER GROUP

## Why a Pre-Listing Consultation Pays Off in 2026



Selling a home gets a lot harder when the decision turns into a deadline. That's why the best time to meet with an agent is not when you're ready to list, but when selling first crosses your mind. In our latest video, I'm breaking down the benefits of a pre-listing meeting. You'll learn the low-cost prep work that delivers strong returns, strategic pricing, and more. If you're thinking about selling your house and want a successful sale, check out our video.

Watch the Video



# MARTIN REALTY GROUP

## Are Home Prices Dropping in West Michigan in 2026?



Are home prices dropping in West Michigan? With more talk about shifting housing markets across the country, many homeowners are wondering. The truth is real estate markets are local, and national trends don't always reflect your neighborhood. In today's video, I'll break down what's really happening locally and explain why West Michigan home values continue to rise. I'll also show how recent comparable sales can help homeowners understand their property's current value.

Watch the Video

### Free Strategy Call



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Get a personalized home valuation directly from one of our team's top agents

Get Estimate

### Looking to Buy a Home?



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Search All Homes for Sale

### Looking to Sell Your Home?



Are you thinking about listing your home? We can help you get an accurate home valuation based on current market trends.

Get a Home Value Estimate

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## Financing Pros & Cons For Myrtle Beach Condo Sellers



## Social Media Strategies for Modern Realtors in 2026



Is owner financing a smart way to sell your Myrtle Beach condo? Lots of sellers struggle to find buyers who can get traditional financing, which can slow down a sale. That's why **we're here to show you how owner financing works and how it can help you get the most from your Myrtle Beach condo sale.** You'll see how down payments, interest rates, and loan terms come together and what to consider before making your next move. Watch the video now to see if owner financing could be the best option for selling your condo.

[Watch My Video](#)



Are you struggling to get your real estate videos seen by more than a few hundred people? Many agents feel discouraged when they do not go viral, which often leads to burnout and missed opportunities. **Today, I will show you how one of our agents turned low views into a high volume of closed deals.** You will learn the exact steps she used to grow from just a few transactions to over 80 in a single year. Click the link to discover how you can start closing more deals without going viral.

[Watch the Video](#)

### Looking to Buy a Home?



Use our full MLS search with virtual tours, directions to listings, schools, and more all on an interactive map with detailed listing information.

[Start Your Home Search Today!](#)

### Looking to Sell Your Home?



Are you thinking about listing your home? We can help you get an accurate home valuation based on current market trends.

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**TROY DOTY**  
PRINCIPAL BROKER/OWNER

## What Are the “Must-Disclose” Items When Selling Your Home in 2026?



Thinking about skipping one detail in your home disclosure? Before you do, think again. **Failing to disclose some issues in the past (even if they’ve already been resolved) will not only derail your sale, but it might even land you in legal trouble.** That’s why today, I’m walking you through the key disclosures that protect you and keep your sale on track. Understanding what buyers expect and being upfront from the start not only prevents legal problems but also builds trust that can help your home sell faster. If you want to learn exactly what to disclose when selling your property, check out my video.

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## Why Mortgage Rates Are Not Dropping Despite Fed Rate Cuts



Every time the Fed cuts rates, the same question pops up: "Mortgage rates are next, right?" Not so fast. A lot of buyers assume cheaper home loans are right around the corner, only to feel frustrated when rates don't move. **In this video, I break down the three real factors that drive mortgage rates, including the bond market and future inflation expectations.** If you're planning to buy or refinance, this will help you avoid making the wrong move based on headlines. Check out my latest video before you lock anything in.

[Watch the Video](#)

### Free Strategy Call



Request a call to discuss your options and find the best path forward

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### Free Mortgage Rate Quote



Get a free, no-obligation rate quote based on current rates and your situation

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## Are Home Prices Finally Coming Down in Calgary?



Are you waiting for a massive drop in home prices before you finally make a move? It feels like prices should be falling given how high mortgage rates have been lately. **Today, I'm sharing a data-driven look at why the market is actually stabilizing rather than crashing.** You will learn the difference between a "cooling" market and a "falling" one, including why inventory remains so tight. Watch the full breakdown here to see if waiting is actually your best strategy.

[Watch the Video](#)

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Search all homes directly on the MLS with pricing, schools, neighborhood data, and more

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## 4 Things To Look For When Buying Your First Home



Buying your first home? Before you make an offer, slow down. Buying your first home feels exciting, but one rushed decision can be something that you'll regret for years. A house can look perfect on day one, especially when it's staged to impress, but the real question is whether it fits your budget and your life after the excitement fades. Here are **first-time homebuyer tips that help you slow down, focus on the fundamentals, and avoid getting boxed in financially.** If you want to feel confident about what you're buying, this is worth watching. Click the link below.

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### What Are the Best Ways to Buy a Home Before Selling?



Are you worried about losing your dream home because your current house hasn't sold yet? Many homeowners feel stuck waiting for a buyer while perfect opportunities pass them by. Today, I will share four strategies to help you secure a new property before you even list your current one. This approach prevents the "double-move" chaos and keeps your finances protected throughout the transition. Check out my latest video to learn how to bridge the gap between homes with confidence.

Watch the Video

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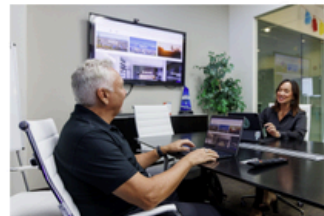
### March 2026 Phoenix Housing Market Trends



What's really happening in the Phoenix housing market this March 2026? Are buyers finding more homes to choose from, or is it still competitive out there? I'll break down inventory, pending sales, and pricing trends, and explain what they could mean for your next move. See how the market is calmer and more predictable this year. Watch my video to get the full Phoenix market update.

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### Find Your Dream Home



Search with confidence knowing your local agent has the latest listings.

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### What's My Home Worth?



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## How to Find Out What Your Home Is Worth in 2026



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**Real Estate Is Hard Enough,  
Don't Do It Alone**



Are you on the right real estate team, or are you carrying too much on your own? A lot of agents are used to doing everything themselves, but that does not always mean they are getting the support they need to grow. **Today, we'll explain what a strong real estate team should offer and why the right brokerage support can make a real difference.** For example, support like training, masterminds, and transaction help can take pressure off your day-to-day workload. Want to learn more? Check out our video.

[Watch the Video](#)



**Should You Sell or Rent  
Your San Mateo County Home in 2026?**



If you own a home with strong equity, you may be asking a common question right now. Should you sell the property or keep it and rent it out? In the Bay Area, where home values have grown significantly, this decision can have a major financial impact. In this video, **we break down the pros and cons of selling versus renting using real numbers from our local market.** Let's get you through the decision clearly so you can choose the option that fits your long-term plans in the link below.

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**Free Home Valuation**



We'll help you sell your home or learn about prices in your neighborhood

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**Find your Home**



Search the entire MLS for your San Mateo County Bay Area

[Search Homes](#)

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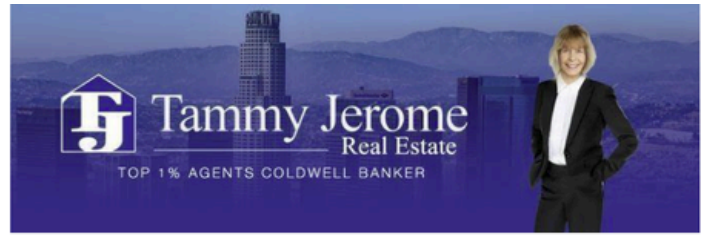


## How To Get Your Las Vegas Rental Rented Fast



Self-showings were a lifesaver during COVID, and for the right Las Vegas rental, they still work. But if you're trying to rent a mid-range or affordable property and it's sitting longer than it should, automation may be the reason. When renters don't get a real person, they don't feel cared for, and they don't always move forward. In this video, I'll share when self-showings make sense, when you should show in person, and the simple questions that help you match the right tenant to the right home. Click below and let's get your place rented.

[Watch My Video](#)



## Pros and Cons Of Selling Your Home Off-Market



Should you skip the MLS when selling your home? It may seem simpler and more private, but the trade-offs aren't always obvious. Today, I'll walk you through what really happens when you sell off-market versus listing it publicly. You'll learn how it can affect buyer interest, offer strength, and your overall timeline, along with when an off-market approach might actually make sense. Check out my latest video to weigh your options carefully and choose the strategy that best fits your goals.

[Watch My Video](#)

### View Our Services



Guardian Realty offers expert urban Nevada real estate services, backed by deep knowledge of the region's history and properties.

[Explore](#)

### Free Consultation



Book a free phone call with Danielle Gallant and discuss how Guardian Realty can assist you with your real estate and property management needs.

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### Empowering Your Move With Proven Expertise



Call us now to discover how our unique strategy benefits you.

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### What Is Your Home Worth?



Know what your home is worth in today's market based on the most recent data.

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## How Insurance Impacts Your Monthly Mortgage Payment



Most buyers focus on their down payment, but what about the cost that you need to pay after you close? Homeowners insurance is required by your lender, and lately, those premiums have been going up year over year, which directly impacts your monthly payment. Today, I'm sharing **three simple questions you should ask before choosing a policy so you can keep your costs down**. Learn how discounts, bundling, and even small home improvements could reduce your premium. If you're buying soon, check this before you lock in your insurance.

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### Search All Homes



Find your dream home with our all-in-one real estate search. We are here to guide you through every step of the process.

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### What's Your Home Worth?



Instantly get a detailed home price estimate. See what your neighbors are selling their home for!

[Home Value](#)

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## Step-by-Step Guide to Converting Expired Listings



Are your expired listing calls ending before they even begin? Most agents lose expired listings in the first few seconds...and give up after. But the seller's motivation often remains. These homeowners have already tried to sell and are often frustrated with the process, so one wrong word can make them hang up. I'll show you **how a calm, professional approach can keep sellers engaged, turn hesitation into opportunity, and where to find expired listings so you can start productive conversations**. Using a simple script helps you ask the right questions, focus on their goals, handle objections smoothly, and guide them toward the next step. Want to see how it works? Check out my video.

[Watch the Video](#)

### Join Our Brokerage



Discover the support you've been missing. Success is contagious. Surround yourself with achievers who elevate your mindset, systems, and results

[Join Our Brokerage](#)

### Free Coaching Call



Discover the path to the business and life you actually want. Book a coaching call with one of our team leaders to align your goals with real strategy and momentum

[Book a Call](#)

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[Learn More](#)

### Search All Homes



Explore Every Listing, Find Your Perfect Home!

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### What's Your Home Worth?



Discover Your Home's True Value Today!

[Looking to sell a home?](#)

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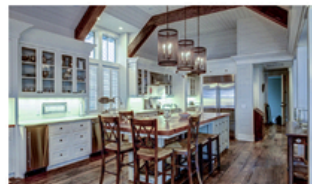
## To Rent or Buy in Chappaqua & Westchester County, NY: What to Know Before You Decide



Torn between renting or buying? Renting may feel like the easier choice right now. There's no large down payment, no surprise repairs, and no long-term commitment. But in Chappaqua and Northern Westchester, the numbers behind renting versus owning may surprise you. In this video, I'll compare the real costs of renting and buying so you can see which option may make more sense. If you're still trying to figure out whether buying makes more financial sense than renting, watch my video.

[Watch My Video](#)

### Looking for a Home In Northern Westchester?



Search the entire MLS for your ideal home in Northern Westchester.

[Search the MLS](#)

### What's Your Northern Westchester Home Worth?



Are you thinking of selling your home or interested in learning about home prices in your neighborhood? We can help you.

[Free Home Value Report](#)

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## How To Lower Your Home Insurance Costs



Are your insurance costs going up without a clear reason? Insurance premiums may be rising, but that doesn't mean you have to accept higher costs. Today, we're sharing **practical ways to lower your costs**. You'll learn how things like roof certifications and simple policy reviews can lead to real savings. Check out our full video to see what you can do to start paying less.

[Watch the Video](#)

### Finding Your Dream Home Starts Here



Our neighborhood experts can help you every step of the way.

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### Get Your Free Home Analysis



Find out your home value, home equity, refinance and mortgage reduction.

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## The Dark Side of AI in Property Management



Are you prepared for how AI is changing property management? If you've been relying too much on AI for decision-making and tenant screening, you might want to rethink your strategy. The truth is, AI is making it much easier for renters to fake documents and hide the truth. Today, I'll explain **where the biggest risks are, how renters are using AI to get into properties they should not qualify for, and what owners can do to protect themselves**. You'll find out why stronger screening is now more important than ever with AI tech being used for fraudulent activities in the real estate market. Don't fall for fraudsters—check out my video now.

[Watch the Video](#)

### Free Strategy Call



Schedule a free strategy session to create a tailored plan for attracting and retaining quality tenants while safeguarding your property

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### Refer a Client



Partnering with us means you'll receive our "Return-to-Agent Guarantee," ensuring we keep you informed and refer clients back to you if they're ready to take action

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Call or text me at [419-874-1188](tel:419-874-1188) or reply to this email to get expert answers to questions you may have.

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### How Do I Call an Expired Listing for an Appointment?



Are your expired listing calls ending before they even begin? These homeowners have already been through a disappointing process, so a single misstep could cause them to disconnect. Today, I'll show you how a calm, helpful approach can break through their frustration and open the door to a productive conversation. For example, leading with value and asking the right questions often turns guarded sellers into open, willing prospects. Want to learn more? Just check out my video.

Watch the Video

#### Join Our Team



Join a team that empowers you to achieve the income you deserve.

Apply Now

#### Schedule a Strategy Call



Book a powerful strategy call to align your goals with real strategy and momentum.

Book a Call

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### Are Home Prices Finally Coming Down in 2026?



Are you waiting for a massive drop in home prices before you finally make a move? It feels like prices should be falling given how high mortgage rates have been lately. Today, I'm sharing the latest data to show you what is actually happening with home values. You'll learn why a 1% growth rate is the new "normal" and why a crash isn't appearing in the data. Check out my video for the full breakdown.

Watch the Video

#### Selling Doesn't Have to Be Stressful



Schedule a free 1-on-1 discovery call to craft a winning strategy to sell your home.

Book a Call

#### What is My Home Worth?



Get a real-world market analysis directly from an experienced Realtor.

Get Estimate

Call or text me at [307-288-0911](tel:307-288-0911) or reply to this email to get expert answers to questions you may have.

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## How To Negotiate When Buying a New Construction Home



If you're thinking about buying a new construction home, you need to know this before you step into the builder's sales office. A lot of buyers assume the price is set, so they stop negotiating and end up overpaying in ways they don't see until closing. Today, **we're breaking down where the real wiggle room is, like lot premiums, upgrade packages, rate buydowns, and closing cost credits, so you know what to ask for.** We'll also show you why knowing your numbers before you tour the model home gives you leverage, and why you should secure the structure first before chasing extras. Get the full breakdown in our latest video.

[Watch the Video](#)



## What Sellers Should Know When Closing a Home Sale



Have you accepted an offer on your home and assumed everything else would be simple from here? Many sellers are surprised to find that closing is the stage where title issues, missing documents, and final walkthrough problems can still delay the sale.

**Today, I'll break down what sellers should know about closing and how the process works after the contract is signed.** You'll learn the timeline, the key steps that happen before closing day, and what can affect your final proceeds. Get the full breakdown in my latest video.

[Watch the Video](#)

### Looking to Buy a Home?



Use our full MLS search with virtual tours, directions to listings, schools, and more all on an interactive map with detailed listing information.

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### Looking to Sell Your Home?



Are you thinking about listing your home? We can help you get an accurate home valuation based on current market trends.

[Free Home Value Estimate](#)

### Free Strategy Call



Start with a casual chat to craft a plan as unique as your home's story

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### Free Home Valuation



Get an accurate estimate of what your home could sell for in today's market

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If you were forwarded this email and would like to get my updates directly, [click here to join my mailing list.](#)

Call or text me at [240-549-6659](tel:2405496659) or reply to this email to get expert answers to questions you may have.

If you were forwarded this email and would like to get my updates directly, [click here to join my mailing list.](#)



## Austin vs. Killeen: What Buyers Need to Know Before Moving



Are you considering moving to Central Texas, but torn between Austin and Killeen? If you're not sure which city fits your lifestyle and budget better, you need to compare the cost of living, home prices, and the kind of lifestyle each city offers. Today, I'm breaking down **what makes Austin and Killeen different, from job opportunities and home prices to traffic, cost of living, and community feel.** Remember: the wrong choice can leave you dealing with higher housing costs, longer commutes, or a lifestyle that doesn't match what you wanted. Learn more in my latest video.

[Watch the Video](#)

### Search Homes



Search the entire MLS for homes located in Greater Fort Hood.

[Search Homes](#)

### Home Valuation



Find out what your home is really worth based on our detailed analysis.

[Home Valuation](#)

Call or text me at [254-535-8792](tel:254-535-8792) or reply to this email to get an expert answer to any questions you may have.

If you were forwarded this email and would like to get my updates directly, [click here to join my mailing list.](#)



## Expand Your Business With Orange County Referrals



Want more consistent clients without chasing every lead? **One of the most overlooked strategies for vendors is partnering with real estate agents.** They work with buyers and sellers every day and constantly need trusted vendors. In this video, I'll explain how to build those relationships and turn them into steady referrals. Click below to learn how to grow your business the smart way.

[Watch My Video](#)

### Looking to Buy a Home?



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Are you thinking about listing your home? We can help you get an accurate home valuation based on current market trends.

[Get a Home Value Estimate](#)

Call or text me at [619-379-7664](tel:619-379-7664) or reply to this email to get an expert answer to questions you may have.

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## What Are the “Must-Disclose” Items When Selling Your Home in 2026?



Thinking about skipping one detail in your home disclosure? Before you do, think again. **Failing to disclose some issues in the past (even if they've already been resolved) will not only derail your sale, but it might even land you in legal trouble.** That's why today, we're walking you through the key disclosures that protect you and keep your sale on track. Understanding what buyers expect and being upfront from the start not only prevents legal problems but also builds trust that can help your home sell faster. If you want to learn exactly what to disclose when selling your property, check out our video.

[Watch the Video](#)

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Get a custom-tailored selling plan for your needs.

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### Free Home Price Estimate



Don't trust Zillow. Get a personalized home value estimate.

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If you were forwarded this email and would like to get my updates directly, [click here to join my mailing list.](#)



## 5 Hidden Fees You Must Know When Buying a Property in Belize



If you're planning to buy property in Belize, don't make the mistake of focusing only on the purchase price. Many buyers are caught off guard when transfer taxes, attorney fees, and other closing costs raise the total investment. Today, I'll explain the real cost of buying in Belize and the five hidden fees you need to plan for from the start. A clear budget can make the process much smoother and help your buying process easier without any possible problems. Get the full breakdown in my latest video.

[Watch the Video](#)

### Free Strategy Call



Start with a casual chat to craft a plan as unique as your story

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### Free Home Search



Our curated listings feature the latest and most sought-after properties

[Start Your Search](#)

Call or text me at [727-565-1507](tel:727-565-1507) or reply to this email to get expert answers to questions you may have.

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### How to Save \$50K on Your Mississippi Land Search



Finding a spot for your dream home should be exciting. Imagine wide-open space, total privacy, and no HOAs. But that empty lot can turn into a very expensive nightmare if you don't know what to look for. I've seen buyers get crushed by "hidden" wetlands and utility costs that double their budget. Today, I'm sharing the exact questions you need to ask and how to find "hidden gems" that save you \$20k or more. Click below to watch before you buy.

[Watch the Video](#)



### How to Find Out What Your Home Is Worth in 2026



If home prices are rising in 2026, do you actually know what your home is truly worth? Many homeowners rely on quick online estimates without realizing how much those numbers can overlook. Today, we're breaking down how to combine comparable sales, your home's condition, and real local market data to determine a number you can actually rely on. You'll see why even small pricing mistakes in a rising market can cost you thousands. Want to learn more? Just check out our video.

[Watch the Video](#)

#### Book a Strategy Call



We sell homes for more money, in less time, and with less hassle. We've served over 1,000 satisfied home buyers and sellers.

[Book a call](#)

#### Free Home Valuation



Get a fast and free estimate of your home's current market value based on comparables, local trends, and other market data.

[Get estimate](#)

Call or text me at [228-215-1861](tel:228-215-1861) or reply to this email to get an expert answer to any questions you may have.

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#### Sell in 90-Days Guaranteed



If your home does not sell within the 90-days, we'll buy it

[Learn More](#)

#### Free Home Valuation

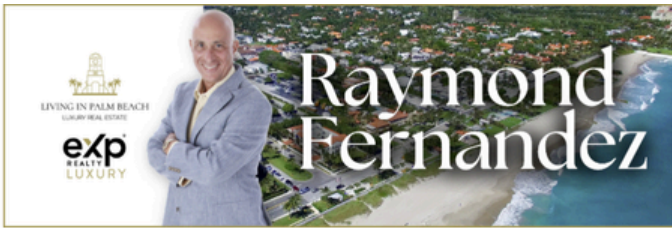


See how much and how fast you could sell, based on key trends in Huntsville

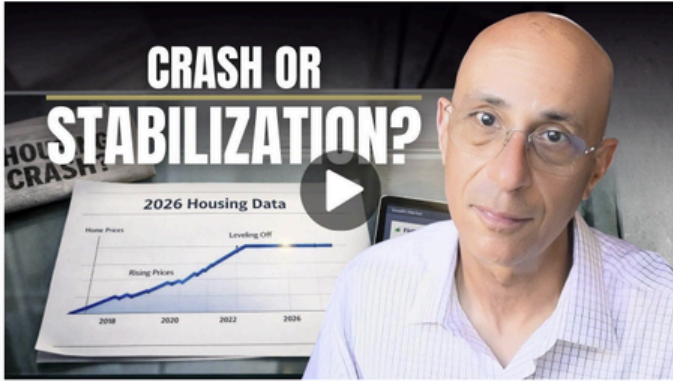
[Get Estimate](#)

Call or text us at [256-799-9000](tel:256-799-9000) or reply to this email to get expert answers to questions you may have.

If you were forwarded this email and would like to get my updates directly, [click here to join my mailing list.](#)



## Are Home Prices Finally Coming Down in Palm Beach Florida?



Are you waiting for a massive drop in Palm Beach Florida home prices before you finally make a move? It feels like prices should be falling given how high mortgage rates have been lately. But the local data tells a different story. **In this video, I break down what is actually happening with home values, market activity, and inventory.** The market is stabilizing, not crashing, and some areas are even seeing slight growth. Check out my video for the full breakdown.

[Watch the Video](#)



## Why Did Mortgage Rates Jump in 2026 After Hitting a Two-Year Low?



Why did mortgage rates just tease us with a drop below 6% only to bounce right back up? Many buyers are feeling whiplash as they try to lock in a monthly payment that fits their budget. **Today, I'm breaking down the three major economic triggers causing this volatility.** You will learn how the 10-year Treasury yield serves as a benchmark for your lender and why it matters for your wallet. Check out the full video to see how to navigate this rollercoaster.

[Watch the Video](#)

### Free Strategy Call



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### Free Home Value Estimate



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[Get Estimate](#)

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Find out fast and free what's your home really worth. Enter your address here.

[What's Your Home Worth?](#)

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## How To Escape Washington's Tax Nightmare



Planning to sell your home in Washington and relocate to a red state? Fellow freedom-loving Americans, I get it—you're fed up with sky-high taxes and lawmakers pushing people out. Many are leaving to where hard work is rewarded, and citizens aren't overtaxed. In this video, I'll quickly go over **why this exodus is happening, what your available options are, and how to make the most out of your move.** If you're considering relocating or just exploring your options, don't hesitate to schedule a call with me. Watch this video for more details.

[Watch the Video](#)

### Looking to Buy a Home?



Use our full MLS search with virtual tours, directions to listings, schools, and more all on an interactive map with detailed listing information.

[Start Your Home Search](#)

### Looking to Sell Your Home?



Are you thinking about listing your home? We can help you get an accurate home valuation based on current market trends.

[What's your Home Worth?](#)

Call or text my team at [\(425\) 310-4450](tel:425-310-4450) or reply to this email to get an expert answer to questions you may have.

If you were forwarded this email and would like to get our updates directly, [click here to join my mailing list.](#)



## Should Divorcing Couples Keep or Sell the House?



Are you stuck deciding whether to keep or sell the house during a divorce? Many people hold on because it feels safe, then get hit later by taxes, insurance, repairs, and the reality of paying for everything on one income. Today, I'll **walk you through the key questions I use with clients so you can make this decision strategically instead of emotionally.** For example, we'll look at the full cost of ownership, what happens to your equity and buyout, and how the house can speed up or delay your settlement. Get the full breakdown in my latest video.

[Watch the Video](#)

### Looking to Buy a Home?



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### Looking to Sell a Home?



Are you thinking about listing your home? We can help you get an accurate home valuation based on current market trends.

[Home Value Report](#)

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### See Lou's VIP Homebuyer Club

Access homes most buyers never see.

[Join the VIP Homebuyer List](#)



## Lou's VIP Homebuyer List

### Early access to hidden Cambridge homes

The VIP Homebuyer Club gives serious buyers early access to off-market and quietly shared homes before the public rush begins. If you're ready to buy and in a position to move, request access below. Once approved, I'll send you private opportunities that fit what you're looking for.



Hey friends,

Lemme 'splain you something.

Many buyers are looking at the same public listings at the same time as everyone else. By the time a good home shows up online, there's already a crowd around it.

That's not always the best way to buy, especially in Cambridge and the Boston area.

There's a quieter side of the market that most people never see. Some sellers want privacy, testing the waters and some want to find the right buyer before going fully public.

That's why I created my **VIP Homebuyer List**.

This is not a giant email list I throw everyone onto. I keep it selective so it stays valuable for the people on it.

When you're on the list, you may hear about certain homes before the public does. That can mean early details, private photos, video walkthroughs, and sometimes private showings before the rush starts.

#### What you get as a VIP member

- Early access to off-market and quietly available homes
- A first look before the public crowd shows up
- Less competition and less pressure
- Private tours when available
- My direct help every step of the way

One of the biggest perks is simple. You're not just reacting to whatever pops up online after everyone else has seen it. You're getting a better position from the start.

**I keep this list tight on purpose because if everyone gets in, it's not really VIP.**

So if you're serious about buying and you're pre-approved or cash-ready, click below and request your spot.

[Get on the VIP homebuyer list](#)

See you at the door,  
**Louis Gordon**

Full Name\*  
Vyrul Marketing

Email Address\*  
social@getvyrul.com

Phone Number\*  
+1 (123) 456-7890

Are you currently pre-approved for a mortgage?\*

Yes

Where are you hoping to buy?\*

N/A

When are you hoping to move?\*

ASAP

Anything else you want me to know about your ideal home?

N/A

[Join Now](#)

Upon your submission, you agree to our [Privacy Policy](#) and that we may contact you.



## Get a Professional Rental CMA

Request a detailed rental comparative market analysis so you can price rent and advise clients with real data.

[Send me the property address](#)

The agents who win more clients are usually the ones who can speak confidently about more than just buying and selling.

When a client asks, "What would this property rent for?" or "Should we rent this out instead?" that is a moment to lead with insight, not guesswork.

At TIDE Property Management Co., we help agents look more prepared, more strategic, and more valuable by giving them a trusted property management expert they can bring into the conversation when rental questions come up.

We can help with property-specific rental CMAs, pricing guidance, and practical insight that helps **your clients see you as the professional who can guide them through every option.**

That does two things. It helps you deliver a better client experience, and it gives you a stronger position when other agents are offering less complete advice.

We're not here to replace your role. We're here to help strengthen it.

If you ever want a second opinion on a property or need support when rental strategy enters the conversation, click below, and we'll help you put together the right information for your client.

[Get my rental CMA](#)

If renting ends up being the best option, we'd be happy to help manage the property while helping you stay connected with your client.

Talk soon,  
**Tide Property Management Co.**



## Get Our Rental CMA

Know what the property can rent for

Rental pricing is harder than it looks. Get a Rental Comparative Market Analysis based on actual comparable rentals in the market. Better data leads to stronger client conversations.

First Name\*

Vyral

Last Name\*

Marketing

Email\*

social@getvyral.com

Phone Number\*

+1 (123) 456-7890

Property Address\*

Street\*

12020 Shamrock Plaza Suite

City/Suburb

State\*

NE

Zip/Post Code\*

68154

Country\*

United States

Property Type\*

House

[Submit](#)

Upon your submission, you agree to our [Privacy Policy](#) and that we may contact you.



Ld.  
LINDA DUNSMORE  
REALTOR®



## Housing Market Insights You May Find Helpful

Interesting shifts are happening in our local market.

[See the latest updates](#)

If you've been paying attention to the housing market lately, you've probably noticed how confusing the headlines can be.

One report says prices are rising, another says the market is slowing, and interest rates seem to be changing every few months.

**The truth is that real estate trends often look very different at the local level.**

What's happening nationally doesn't always reflect what's actually happening in our own community.

That's why I've been sharing short housing market updates and insights on my website to help homeowners and buyers stay informed about what we're seeing in our area.

You'll learn:

- Why some homes are still selling quickly while others sit longer
- Tips for buying or selling in today's environment
- Home staging ideas for sellers to help your property stand out
- Insights about what buyers are looking for right now
- Helpful advice for homeowners planning their next move

Even if you're not planning to move anytime soon, staying informed about the housing market can help you make smarter decisions about your home and your future plans.

If you're curious about what's happening in your specific neighborhood, you can request a personalized local market report using the link below.

[Click here to see your local housing market insights.](#)

I update the site regularly with new insights and practical tips, so feel free to visit whenever you're curious about what's happening in the market.

And of course, if you ever want to talk about buying, selling, or the value of your home, just reply to this email. I'm always happy to help.

Best,  
Linda Dunsmore

## Get Expert Market Insights

Know the latest trends in your area

Whether you're thinking about moving, buying, selling, or simply curious about what's happening in your neighborhood, fill out the form below, and we'll send you a personalized snapshot of recent home sales and market trends in your area.

Email\*

social@getvyr.com

Full Name\*

Vyral Marketing

Phone\*

+1 (123) 456-7890

Property Address

12020 Shamrock Plaza Suite #201, Omaha, NE 68154, United States

Send me updates

Upon your submission, you agree to our [Privacy Policy](#) and that we may contact you.



## Get Our Listing Presentation Today for Free

Discover what modern sellers expect and how to deliver.

[Download Our full listing presentation](#)

Real estate friends -

You're invited to download the full seller listing presentation We use in-person or over Zoom. **This is the exact presentation we teach to every agent in our office**, walking sellers through all their options—from accepting a lower-priced investor cash offer (usually the best terms) to going with a full-service traditional listing (typically for the highest price).

[You can download our full listing presentation here.](#)

But the secret isn't in the presentation—it's in *the relationship you build before presenting*. We conduct an in-depth seller interview to learn their needs, then quickly get up-to-date on neighborhood comparables and specific market insights. We also research the seller online.

This way, you can tailor the presentation to their needs. Don't just show up and deliver it blindly. The selling process has four key steps—trust, need, help, and urgency. Don't skip the "trust" and "need" parts before diving into the presentation and pushing for urgency at the close.

When you work in our office, **We'll teach you how to deliver this presentation and even bring you along to my listings so you can see it in action.** But most importantly, you'll learn how we prepare because sellers often have already made up their minds before we even arrive.

The truth is that before you meet a seller, they've been Googling you, checking your social media, and figuring out if you're someone they can rely on for a successful home sale.

But if your leads come through referrals, you should win every time. If they come from cold calling or advertising, aim to win one out of three while still getting the fee you ask for by clearly articulating your competence. If you're struggling with any of this, let us know—we're here to help.

Once you build trust and identify needs, you'll deliver real solutions with your listing presentation, and that's exactly what our does. Feel free to use it!

Let us know if you have any questions about it. Enjoy!

**Jace & The Utah Life Team**



## Download Our Listing Presentation

Discover what modern sellers expect and how to deliver

We invite you to get the listing presentation our agents use to get homes listed for home sellers in today's market.

Email\*

social@getvyr.com

Full Name\*

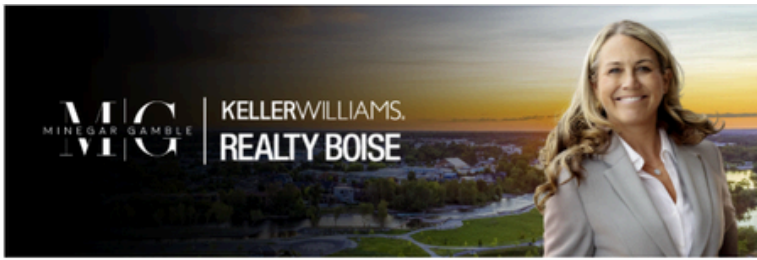
Vyral Marketing

Phone\*

+1 (123) 456-7890

[Download it Now](#)

*Upon your submission, you agree to our [Privacy Policy](#) and that we may contact you.*



## Grow Your Real Estate Career With Us

Take a quick assessment to see your growth track and what support you need.

[Take the assessment](#)

Dear Friends and Clients,

I've been talking with a lot of agents lately, and a similar theme keeps coming up. You're working hard, you're doing the right things, but the results still feel inconsistent. Some weeks, the pipeline looks great. Other weeks, it feels like you're starting over.

That gap usually isn't about effort. It's about structure. When lead generation, follow-up, and daily execution aren't built into a repeatable system, growth becomes unpredictable. It also gets tough to know what to fix first, because everything feels connected.

That is why **we put together a quick assessment for agents who are considering Minegar Gamble**. It helps you see your growth track and pinpoint the kind of support that would help you scale, whether that is a lead-generation structure, stronger conversion habits, better systems, accountability, or mentorship.

### In the assessment, you'll find out:

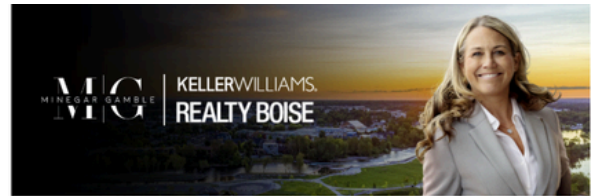
- How strong is your lead generation and follow-up process right now
- Where you may be losing deals or momentum
- How comfortable are you with systems and tech tools that keep you organized
- Whether a collaborative, team-focused environment fits your working style
- What kind of accountability and mentorship would help you grow faster

It only takes a few minutes, and when you finish, you'll receive personalized feedback and next steps based on your answers.

[Take the assessment](#)

If you have questions or want to talk through your results, reply to this email, and we'll connect.

Looking forward to learning more about your goals,  
**Alissa Gamble**



## Are You Ready to Jumpstart Your Real Estate Career with Minegar Gamble?

**Instructions:** Take a few minutes to assess your readiness to join our growing team. At Minegar Gamble, we're looking for passionate, driven individuals ready to take their career to the next level. Complete the quiz to get personalized feedback on how our system, culture, and mentorship can help you reach your full potential.

1. How confident are you in your ability to generate new leads consistently?\*

A) Very confident – I have a lead generation strategy and I execute it daily.

B) Somewhat confident – I generate leads, but it's inconsistent, and I need more structure.

C) Not confident – I struggle with lead generation and need a reliable system.

2. How would you rate your ability to close deals and manage client relationships?\*

A) Excellent – I'm highly effective in building relationships and closing deals.

B) Good – I close deals, but I know there's room for improvement in my process.

C) Struggling – I need more structure and guidance in managing client relationships.

3. How comfortable are you with using technology and real estate systems to stay organized?\*

A) Very comfortable – I'm well-versed in using CRM systems and other tech tools to manage my business.

B) Somewhat comfortable – I use some systems but need more training to streamline my processes.

C) Not comfortable – I struggle with keeping my business organized and could benefit from a structured system.

4. How do you feel about being part of a highly collaborative, team-focused environment?\*

A) I thrive in team environments – I value collaboration and love learning from others.

B) I'm okay with teamwork – I can work independently, but I appreciate team support when needed.

C) I prefer working independently – I'm more comfortable working on my own.

[Take the Next Step](#)

Upon your submission, you agree to our [Privacy Policy](#) and that we may contact you.