



## February 2026 Newsletter

February 15, 2026

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

Here are your suggested topics for March.

Suggested topics only. Custom topics are available.

### **Real Estate Agent**

Video #1: How do I know how much my home is worth?

Video #2: Is the cost of housing finally coming down?

Lead Campaign: Free Spring Home Selling Guide

### **Real Estate Recruiting**

Video #1: How do I stay in touch with my sphere for referrals?

Video #2: What should I post on social media to get business?

Lead Campaign: Join our Team/Brokerage

### **Mortgage Broker**

Video #1: How do you get approved for a home loan?

Video #2: How do Veterans Administration (VA) home loans work?

Lead Campaign: Download My Step-by-Step Mortgage Guide

### **Property Manager**

Video #1: What's the best move-in/move-out checklist?

Video #2: How do you determine the best price to rent your home?

Lead Campaign: Get my detailed move-in checklist

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

- Frank

## Client Interview

# How Team Lally Closes Over 100 Deals a Year



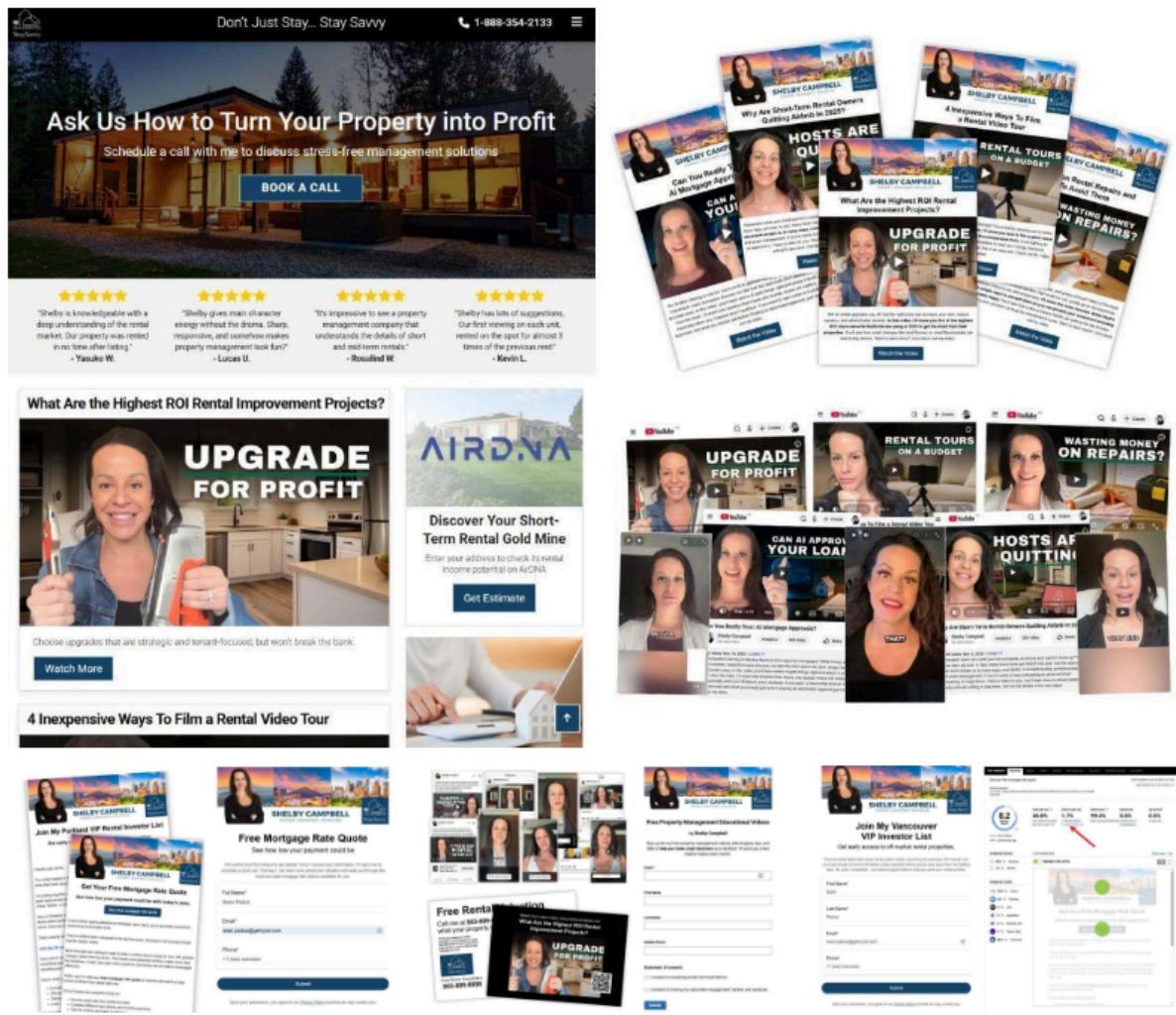
[Adrienne Lally](#) and [Attilio Leonardi](#) lead Team Lally, a high-producing real estate team that has closed over 100 homes a year for nearly two decades. After realizing their database was their most underutilized asset, they built a simple system to reconnect with past clients, centers of influence, and long-term leads using educational video and strategic follow-up. In this webinar, they walk through exactly how they export and clean their database, send a reconnect email that sparks real replies, publish two short videos a month, and layer in one clear offer to spike response. They also explain how they use virtual assistants to follow up and book appointments, turning video views and email clicks into real conversations with motivated buyers and sellers.

Watch with AI Notes:

<https://www.getvyral.com/blog/how-team-lally-closes-over-100-deals-a-year-by-nurturing-their-database-with-video>

## Featured Work

# Featured Work: Shelby Campbell



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

**Shelby Campbell** was already working with us for her mortgage business when she shifted her focus and needed us to help her market her property management company instead. After 20+ years in the business and personally owning over 100 rental properties, she knew what landlords and investors actually needed. She just needed a system to stay in front of them.

We rewrote her messaging and refocused her [video blog](#) around answering the real

questions property owners ask. Video gave her a way to show up consistently, share what she knows from experience, and stay connected with people who already trusted her.

Now, each month we produce two educational videos for her, write the blog posts, send the emails, and update her social media as part of her 36-touch marketing plan. Landlords can request a rental property valuation or book a call to talk through their options. It keeps the conversation going while Shelby focuses on managing properties and serving clients.



## What Lower Rates Could Mean for New Jersey's Housing Market in 2026



Are mortgage rates finally heading lower in 2026? Even a modest drop could open significant opportunities for buyers and sellers in New Jersey who have been waiting for the right moment. That's why I'm **breaking down the key factors driving these rates and how they are likely to impact the local housing market**. Knowing how these trends play out can give you a real advantage when making decisions about buying or selling a home. Watch my full video to learn more and see how this could affect you.

[Watch the Video](#)

### Knowledge Is Power



Schedule a 1-on-1 strategy call to discuss what matters most to you.

[Book a Call](#)

### What Is Your Home Really Worth?



Trusting Zillow? Discover your home's true value by requesting an estimate from one of the nation's most experienced agents.

[Request Your Value](#)

Call or text me at **973-224-4605** 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](#).



## Agent Safety & Client Privacy: The Unspoken Rules of Real Estate



When you think of real estate safety, you might think of home inspections. But there's a deeper conversation happening about the safety of the agents showing those homes and the privacy of the clients buying them. In this serious discussion, I tackle both sides. **This video covers the new software helping agents vet clients, why female agents face disproportionate risk, and the ethical lines we must walk with social media and "Just Sold" posts to protect your information.** Click below to learn about the unspoken rules that keep everyone safer.

[Watch My Video](#)

### Find the Market Value of Your Home For FREE!



Get a detailed home valuation report to understand your property's current market value and make informed decisions.

[Home Valuation](#)

### Looking for a Home in Cambridge, Somerville, or the Greater Boston area?



Start your home search with expert guidance and access to the latest listings tailored to your needs.

[Home Search](#)

Call or text me at **(857) 210-9925** or reply to this email to get an expert answer to questions you may have.

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## What Happens if My Buyer Backs Out Before Closing?



Ever experienced a buyer backing out right before closing? It's one of the toughest situations we face as agents, and how you handle it can make or break the deal. In this video, I'm **breaking down exactly what happens when a buyer walks away before closing, what the contract says, and how to protect your seller and your reputation.** You'll also learn how to spot red flags early so you can prevent this from happening in the first place. If you want to handle cancellations with confidence and strengthen your systems for next time, check out my full video.

[Watch My Video](#)

### Earn The Income You Want



We'll put you on a plan for success.

[Join Our Team](#)

### Free Coaching Call



I'll help you write a personalized business plan for your needs and goals.

[Book a Time](#)

Call or text me at [\(773-744-5308\)](tel:773-744-5308) 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.](#)



## Will vs. Trust: Simplifying Estate Planning Basics



Most people assume a will takes care of everything, but that's not how estate planning actually works. A will simply gives instructions to the probate court, which means a judge still oversees how assets are handled after you pass away. **Today, we'll break down the real difference between a will and a trust and explain how each one affects your home, finances, and family responsibilities.** You'll learn how families use trusts to avoid the lengthy process of probate. If you want to understand your options better, check out the full video.

[Watch the Video](#)

### Looking To Buy A Home?



Find your dream home with our all-in-one real estate search.

[Search All Homes](#)

### Looking To Sell Your Home?



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

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

Call or text me at [\(586\) 709-4949](tel:586-709-4949) 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 my updates directly, [click here to join my mailing list.](#)



## TAMMY NORTHCUTT

OPERATING PRINCIPAL

### Top 5 Reasons Home Deals Are Falling Apart



Have you noticed more contracts falling through lately? Rising home deal cancellations are becoming one of the biggest challenges for agents in 2025, and many of them are caused by preventable mistakes. **Today, I'll explain what's happening and how you can take control of your transactions with stronger communication and better contingency planning.** You'll see how top agents keep deals together by handling financing and inspections before problems arise. Get the full breakdown in my latest video.

[Watch Our Video](#)

#### Join our Team



Thrive in Real Estate,  
Achieve the Income You Deserve

[Partner with Us](#)

#### Free Coaching Session



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

[Request a Call](#)

Call or text me at [708-906-6377](tel:708-906-6377) or reply to this email to get expert answers to questions you may have.

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[click here to join my mailing list](#).



### What Happens When Your Tenant Doesn't Pay Rent?



If you're a landlord in Arizona, the fear of a tenant not paying rent is real. But what actually happens when payment is late? At Patriot Property Management, we collect nearly 100% of rent, but we have a proven system for when issues arise. In this video, we break down our three-part screening shield that catches red flags before a tenant moves in and walk you through the precise, legal steps we take to resolve non-payment, keeping emotions out and protecting your investment. Click below to learn how to shield your property from costly vacancies and legal delays.

[Watch Our Video](#)

#### Get an Estimate for Your Property



Get a free estimate of the fair market rental value of your property.

[Get Estimate](#)

#### Real Estate Agents: Refer a Client



If we find that the client intends to take action, we will immediately refer them back to you.

[Refer Now](#)

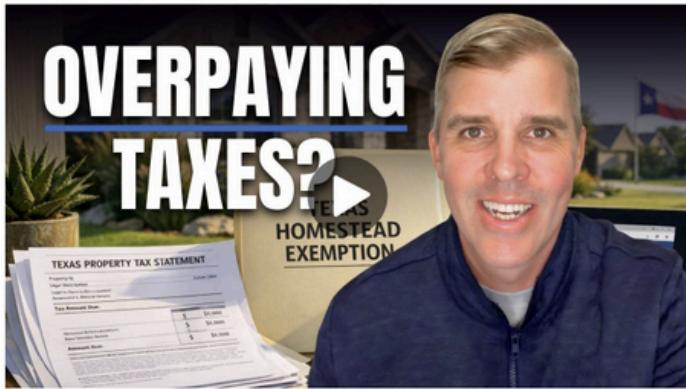
Call or text me at [602-581-3586](tel:602-581-3586) or reply to this email to get an expert answer to questions you may have.

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[click here to join my mailing list](#).





## Homestead Tax Tips for Texas Homeowners in 2026



Do you know that there's a simple filing that could be saving you thousands of dollars every year, and you might not even know it's missing. I'm talking about your Homestead Exemption. In this video, I explain the two powerful ways it protects your wallet. Plus, you might qualify for even more discounts. I'll show you exactly where to look and how to check in just five minutes. Check the link below to learn how to secure your savings.

[Watch the Video](#)

### 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 [214-213-7200](tel:214-213-7200) or reply to this email to get an expert answer to questions you may have.

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## Do Assumable Mortgages Really Work in Today's Market?



You have probably heard a lot about assumable mortgages and how they could help you get a lower interest rate. On paper, it sounds simple. In reality, very few homes qualify, and most buyers are surprised by the cash and documentation required. So today, I break down what assumable mortgages really look like today and when they actually make sense. Before you build your home search around the wrong strategy, check out my latest video below!

[Watch the Video](#)

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

[Get Estimate](#)

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## 2026 Phoenix Housing Update: Inventory, Sales, and Pricing Trends



Wondering if now is a good time to buy or sell a home in Phoenix? Many buyers and sellers are wondering how January's numbers will affect their plans. **That's why I'm here to break down what's happening in 2026, from inventory and pricing trends to sales performance.** We'll go over what these shifts mean for you, whether you're looking to buy, sell, or just plan ahead. By the end of this video, you'll understand the current market and have actionable insights to make smart decisions in Phoenix this year.

[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](#)

Call or text me at [480-267-9368](tel:480-267-9368) 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 my updates directly, [click here to join my mailing list](#).



## How To Prepare Your Home for the 2026 Market



Thinking about selling your home in 2026? Many homeowners aren't sure how to prepare for the market and worry about missing opportunities to get top value. Thinking of selling your home in 2026? If you want to get the highest price for your home this year, don't worry – I'm here to share the **top three areas to focus on to make your home sell faster and for the highest price**. From planning ahead to pricing strategy, you'll know exactly how to prep your home and position it for a successful 2026 sale. Get the full details in my full video by clicking the link below.

[Watch My Video](#)

### Find Your Dream Home



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

[Search All Homes](#)

### What's My Home Worth?



Receive your free comprehensive home report in just a few minutes.

[Home Value Estimate](#)

Call or text me at [843-701-9186](tel:843-701-9186) 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](#).



## How Is the Real Estate Market Right Now?



Wondering what the 2026 real estate market will look like? After years of uncertainty and fluctuations, many potential buyers and sellers remain on the sidelines, afraid of getting the timing wrong. **In this update, I'm breaking down what's actually happening beneath the headlines about rates, inventory, and buyer behavior.** Right now, mortgage rates are easing to around the low to mid-sixes, creating new opportunities for refinancing and purchasing that you might not have considered. If you want to know what the market may bring this year, check out my video.

[Watch the Video](#)

### Free Selling Strategy Call



Get expert guidance to sell your home confidently in today's market.

[Book a Call](#)

### Free Home Price Estimate



Get a real-world home value estimate that's accurate.

[Free Home Price Estimate](#)

Call or text me at [425-428-6195](tel:425-428-6195) 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](#).



## What Is the Best Time of Year To Sell My Home?



Are you letting outdated timing advice hold you back from selling your home? In 2026, relying on the "best season" isn't enough; the real guide is your neighborhood's data. I'll walk you through the three things that actually move the needle: competition, buyer behavior, and pricing. You'll learn how to choose a listing window based on the local market signals that give you a better chance for multiple offers. If you're serious about selling your home this year, check out my latest blog for the full breakdown.

[Learn More](#)

### Search Homes For Sale



Search the entire MLS for your Phoenix home.

[Search Homes](#)

### Get a Home Value Estimate



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

[Get Estimate](#)

Call or text my team at [602-502-6468](tel:602-502-6468) 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 my updates directly, [click here to join my mailing list](#).



## Is Now the Right Time To Buy Property in Paris?



Is buying a property in Paris just a dream, or a smart investment you can actually achieve? Many American buyers don't know that the Parisian purchasing process is designed to protect you, not just the seller. **In this exclusive interview from Paris, CSI Real Estate agent Marco Russo breaks down why current market conditions are creating a unique window of opportunity.** You'll learn about the critical timeline advantage that gives US buyers months to secure financing and conduct inspections without pressure. Check out my video to hear the full conversation and get the facts straight from a Paris expert.

[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](#)

**Call or text me at [\(706\) 481-3800](#) 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](#).



## Real Estate Agents' Secret To Hitting 40-50 Deals a Year



You know the saying, "you are the average of the five people you spend the most time with." In real estate, you become the culture you immerse yourself in. Are you in a culture that dials or one that is built to win? In this breakdown, I'll show you the **two-sided system that turns disciplined agents into top producers closing 40-50 deals a year**. Click to learn how to replace the solo agent rollercoaster with a proven path to your biggest goals.

[Watch the Video](#)

### Join Our Team



Join a team with proven playbooks and powerful results

[Apply Now](#)

### Powerful Strategy Call



Discover the path to the business and life you actually want

[Book a Call](#)

**Call or text me at [\(919\) 665-8210](#) 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](#).



## How To Apply for Your Florida Homestead Exemption



If you bought a home in Florida last year, the clock is ticking on an easy tax break most people miss. The Florida Homestead Exemption doesn't happen automatically, and the deadline to file is March 1st. In this video, you'll learn who qualifies, the three simple documents you need, and exactly how to file in Miami-Dade or Broward County before it's too late. Check this out now—this 3-minute task could save you hundreds.

[Watch the Video](#)

### 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



Take control and know exactly when to buy, sell, rent, or remodel.

[Get Access](#)

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## Home Didn't Sell in 2025? Here's Your 2026 Relaunch Guide



Did your home sit on the market in 2025 without selling? The problem likely wasn't your home; it was the strategy. In this breakdown, I'll show you exactly why so many listings grew stale last year and reveal the four critical steps for a January 2026 relaunch that makes your home feel brand new to buyers. Check out my video to learn how to turn a stale listing into a sold sign.

[Watch the Video](#)

### Free Home Valuation



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

[Discover Market Value](#)

### Find your Home



Search the entire MLS for your San Mateo County Bay Area

[Search the MLS](#)

Call or text me at [650-274-3598](tel:650-274-3598) 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](#).



## What You Should Know Before Living in Belize in 2026



Are you starting the new year thinking about making a big lifestyle change? For many people, 2026 feels like the right time to explore living in Belize, but uncertainty around planning and expectations often holds them back. Today, I'll break down what life in

**Belize really looks like and what you should understand before making any decisions.** For example, choosing the right location and understanding residency and healthcare options can make the move far smoother. Get the full details in my latest video.

[Watch the Video](#)



## Where Does AJ Predict the DMV Housing Market Is Headed in 2026?



Are you wondering how the 2026 housing market will impact your plans? With interest rates stabilizing in the high fives and home prices shifting unevenly across the DMV, many buyers and sellers are unsure how to move forward. Today, we'll break down the key trends shaping 2026, including where prices may rise, where they may fall, and how these changes affect your next step. Get the full breakdown of rates, prices, and opportunities 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](#) or reply to this email to get expert answers to questions you may have.

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### 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](#)

### 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](#)

Call or text me at [\(703\) 991-7900](#) 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 my updates directly, [click here to join my mailing list](#).



## Simple-Numbers

Real Estate Bookkeeping and Profitability Experts

### The Real Estate Numbers Most Agents Overlook



Are you leading a busy real estate team but still unsure if the numbers truly support growth? Many team leaders focus on closings and commissions while missing the financial details that quietly determine whether a business can scale or stall. Today, I'll **break down the five numbers every real estate team needs to understand to see how money really flows through the business.** For example, knowing your total revenue, cost of sales, and real profit can reveal whether growth is sustainable or overly dependent on you. Get the full breakdown in my latest video.

[Watch the Video](#)

#### Go Beyond Bookkeeping



Discover how Simple-Numbers can help you take control of your real estate business finances.

[Book a Consultation](#)

#### Free Real Estate Chart of Accounts



Check out our recommended P&L accounts for real estate teams.

[Download Now](#)

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### What Is the Best Time of Year To Sell My Home?



Are you letting outdated timing advice hold you back from selling your home? In 2026, relying on the "best season" isn't enough; the real guide is your neighborhood's data. I'll walk you through the three things that actually move the needle: competition, buyer behavior, and pricing. You'll learn how to choose a listing window based on the local market signals that give you a better chance for multiple offers. If you're serious about selling your home this year, check out my latest blog for the full breakdown.

[Learn More](#)

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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.

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Call or text us at [253-377-3039](tel:253-377-3039) or reply to this email to get an expert answer to any questions you may have.

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## Why Boulder Home Source Rebranded to Colorado Home Source



We have exciting news to share: we just rebranded our company from 'Boulder Home Source' to 'Colorado Home Source.' Growth beyond Boulder forced us to rethink a website name that no longer matched our reach or our clients. **Today, I'll share why Boulder Home Source evolved into Colorado Home Source.** You'll learn how expanding across the Front Range shaped this decision and why alignment between brand and reality matters for agents like you. Get the full breakdown in my latest video.

[Watch My Video](#)

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



## Top Reasons Buyers Cancel a Home Sale



Selling your home? Here's one thing sellers never anticipate. Even if you've accepted an offer, you're still not guaranteed a sale. It's incredibly frustrating to invest time and energy only to have the deal fall through from a surprise inspection or financing issue.

In this video, I'll walk you through the **five most common reasons buyers back out and how to prevent them.** Whether you're selling soon or already have an offer in hand, this will help you stay one step ahead and make it to closing day with confidence.

[Watch the Video](#)

**Free Strategy Call**



Schedule a free 1-on-1 call to craft a winning strategy for your next move.

[Book a Call](#)

**Free Home Value Estimate**



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

[Get Estimate](#)

**Call or text me at [202-417-8735](tel:202-417-8735) 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](#).



## What First-Time Homebuyers Need to Know in 2026



Are you planning to buy your first home in 2026? If so, you need to understand how today's rates, low inventory, and rising costs can shape your home search. Today, I'll walk you through the key steps every first-time buyer should take, from getting pre-approved to choosing the right loan. For example, knowing your real budget and locking your rate early can give you a major advantage in a competitive market. Get the full breakdown and practical tips 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 Valuation



Get a FREE price opinion and multi-timeframe analysis directly from me

[Request a Valuation](#)

**Call or text me at [925-399-8411](#) 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.](#)



## What Texas Home Sellers Must Disclose



Are you getting ready to sell your Texas home and wondering what buyers are legally entitled to know? Sellers often underestimate how strict Texas disclosure laws can be, which can lead to delays or disputes once a home is under contract. Today, I'll walk you through the exact disclosures Texas sellers are required to provide and why they matter. I'll also explain what doesn't need to be disclosed, so you don't overshare or leave out something important. Get the full breakdown 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](#) 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.](#)



## Why Waiting to Buy a Home Can End Up Costing You More



Are you thinking about buying a home but feel unsure if now is the right time? Between rising prices and fluctuating interest rates, many buyers are choosing to wait. But what if that delay is actually costing you more? In this video, I'll explain how waiting could mean missing out on equity growth, affordable payments, and a stronger financial footing. Watch now to find out why buying sooner might be the smarter move.

[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.

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**NICK BERARD**  
GROUP  
kw WESTERN



## What You Should Know When You Own a Home in Bellingham



Should you sell, stay, or rent your home this year? The smartest homeowners aren't just watching the market; instead, they're looking at their life stage. In this video, I'll walk you through how personal milestones should guide your real estate decisions. You'll also learn the hidden costs of homeownership and the most important questions to ask before making your next move. If you're feeling uncertain, this will help you get clear and plan with confidence.

[Watch My Video](#)

Maximize Your Experience—  
Sell on Your Terms



Schedule a 1-on-1 home selling strategy session to see how we can maximize your selling experience.

[Book a Call](#)

How Much is My Home Worth?



Know the value of your property and the preparation to maximize your home's value.

[Free Valuation](#)

Call or text me at [360-770-3245](tel:360-770-3245) or reply to this email to get expert answers to questions you may have.

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[Watch the Video](#)

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### Free Home Value Estimate



Don't trust a Zestimate. Get a personalized home valuation directly from an experienced real estate agent.

[Get 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](#).



## The Best Season To Sell Your Home In 2026



Are you waiting for the "perfect" moment to list your home? Many sellers feel pressured to hit a specific date, only to find themselves unprepared for the rush. Today, I'll share how to align your selling timeline with your personal goals rather than just the calendar. You'll learn the specific trade-offs between high-competition summers and high-intent winters. If you're serious about selling your home this year, check out my latest video for the full breakdown.

[Watch My Video](#)

### Find your dream home



Finding your dream home starts here.

[Search All Homes for Sale](#)

### Instant home value



Find your home's value.

[Get a Home Value Estimate](#)

Call or text my team at [\(651\)-998-9829](tel:651-998-9829) 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 our updates directly, [click here to join my mailing list](#).



## 5 Biggest Mistakes That Are Killing Your Home Sale



You only get one shot at a strong first impression. Whether it's an outdated listing price or a maintenance issue buyers can't ignore, one mistake is all it takes to lose momentum. Today, I'll show you why some listings stall for months while others fly off the market, even in the same neighborhood. This video covers five critical mistakes you can avoid right now. If you want buyers to take your home seriously, this is a must-watch.

[Watch the Video](#)

### Central Kentucky's Strongest Cash Offers



Do you want to skip the stress of going through showings and open houses? Get a guaranteed offer on your home today.

[Get a Cash Offer Now](#)

### Looking to Sell Your Home?



Get an up-to-date real-world home value estimate from a top local real estate agent and find out how much you could sell for and what timeline to expect.

[Get a Home Value Estimate](#)

Call or text me at [859-721-2200](tel:859-721-2200) 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 my updates directly, [click here to join my mailing list](#).



## What Is the Best Time of Year To Sell My Home?



Are you letting outdated timing advice hold you back from selling your home? In 2026, relying on the "best season" isn't enough; the real guide is your neighborhood's data. I'll walk you through the three things that actually move the needle: competition, buyer behavior, and pricing. You'll learn how to choose a listing window based on the local market signals that give you a better chance for multiple offers. If you're serious about selling your home this year, check out my latest blog for the full breakdown.

[Learn More](#)

### Search All Homes



Explore Every Listing, Find Your Perfect Home!

### What's Your Home Worth?



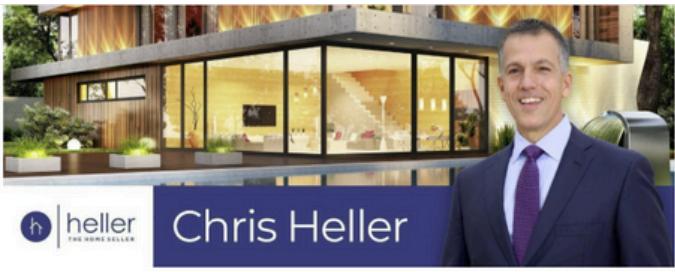
Discover Your Home's True Value Today!

[Looking to buy a home?](#)

[Looking to sell a home?](#)

Call or text me at [\(907\) 240-2804](tel:907-240-2804) 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 my updates directly, [click here to join my mailing list](#).



## Why the Local Market Matters More than the National Headlines



Are you worried about making the wrong move in the 2026 real estate market? With the market already buzzing, it is hard to tell if you should jump in now or wait for things to settle. **I am providing a clear look at current activity levels to help you make a smart, informed decision.** With our years of experience in estate, we can help you avoid common real estate pitfalls. Click the link below to learn how we can start working on your goals with a clear plan.

[Watch the Video](#)

### Start Your Home Search



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

[Home Search](#)

### Get Your Home's Worth

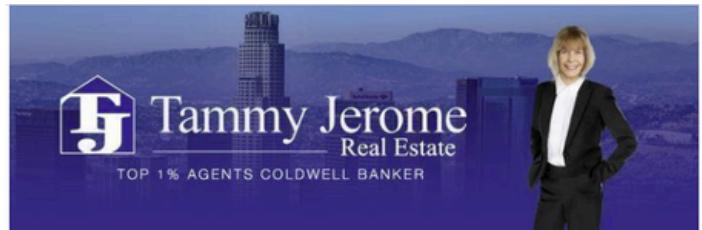


Find out your home value, home equity, refinance and mortgage reduction.

[Home Value](#)

Call or text me at [800-800-2978](tel:800-800-2978) 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 my updates directly, [click here to join my mailing list](#).



## How Pro Photos & Staging Help Your Home Make a Great First Impression



Did you know buyers often decide in seconds whether to click on a listing or keep scrolling? Many great homes get overlooked simply because their photos do not stand out online. Today, I'll explain why **professional photography and staging make such a big difference**. You'll learn how visuals impact showings, offers, and final sale price. Check out my latest video to see how to make your home stand out.

[Watch My Video](#)

### Empowering Your Move With Proven Expertise



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

[Call Now](#)

### What Is Your Home Worth?



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

[Get Estimate](#)

Call or text me at [818-903-5854](tel:818-903-5854) 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](#).



## Central Florida Housing Trends You Should Be Watching in 2026



Is the real estate market actually gaining momentum in 2026, or are we just hoping it is? After a few unpredictable years, a lot of people are unsure what to trust anymore. **Instead of guessing, I'll walk you through what recent Central Florida sales data is showing.** I'll also explain why small changes over the last three months matter more than they seem. Check out my latest video to see how this information could guide your next move.

[Watch the Video](#)



**The Donnelly Group**  
of KELLERWILLIAMS Flagship of Maryland

## How an FHA 203(K) Loan Helps You Buy and Renovate a Home



Are you tired of looking at "perfect" homes that are way over your budget? If you're one of many buyers who feel stuck between a turnkey home they can't afford and a fixer-upper they can't afford to fix, then this is for you. **Today, I'm sharing how you can buy an outdated home and finance all the repairs into a single mortgage.** Getting a renovation or rehab home loan means you can customize your kitchen or bathrooms without dipping into your savings after closing. Check out my latest video to see if this loan fits your goals.

[Watch My Video](#)

### Search All Homes



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

[Search Homes](#)

### Home Value Report



Find out your home value, home equity, and mortgage reduction and much more!

[Home Value](#)

### Ready to Sell?



Let's get together if you are curious just how much your home has gone up in value.

[Book a Call](#)

### Get Pre-Qualified



Complete the form and a member of our team will help you get started on your home search.

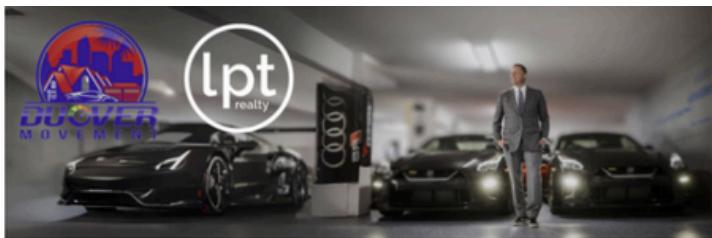
[Get Started](#)

Call or text me at [407-499-8993](tel:407-499-8993) 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 my updates directly, [click here to join my mailing list](#).

Call or text us at [\(443\) 521-0710](tel:443-521-0710) 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](#).



## You're Invited to Our Real Estate Wealth Building Classes



Financial planning isn't just for the experts; it's for anyone ready to take control of their future. **Join Wealth Building Wednesdays to learn how to invest, save, and build wealth step by step.** Each class focuses on a fresh topic you can use right away. Click here to learn more and join the next session.

[Watch the Video](#)

### Join LPT Realty Today



Let's make a plan to move your license to LPT Realty.

[Talk to Andrew](#)

### Free Advertising Planning Call



I'll give you a free second opinion on your radio, TV, or billboard media purchase.

[Request a Review](#)

**Call or text me at [\(813\) 359-8990](#) 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 my updates directly, [click here to join my mailing list](#).



## Why Buying a Home Now Helps Build Long-Term Wealth



Still on the fence about buying a home? Well, numbers don't lie. Eighty-plus years of market history show one thing clearly: home values recover, grow, and reward those who buy sooner rather than later. If you're still worrying that you might be buying at the wrong time, especially in a shifting real estate market, I'm **breaking down actual long-term data showing why real estate continues to grow in value.** You'll see how the market bounced back quickly from the 90s dip and even the 2008 crash. Don't let fear hold you back – check out my video now and take the first step to homeownership.

[Watch My Video](#)

### Start Your Homebuying Journey Right



Book a free 1-on-1 session to go over your homebuying options.

[BOOK A CALL](#)

### How Low Will Your Payment Be?



Get a free rate quote to refinance or buy a home.

[APPLY NOW](#)

**Call or text me at [\(801\) 687-2018](#) 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 my updates directly, [click here to join my mailing list](#).



## What Is the Best Time of Year to Sell My Home?



Are you letting outdated timing advice hold you back from selling your home? In 2026, relying on the "best season" isn't enough; the real guide is your neighborhood's data. I'll walk you through the three things that actually move the needle: competition, buyer behavior, and pricing. You'll learn how to choose a listing window based on the local market signals that give you a better chance for multiple offers. If you're serious about selling your home this year, check out my latest video for the full breakdown.

[Watch the Video](#)

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.

[Get a Home Value Estimate](#)

Looking To Buy a Home?



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

[Search Homes for Sale](#)

Call or text us at [\(260\) 308-4335](#) 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 our mailing list](#).



**Andy Sachs** AROUND TOWN  
REAL ESTATE

## What Is the Best Time of Year To Sell My Home?



Are you letting outdated timing advice hold you back from selling your home? In 2026, relying on the "best season" isn't enough; the real guide is your neighborhood's data. I'll walk you through the three things that actually move the needle: competition, buyer behavior, and pricing. You'll learn how to choose a listing window based on the local market signals that give you a better chance for multiple offers. If you're serious about selling your home this year, check out my latest video for the full breakdown.

[Watch the Video](#)

[Free Home Strategy Call](#)



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

[Book a Call](#)

[Free Home Value Estimate](#)



Get a personalized home valuation from an experienced real estate agent.

[Get Estimate](#)

Call or text me at [203-648-4043](#) 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](#).



## Step Into Your 2026 Home



What if you could dream it first, then find it?

[Imagine With Me](#)

Let's try a little New Year's exercise. Let's say I hand you a magic wand. Not for making laundry disappear (unfortunately), but for designing your perfect home for 2026.

Forget "on-market" or "in-budget" for a second, I'm talking pure daydream. Would it be that craft kitchen you've been Pinteresting? A sunroom that's just for your morning coffee? Or maybe it's finally having a yard big enough for a dog or a garden?

Every client I've ever worked with started with a version of that daydream. And here's the fun part: **My job is to bridge that dream with what's actually out there.** We take the soul of what you imagine, the light, the layout, the feeling, and find the homes that match it.

So, if you've been picturing your next move, even just in your head... why not share a glimpse of that vision with me?

[Take the next steps with me](#)

You can just click the link and tell me one thing your "magic wand" home would have. No pressure, but just the start of a real conversation.

Here's to a new year filled with possibilities,

**Kevin McCarthy**

Savvy Real Estate Group | "Get Savvy."

*P.S. In the spirit of magic wands and new beginnings, I'm here to help you step into your next chapter, whenever you're ready to begin.*



## Frame Your Dream Home

Let's start with your vision. I'll handle the search.

You've imagined it, now let's find it. Share a few details about your perfect home below. There's no right or wrong answer. I'll take your vision and create a personalized search plan to help bridge your dream with reality. Let's have a real conversation about what's possible for you in 2026..

First Name\*

Vyral

Last Name\*

Marketing

Email Address\*

[social@getvyral.com](mailto:social@getvyral.com)

What's the ONE feature your dream home must have?

Examples: Chef's kitchen, big backyard, home office, natural light, walkable neighborhood...

Big Backyard

What area(s) are you dreaming of?\*

e.g., Northside, Downtown, Suburbs, Still Exploring

Northside

Timeline for your move?

Actively looking (1-3 months)

Anything else you'd like me to know about your search?

This is your space! Feel free to share your wish list, hesitations, or questions.

[Let's Find My Dream Home](#)

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



## Download My Bulletproof Lease Agreement

Start every tenancy with clarity and protection.

[Get Your Free Copy](#)

As we start 2026, I'm seeing more property owners ask the same question:  
"Is my lease agreement actually protecting me?"

With renters staying longer and regulations continuing to evolve, the lease you use today matters more than it did a few years ago. A strong lease sets expectations, protects your income, and helps prevent disputes before they start.

Things like unclear maintenance language, vague renewal terms, missing fee policies, or weak enforcement clauses are some of the most common issues landlords overlook. [According to RIOQ](#), these lease blind spots are among the biggest red flags that lead to disputes, lost income, and unnecessary stress.

That's why I put together my **Bulletproof Lease Agreement**.

It's designed specifically for today's rental market and covers the key areas landlords and investors need to think through, including:

- Clear rent, fees, and payment terms
- Maintenance and responsibility expectations
- Occupancy rules and protections
- Renewal, termination, and notice language

If you'd like a copy, [you can download it here](#).

There is no obligation and no sales pitch. My goal is to help property owners start with the right foundation, whether you self-manage or plan to hire a professional in the future.

If you ever have questions about leasing, tenants, or managing a rental property, I'm always here as a resource.

Best,

**Jon Modene**



## Download My Bullet-Proof Lease Agreement

Start every tenancy with clarity and protection

Many lease agreements miss key details that protect landlords and set clear expectations with tenants. Fill out the fields below to download my Bulletproof Lease Agreement, designed for today's rental market and common issues property owners face.

Full Name\*

Vyral Marketing

Email\*

[social@getvyral.com](mailto:social@getvyral.com)

Phone\*

[+1 \(123\) 456-7890](tel:+1(123)456-7890)

[Download My Lease Agreement](#)

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



## Get a Free Home Value Estimate

See how much your Chicagoland home could sell for this year.

Enter Your Home Address

As we start 2026, we're getting a lot of questions from homeowners in Chicagoland about one thing.

"How much could my home actually sell for this year?"

The [national forecasts](#) are calling for a steadier market in 2026. More buyers are expected to re-enter as mortgage rates ease slightly, inventory is slowly improving, and prices are projected to grow modestly rather than swing wildly.

What those headlines don't explain is how much local factors matter.

In Chicagoland, values are being influenced by things like:

- Which price ranges are buyers most active in right now
- How long homes are taking to sell compared to last year
- Which conditions and layouts are buyers willing to pay more for
- How the pricing strategy is affecting final sale prices, not just list prices

Online estimates often miss these details, which can make them misleading. They can't account for recent contract activity, buyer behavior, or the small factors that make a big difference in what a home actually sells for.

If you're curious, we're happy to provide a [free home value estimate](#) for your property. It's based on current local sales and what buyers are paying today in Chicagoland, along with context on what those numbers could mean if you were to sell in 2026.

There's no obligation and no sales pitch. Just clear information so you can make better decisions, whether you plan to move this year or not.

If it would be helpful, fill out the form, and we'll take care of the rest. And if now isn't the right time, that's perfectly fine too. We're always here as a resource.

Best,

The Kite Team



### Free Home Price Estimate

Get a real-world home value estimate that's accurate.

Find out what your home is worth based on our detailed analysis. You'll receive an accurate value based on current market trends with 6 simple questions.

Enter your full address\*

Please include your city and state.

12200 Shamrock Plaza Suite #201, Omaha, NE 68154, United States

Are you thinking of selling soon?\*

ASAP

1-3 Months

3-6 Months

6-12 Months

12+ Months

Not planning to sell

What is the condition of your home?\*

Needs nothing

Needs a little work

Needs significant work

Tear down

What type of property is this?\*

Single-Family Home

Condominium

Townhouse

Vacant Lot

Mobile Home

Other

Roughly, when was your home built?\*

2000 or later

1990s

1980s

1970s

1960s

Before 1960

Are you currently working with a real estate agent?\*

YES

NO

Get Estimate



## Your 2026 Buyer Advantage Plan

How to get ahead of the spring rush.

[Start Planning Now](#)

One question seems to be on every buyer's mind right now: "Should I start looking now, or wait for spring?"

But let's be honest, it's rarely that simple. The best time to make your move depends entirely on your unique situation. Yes, the traditional advice is to wait. But starting your journey now has some surprising benefits.

**The serious sellers who list in January are often motivated and flexible.** You'll face less competition from other buyers, which means less pressure and more room to negotiate. And if you act now, you could be settled in your new home by spring, avoiding the bidding wars and rush entirely.

Three key factors will determine your strategy: your financing readiness, the specific neighborhoods and home types you're targeting, and the timeline that makes sense for your life. There is no one-size-fits-all answer, only the right answer for you.

That's why I'm offering a **FREE 2026 buyer readiness consultation** this month. Just share a few details about what you're looking for, and I'll create a custom roadmap for you that includes:

- **Readiness checklist:** Exactly what to do now to be mortgage-ready and move fast
- **Neighborhood insights:** Where and when homes in your ideal areas tend to become available
- **Timeline strategy:** A month-by-month plan so you're ahead of the spring rush, not in it

This isn't generic advice. It's a personalized game plan to help you buy with confidence, clarity, and the upper hand. If you'd like to enter 2026 as the most prepared buyer on the block, this is your next step.

[Schedule your consultation with me here.](#)

Talk soon,  
**Nathan King**



## Get Your Free 2026 Buyer Readiness Plan

Personalized roadmap to plan and time your move

Ready to see how you can get ahead of the spring buying rush? Complete the form below, and our team will create a custom readiness plan for you: covering financing prep, neighborhood timing, and your personal buying timeline. We'll send the plan and follow up personally to review it together.

Full Name\*

[Vyral Marketing](#)

Email Address\*

[social@getvyral.com](mailto:social@getvyral.com)

Phone Number\*

[+1 \(123\) 456-7890](#)

What type of home are you looking for?

[Townhouse / Condo](#)

[Submit](#)

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



## Your 2026 Selling Timeline

Should you list in February before the spring rush?

[Find out now](#)

One question seems to be on every homeowner's mind right now: "Should I sell now, or wait for spring?"

If you've been wondering the same, you're not alone. While everyone talks about the spring market, February can actually be a hidden opportunity with the right strategy.

Yes, the traditional advice is to wait. But selling now has some surprising advantages.

The buyers looking in February are serious, often relocating or ready to move fast. There's also less competition, so your home gets more attention. And if you list soon, you could close by spring, making your move perfectly timed.

But the real answer? It's not a simple yes-or-no. It depends on three things specific to your home:

- **Local demand** in your neighborhood
- **Current competition** for homes like yours
- **The best timing** for buyer activity on your street

That's why I'm offering a [FREE Home Selling Timing Analysis](#) this month.

Just share a few details about your home, and I'll create a custom breakdown for you that includes:

- **Demand:** How many buyers are actively looking for a home like yours
- **Competition:** What you're really up against now and in the coming weeks
- **Timing:** When homes in your area tend to sell fastest and for the best price

This isn't a generic report. It's a personalized assessment to help you decide whether to list now or plan for spring based on data, not guesswork. If you'd like clarity on the best move for your biggest asset, this is your next step.

[Request Your Free Home Selling Timing Analysis Here](#)

My team will prepare your report and reach out personally to walk you through it—no strings attached. Let's just get you the information so you can decide what's best with total confidence.

Talk soon,

**Kevin Yoder**



## Get Your Free Home Selling Timing Analysis

Know when to list for maximum interest and value

Ready to see whether February or spring is the right time to sell your home? Complete the form below, and our team will create a custom analysis of demand, competition, and ideal timing for your property. We'll send you the report and follow up personally to review it together.

Full Name\*

Vyral Marketing

Email Address\*

[social@getvyral.com](mailto:social@getvyral.com)

Phone Number\*

+1 (123) 456-7890

Property Address\*

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

What best describes your home?

Townhouse / Condo

[Submit](#)

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