



March 2026 Newsletter

March 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 for April.
Suggested topics only. Custom topics are available.

Real Estate Agent

Lead Magnet: Free Real Estate Strategy Call

Video #1: How can I buy a home before selling my current one?

Video #2: How do I respond to a low-ball offer on my home?

Real Estate Recruiting

Lead Magnet: Download Examples of My Ads

Video #1: What should go in my e-newsletter to my database?

Video #2: What is the ideal morning schedule for a top producer?

Mortgage Broker

Lead Magnet: Get a Free Mortgage Rate Quote

Video #1: What is the best home loan for a first-time buyer?

Video #2: How do you get approved for a home loan with bad credit?

Property Manager

Lead Magnet: Get my new tenant application

Video #1: What are the most important clauses to have in a lease?

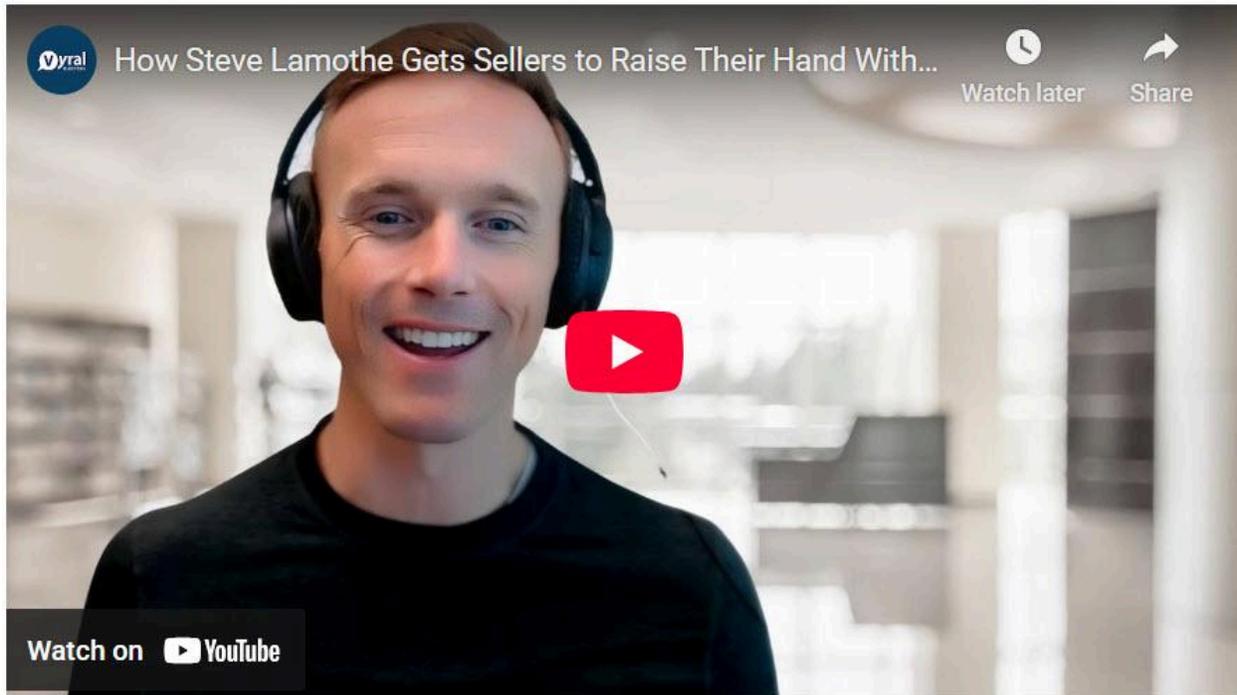
Video #2: How do I protect myself against fair housing testers?

Call my cell 402.515.5438 or email me frank@getvyral.com with questions.

- Frank

Client Interview

Steve Lamothe's Top 3 Seller Lead Magnets for Listing Appointments

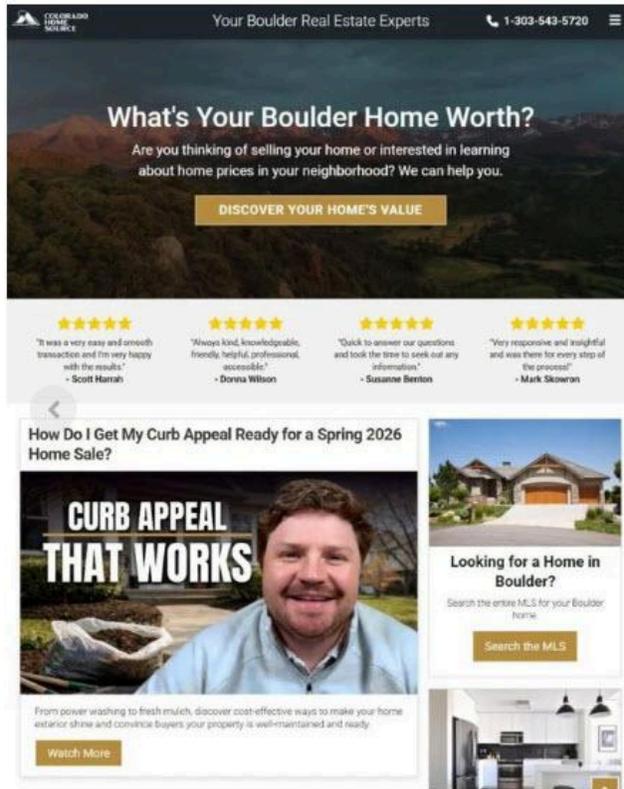


Steve Lamothe is the #1 individual listing agent in the Sacramento region, and he's built a marketing system that makes it easy for homeowners to raise their hand before they ever call another agent. In this interview, Steve breaks down the three lead magnets he's using to generate listing conversations right now, without sounding salesy: a prep-for-sale plan that helps sellers move faster with less hassle, a buy-before-you-sell solution that removes the contingency stress, and a certainty-first option that can produce multiple offers after one visit. Steve is a client and works with us to consistently market these offers to his existing database of past clients, sphere, and lead nurtures through two educational videos a month plus a monthly email that drives responses from people who already know, like, and trust him.

Watch with AI Notes: <https://www.getvyral.com/blog/steve-lamothe>

Featured Work

Featured Work: Greg Smith



<https://blogboulderhomesource.com/>

In 2023, [Greg Smith](#) and his real estate team in Boulder, Colorado, signed up with us after a strong growth phase that had started to level off. They wanted to bring more consistency to their marketing and use video in a more intentional way.

With about 3,400 people in their sphere and more than 61,000 website registrations, they had built a sizable audience. We chose to focus on the smaller list where they already had real relationships, rather than marketing to colder online leads.

We launched a team-branded video newsletter and built it into a structured 36-touch marketing plan. They were already making calls, sending notes, and staying in touch. This added a consistent layer of communication that keeps them visible and relevant while they focus on appointments, listings, and leading the team.



What Falling Rents Mean for Las Vegas Landlords in 2026



Rising costs have made a lot of Las Vegas landlords nervous, but here's what many people are missing. Rents across the valley have fallen since their peak, and more housing supply is changing how properties need to be priced. Holding firm on rent can sometimes cost more than adjusting it. In this video, **I break down why vacancy is more expensive than flexibility and how keeping good tenants can protect your bottom line.** Click below to understand what's really happening in the Las Vegas rental market.

[Watch My Video](#)

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

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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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Island Living vs. Mainland Belize: Which Is Right for You?



Are you thinking about moving to Belize but unsure whether island life or the mainland is the better fit for you? Many people fall in love with the idea of ocean views or wide-open land, only to realize later that daily costs, space, and routines feel very different from what they expected. **Today, I'll break down the real differences between island living and mainland Belize so you can see how each option actually works in everyday life.** For example, island living offers walkability and social energy, while the mainland provides more space, privacy, and a quieter pace. Get the full breakdown in my latest video.

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

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2026 Spring Market Forecast for New Jersey Real Estate



When does the spring real estate market really start, and how could it affect your next move? Activity kicks off earlier as soon as the market shows signs of opportunity, which can shift the timing of listings and offers. **I'm breaking down how early market activity in New Jersey is shaping opportunities for buyers and sellers.** Changes in interest rates, inventory, and buyer activity are all shaping how deals unfold and how competitive the market is. Learn how to position yourself to get the best results in the 2026 spring market by watching my full video.

[Watch the Video](#)



Why Lower Interest Rates Are Driving Faster Home Sales



Interest rates have dropped below 6%, and it's already changing how buyers and sellers are thinking about 2026. If you've been waiting for the "right time" to move, this could be it. **In this video, I'll break down what these new rates mean for your buying power, your monthly payment, and how quickly homes are selling.** You'll also learn how to use your equity to make a smart upgrade or lock in better terms. If real estate is on your radar this year, don't miss this one.

[Watch My Video](#)

Knowledge Is Power



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

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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](#)

Before You Make a Move, Know the Numbers



See the full picture. Discover exactly how your home is positioned in today's market.

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Sell Your Home Fast, On Your Terms



Get a no-obligation cash offer with no showings, no repairs, and no hassle.

[Get Cash Offer](#)

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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.

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

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GREG SISSON

GREG SISSON

Grand Strand 2025 Real Estate Market Review



Wondering how the Grand Strand real estate market perform in 2025? Many buyers and sellers have been tracking sales, prices, and inventory closely to see where the market is heading. To give you a clear picture, I'm sharing **my full review of single-family homes and condos, including trends in sales, pricing, and days on market.** Get the complete market review in my latest video—just click the link below to watch!

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The Real Cost of Waiting for Lower Mortgage Rates



Are you wondering if you should wait to buy a home until rates drop? It's normal to question the right move when everything in the market can change so fast. **I'm going through how rates, negotiation options, and market timing can affect your choices so you can make smarter decisions.** Understanding these factors can help you avoid overpaying and feel confident in your next move. If you want to get the best deal, this is for you.

[Watch My Video](#)



Should You Renovate Your Home Now or Wait Until You Sell?



Your home could feel amazing, but should you renovate now or wait until selling? The good news is you can enjoy your home while protecting its value. That's why I'm going over the **projects that give the best return, both for living and for selling.** Save time, money, and stress by learning what really matters. Watch before starting your next upgrade.

[Watch the Video](#)

Search Homes For Sale



Search the entire MLS for your Phoenix home.

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How to Sell Your Home AND Buy Another at the Same Time



Is the thought of coordinating a home sale and a purchase keeping you from making a move? In this video, I cut through the complexity and walk you through **the three practical paths available for buyers looking to move up or down in 2026**. I'll explain how tools like bridge loans and seller rent-backs work in real life, so you can decide which strategy aligns with your budget and your need for convenience. If you want to transition from your current home to your next one on your terms, check out this breakdown.

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How To Call Expired Listings Without Getting Hung Up On



Struggling with calling expired listings? Most sellers who didn't sell are frustrated, tired of promises, and quick to shut down the next agent who calls. If you're scared you'll get hung up on, don't be—we know exactly what to say to keep them engaged, and eventually earn their trust. In our latest video, **we break down what's really going on in expired sellers' mindset and how to sound different from 'the first hello.'** You'll learn how to match tone, ask better questions, avoid assumptions, and time your follow-up so you're not chasing. Click below and take notes, because a few small changes in your conversation can completely change your results.

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

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How To Buy Your Next Home When You Already Own One



So you already own a home, but something has changed. Maybe you need more space, less space, or just a different lifestyle. The big question is how you buy your next home without turning the process into chaos. In my latest video, I'll discuss the four real options homeowners have and the trade-offs that come with each one. You'll see how equity gives you leverage and why timing matters less than strategy. Want to know the smartest path for your situation? Check out my video.

Watch My Video



Let Me 'Splain You Somethin': Cambridge Real Estate in 2026



It's 2026, and instead of guessing where the Cambridge market is headed, I sat down with the actual numbers. I compared 2024 and 2025 sales across single-family homes, condos, and multifamilies to see what really changed. Some segments stayed competitive, others clearly softened, and a few trends are worth watching closely this year. If you want the market explained without the noise, this breakdown will help.

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How Much is Your Home Worth?



Get a home value estimate to see how much you could sell for and how fast based on key trends happening in your area.

Home Valuation

How Much House Can I Afford?



Our affordability calculator will help you estimate how much you can pay on a new home, your down payment, and your closing costs.

Affordability Calculator

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

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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 My Video](#)



Is Your Home Still Right for You



Does your home still fit the way you live today, or have your routines quietly changed around it? Many homeowners reach a point where nothing is wrong with the house, yet daily life feels less comfortable than it used to. **Today, I'll walk through the key signs that your lifestyle may have shifted and how that can affect whether your home still works for you.** You'll see how changes in work, family, and priorities often create a mismatch that people overlook for years. Get the full breakdown in my latest video.

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Looking for a Home in the Twin Cities?



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What's Your Home's Worth?



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

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Free Home Value Estimate



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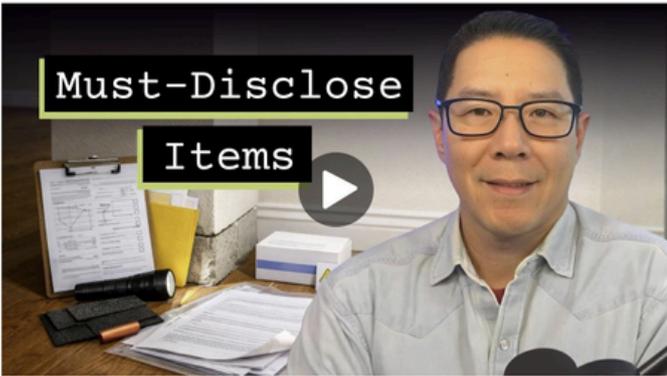
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What Are the “Must-Disclose” Items When Selling Your Home in 2026?

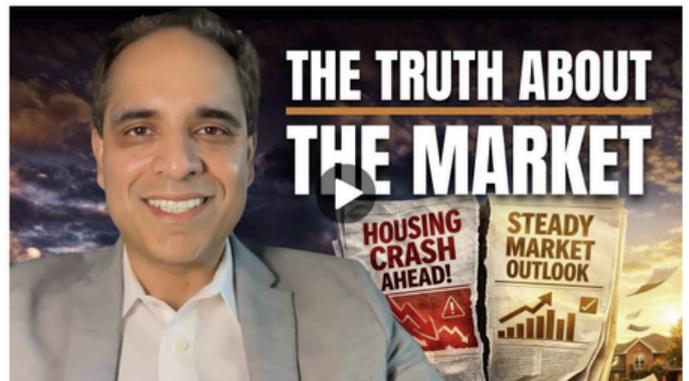


Thinking about skipping one detail in your home disclosure? Before you do, think again. **Failing to disclose some issues in the past (even if they've already been resolved) will not only derail your sale, but it might even land you in legal trouble.** That's why today, we're walking you through the 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](#)



Why Houston Real Estate in 2026 Is More Stable Than You Think



Is the Houston real estate market really struggling in 2026? The headlines may seem worrisome, but the truth is, despite higher rates and more listings, the numbers tell a different story. **If you're still on the fence about moving this year, here's a breakdown of the actual local housing data and why today's market conditions are far more normal than most people realize.** You'll see how sales, inventory, and mortgage rates fit together and why rising inventory does not mean the market is failing. Get the full market update in my latest video.

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Central Okanagan Real Estate Market Update for 2026



Is the Central Okanagan real estate market improving, or does it just feel uncertain right now? Many buyers and sellers feel stuck because sales are up, prices are flat, and the market is not behaving the way headlines suggest. Today, **we'll break down the 2026 Central Okanagan market using real data to explain what is driving sales, pricing, and buyer behavior.** You'll see why single-family homes are leading activity and why this is a selective market, not a weak one. Get the full breakdown in our latest video.

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What Steps Should I Take To Prepare My Home for Sale?



Could a few simple updates make your home irresistible to buyers? Selling your home can feel confusing when you're not sure what buyers notice or which improvements actually make a difference. Today, I'm breaking down the steps that can help your property stand out, from small repairs and smart staging to pricing it just right. **Knowing what buyers focus on and how to highlight your home's best features can help you sell faster and get the most value.** If you want to learn how to make your home shine and attract serious offers, check out my video.

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Free Home Selling Strategy Session



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Palm Springs Real Estate Update: What's New This Winter?



Are you wondering whether the Palm Springs winter market is slowing down or simply settling into a new rhythm? With prices adjusting slightly, inventory rising, and homes taking longer to sell, it's easy to misread what these changes really mean. Today, I'll break down the latest winter market data for Palm Springs, focusing on pricing, inventory, and days on market. You'll see why this shift points to balance rather than weakness and how buyers and sellers can use this information to their advantage. Get the full market update in my latest video.

[Watch the Video](#)



Why You Need to Prepare for Your Parents' Estate Before a Crisis Hits



Have you ever stopped to think about what would happen if your parents suddenly could not manage their finances or make medical decisions? Many adult children assume there is a plan in place, only to find outdated documents or unfunded trusts when a crisis hits. Today, we'll break down what adult children need to know about parents' estate planning and why preparation matters long before an emergency. For example, updating estate plans and properly titling assets can help families avoid probate, delays, and unnecessary costs. Get the full breakdown in this video.

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How To Prep Your Home To Attract More Buyers



Is your home truly ready to compete once it hits the market? Many sellers lose buyer interest not because of price, but because their home does not make the right first impression. **Today, I will explain why home prep matters before you list and how preparation shapes buyer decisions from the start.** For example, properly prepped homes attract more serious buyers and reduce hesitation that leads to weaker offers. Get the full breakdown in my latest video.

[Watch the Video](#)



How Minnesota's Housing Market Is Setting Up for 2026



Is the Minnesota housing market finally shifting, or does it still favor sellers in 2026? Many people are hearing mixed signals about prices, rates, and competition, which makes timing decisions feel uncertain. **Today, we'll walk you through the year-end 2025 numbers that show where the market actually landed.** You'll learn how low inventory, steady price growth, and changing days on market are shaping early 2026. Get the full market update in our latest video.

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2026 Chicago Market Update: Mortgage Rates Just Changed



Have you noticed the Chicago real estate market starting to feel different lately? After a long stretch of uncertainty, falling mortgage rates are reopening conversations for buyers and sellers who paused their plans. **Today, I'll explain what changed, why rates dropped, and how buyer behavior is shifting across Chicago.** You will gain clarity on where the market stands and how to plan more confidently for 2026. Get the full market update in my latest video.

[Watch the Video](#)

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Understanding what buyers focus on and how to showcase your home's strongest features can help you sell faster and maximize your value. If you'd like to learn how to make your home shine and attract serious offers, watch my latest video.

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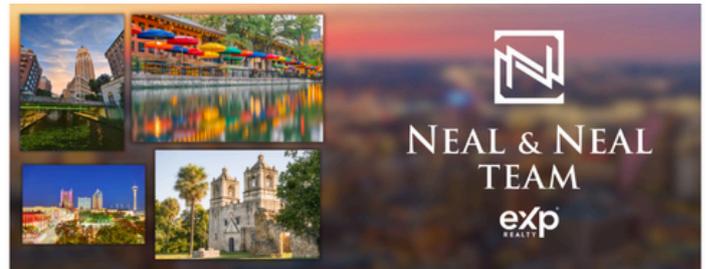
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The Hidden Costs of Overpricing Your Home



Overpricing your home could cost you more than you think. The truth is, pricing too high can lead to price cuts, prolonged market time, and ultimately fewer offers. In this video, I'll break down how overpricing your home leads to losses and why getting the price right from day one is crucial. You'll learn how accurate pricing can help you avoid delays and maximize your sale price. Watch now to find out how to set the right price for a quicker, more profitable sale.

[Watch My Video](#)



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



Wondering when the *best* time to sell your home really is? It's the question we hear every year, but in 2026, the answer may not be what you expect. The market is shifting again, buyer behavior is changing, and timing looks very different than it did just a few years ago. In this video, we break down what's actually driving today's market and what homeowners should be thinking about before making a move this year. If selling is on your radar (even just a little) this is worth a watch!

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How is the Dane County Real Estate Market Right Now?



If you're planning to buy or sell a home in Dane County, you need to be informed. There are many misconceptions about the market right now, some people think it's still as fast-paced as it was during the pandemic, while others believe a crash is right around the corner. In this video, I'll go over how our current housing market is doing and what it means for buyers and sellers. I'll discuss supply, prices, what buyers are looking for, and more. Just check out the link below to learn more.

[Watch The Video](#)

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Shawn Kriewaldt | Broker Associate



Top 3 Reasons Not to Overprice Your Colorado Home



Are you tempted to list your Colorado home above market value? Pricing your home too high can have serious consequences—and it may cost you far more than you think. We recorded a video where we lay out the top three reasons why you shouldn't risk overpricing your Colorado property. If you're serious about correct pricing to sell your home fast and for top dollar, check out our video now.

[Watch Our Video](#)

Free Home Selling Strategy Call



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

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Discover Your Home's True Value



Get a home value estimate to see how much you could sell for and how fast.

[Get Value](#)

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What Steps Should I Take To Prepare My Home for Sale?



Could a few simple updates make your home irresistible to buyers? Selling your home can feel confusing when you're not sure what buyers notice or which improvements actually make a difference. Today, I'm breaking down the steps that can help your property stand out, from small repairs and smart staging to pricing it just right. **Knowing what buyers focus on and how to highlight your home's best features can help you sell faster and get the most value.** If you want to learn how to make your home shine and attract serious offers, check out my video.

[Watch the Video](#)



How to Avoid Probate When Inheriting a House in California



Inheriting a property in California can come with complex decisions, including understanding trusts, probate, and taxes. With nearly 80% of estate transactions in California being handled through inheritance, it's essential to know how to avoid probate and manage your inheritance properly. **In this video, I will guide you through the probate process and how setting up a trust in advance can save you time and money.** I'll also dive into the impact of Prop 13 on property taxes. If you want to make the inheritance process smoother, check out the full video.

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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.

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



Expert Tips to Sell Your Home in a High-Demand Market



Are you waiting for the flowers to bloom before listing your home? While many sellers are holding off for warmer weather in spring, serious buyers are already actively searching and competing for limited inventory. **The spring real estate season has already begun, and I'm here to share how you can take advantage of strong demand before more homes hit the market.** Watch my latest update to see why winter conditions are not slowing sales.

[Watch the Video](#)

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What Steps Should I Take To Prepare My Home for Sale?



Could a few simple updates make your home irresistible to buyers? Selling your home can feel confusing when you're not sure what buyers notice or which improvements actually make a difference. Today, I'm breaking down the steps that can help your property stand out, from small repairs and smart staging to pricing it just right. **Knowing what buyers focus on and how to highlight your home's best features can help you sell faster and get the most value.** If you want to learn how to make your home shine and attract serious offers, check out my video.

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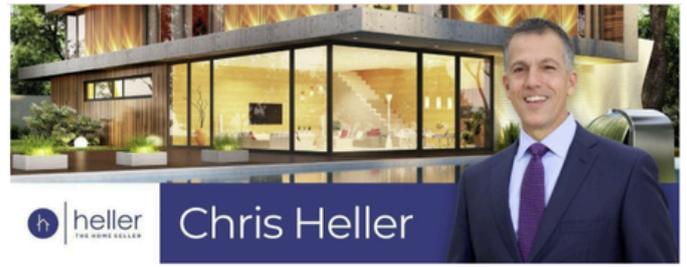
CARL VANO
HOME SELLING TEAM

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](#)



heller
THE HOME SELLER

Chris Heller

Sell Successfully in the 2026 Housing Market



Are you tired of watching your home sit on the market while others sell in days? It's frustrating to feel stuck because your strategy isn't working. **Today, I'll explain why the 2026 market is moving faster than ever and why working with the right expert is critical to a successful home sale.** I'll also share how we helped more people in one month than we did in an entire quarter last year. Watch my full video below and save yourself the headache.

[Watch the Video](#)

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Get Your Home's Worth



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

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Call or text me at [800-800-2978](tel:8008002978) 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, 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.

[Watch the Video](#)



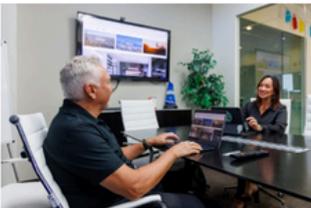
How to Sell Real Estate As An Estate Executor



You didn't ask for this responsibility, but now you're the executor, and on top of all that, you need to sell the home too. Most people step into this role without knowing what they can and cannot do. **Today, I'll walk you through the real estate steps executors should expect.** From paperwork to clean out to inspections, this will help you move forward with fewer surprises. Check out my latest video to learn more.

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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.](#)



How To Run an Open House That Creates Clients in a Slower Market



Are open houses still worth hosting in a slower market? The simple truth is they are, but only when the strategy changes. In this video, I'll teach you **how to shift your approach so open houses create real conversations, real trust, and future clients instead of dead ends.** If you want your open houses to actually work in today's market, this breakdown will help. Click the link to learn more.

Watch the Video

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

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Powers Of Attorney: Estate Planning Basics



Most people think estate planning only matters after you pass away, but that's only half the picture. If you become incapacitated, someone still needs the legal authority to manage finances and make medical decisions. **In Part 2 of our estate planning series, we explain how Powers of Attorney work and why they protect both you and your family.** Learn the difference between financial and medical POAs and what happens if you don't have them in place. Check out our latest video to understand why these documents matter.

Watch the Video

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What's Your Home Worth?

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Why You Need a Buyer's Agent in 2026



Many buyers think they can save money by contacting the listing agent directly. The truth is, this can cost you your deposit and weaken your negotiating power. I'll break down how having your own buyer agent protects your money, guides you through every step, and uncovers opportunities you might otherwise miss. In a competitive market, the right agent can be the key to landing your dream home. Click to see how to stay protected and secure your dream home.

[Watch the Video](#)

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[Home Value Estimate](#)

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Browse all homes for sale on a map with photos, schools, prices, and more.

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Join My Free Central Texas Home Selling Workshop

Get expert real estate advice tailored to your area.

Save your spot

Hi clients and friends,

I've been checking in with homeowners around Central Texas as the market continues to adjust, and I wanted to share a quick note.

Nationwide, the market is starting to move again. [Existing home sales rose 5.1% in December](#) (source: NAR), and inventory has been building nationally for more than two years (source: Realtor.com).

But here's the part that gets lost in the headlines. Real estate is still local. Even the national reports have pointed out that this has been a market of "exceptions, not averages," because one city can behave very differently from the next.

That's why I keep hearing the same question: *"If I were to sell, what would I need to do differently right now?"*

To help answer that, I'm **hosting a free home-selling workshop specifically for Central Texas homeowners**. It's a relaxed, no-pressure session where we'll translate national trends into what you should pay attention to locally and which steps actually matter before you make any decisions.

During the workshop, we'll talk through:

- What's currently working for sellers
- How pricing and preparation have shifted
- Simple steps that can make a meaningful difference in results
- Common missteps that can quietly cost time or money

Even if selling is something you're only considering down the road, this will give you a clearer picture of your options and timing, without any expectation to move forward.

If you'd like to listen in, you can [save your spot here](#).

And if now isn't the right time, that's completely fine. I'll continue sharing helpful updates as the market evolves.

Best,

Ryan Smith



Join Our Free Central Texas Home Selling Workshop

Get expert real estate advice tailored to your area.

Thinking about selling your home? Selling in today's market requires a different approach. This workshop walks through what's working now and where small changes matter. Fill out the short form below to reserve your spot.

Full Name*

Vyral Marketing

Email*

social@getvyral.com

Phone*

+1 (123) 456-7890

City / Neighborhood*

CA

When are you thinking about selling?*

Not sure

3-6 months

6-12 months

Just gathering information

What are you most curious about right now?*

Pricing

Timing

Preparation

Market conditions

Other

Save My Spot

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



JOSH SHELTON

Broker/Owner | Lic # 0736609

Download My Free Winter 2026 Home Selling Guide

Everything you need to know to sell your home this winter

[Get Your Free Copy](#)

Clients and friends,

If you're thinking about selling your home in early 2026, now is the time to start planning. January and winter months often bring fewer listings, which can work in a seller's favor when pricing and presentation are correct. While buyers remain selective, serious buyers are active, and well-prepared homes are still selling.

Selling successfully today takes more than simply putting a sign in the yard. Strategy, timing, and preparation matter more than ever.

That's why I've created a new **Winter 2026 Home Selling Guide** to help you get ahead of the market. This free, downloadable eBook walks you through exactly how to prepare your home and position it to attract qualified buyers, even during winter.

Inside the guide, you'll learn:

- How to prepare and stage your home for winter showings
- Which updates and repairs make the biggest impact right now
- How to price your home competitively in today's market
- Why professional photos and strong marketing matter even more in winter
- What's happening with buyer activity and interest rates as we start 2026

This guide covers the entire selling process, step by step, so you can move forward with clarity and confidence. If you're planning to sell soon or just exploring your options for the year ahead, this one's for you.

[Download your free copy today.](#)

If you have questions about your home's value or want to talk through timing the market in 2026, simply reply to this email to schedule a free consultation.

Best,

Josh Shelton



JOSH SHELTON

Broker/Owner | Lic # 0736609

Download My Free Winter 2026 Home Selling Guide

Your guide to selling with confidence this winter.

Selling this winter? Learn how to highlight your home's strengths, avoid seasonal issues, and stand out to motivated buyers.

Email*

social@getvyr.com

First Name*

Vyral

Last Name*

Marketing

Phone*

+1 (123) 456-7890

[Download My Guide](#)

Upon your submission, you agree to our Privacy Policy and that we may contact you.



FT First Team

LUXURY PORTFOLIO INTERNATIONAL

Kevin Smith

Get a Free Pre-Listing Renovation Estimate

Find out which updates can help your home sell for more.

[Request Your Free Renovation Estimate](#)

Clients and friends,

Is selling on your mind for early 2026, and you want to know what home improvements matter most?

One of the most common mistakes home sellers make is overspending on the wrong projects or losing potential profit by skipping the updates today's buyers actually care about.

It's the exact reason why I'm offering a **Free Pre-Listing Renovation Estimate** to help you choose the updates that will make the biggest difference before your home hits the market.

With today's higher interest rates, buyers have less flexibility to take on major remodeling. That means homes that feel more "move-in ready" often attract stronger offers.

A focused investment of \$10K to \$30K dollars in key areas such as kitchens, bathrooms, or curb appeal can often raise your sale price by \$30K to \$90K. But renovations are not one-size-fits-all, and the right upgrades will differ per property. A professional real estate agent can help you determine the best upgrades for your home.

[Request for a pre-listing estimate now](#), and I'll help you:

- Identify updates that matter most to local buyers in 2026
- Get quotes from trusted contractors I work with regularly
- Recommend finishes and styles that help homes sell faster
- Share lending options that cover renovation costs until closing

To get started, all you need to do is simply complete the short survey below so I can review your home and prepare your personalized renovation estimate.

[Request your free pre-listing renovation estimate.](#)

Let's take the guesswork out of pre-listing improvements so you can maximize your profit.

If you have any questions or want personalized advice, feel free to reply to this email to schedule a free consultation. I'm happy to help however I can.

All the best,

Kevin Smith



FT First Team

LUXURY PORTFOLIO INTERNATIONAL

Kevin Smith

Get a Free Pre-Listing Renovation Estimate

Plan strategic home updates before you list.

Want to sell your home for maximum value in 2026? Fill out the form below to schedule a virtual or in-person assessment. You'll get a personalized review, contractor estimates, and targeted recommendations that make your home more appealing and market-ready.

Email*

social@getvyr.com

Full Name*

Vyr Marketing

Phone*

+1 (123) 456-7890

Property Address*

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

When do you plan to sell?*

Soon

Upload photos of your home for initial assessment*

CHOOSE A FILE

Submit

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



Are You Maximizing Your Production in 2026?

Let's map out what scaling your production looks like for you in 2026

[Book a Confidential Production Strategy Call](#)

If you're a producing loan officer, you know this business rewards more than just effort. For instance, two similarly skilled LOs can generate the same number & type of leads, put in the same effort, and work the same hours, yet end the year with totally different numbers of units closed and overall commissions.

Why? Because their platform (company) is either helping them grow or "taxing" them like the government.

That "tax" shows up in different ways: pricing that costs you deals, comp that pays your company more than you, and a corporate structure that gets in your way instead of freedom.

The frustrating part is that none of it shows up as a big, obvious problem. It's a little here. A little here. But when you add it up, the losses to you, the loan officer, are substantial.

That's why I'm opening up a limited number of [Confidential Production Strategy Calls](#) for 2026. This isn't a "recruiting call," and it's not a hype session. It's a straight conversation built around your numbers and your goals.

And if you wonder who the heck I am to even offer such a strategy call, here's a little about me (and I say this with all humility):

- I've been a licensed LO since the end of 2009, and have been a Top 0.5% producer in the country (best year in 2024 was almost 300 units)
- I helped scale a mortgage company by multiple billions in annual volume that continues to this day
- I've trained and coached 100s of LOs from dozens of companies on growing and scaling their business

Okay, back to it. On that strategy call, we'll break down:

Your current production and what it takes to grow it

- Current untapped opportunities you might have right now
- How pricing and comp can dramatically improve your income at volume
- A path to scaling your business

If you're producing and you've had that thought, "I should be further ahead by now," there's usually a specific reason. We'll find it fast.

[Book a Confidential Production Strategy Call](#)

Click the link, answer a few quick questions, and request a time. I'll review your info personally, and if it's a fit, we'll jump on a confidential call and run the numbers.

Talk soon,
DJ Christofferson



Book a Confidential Production Strategy Call

Run the numbers on your rates, comp, and model for 2026.

This is for producing loan officers who want leverage, not more chaos. Fill out the form and request a confidential call with me. You'll get a straight, numbers-focused conversation about what's working, what's costing you deals or income, and what scaling could look like with the right platform.

First name*

Vyral

Last name*

Marketing

Email*

social@getvyral.com

Mobile number*

123456789

State*

CA

Biggest bottleneck right now*

Pricing

What are you trying to scale to in 2026?*

Submit

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



Download My New Tenant Application Form

Simplify your leasing process and protect your investment.

[Download my free tenant application form](#)

Dear friends and clients -

I'm inviting you to download my **new tenant application form** designed to streamline your tenant screening process and help you find the right renters quickly while safeguarding your property.

This is the exact application I use with my clients, making it easier to gather all the necessary information—from income and rental history to references and background checks.

Whether you're managing one property or many, this application will make your life easier and ensure you have all the details needed to make informed decisions.

[You can download my tenant application form here.](#)

But here's the key: it's not just about the application—it's about using it efficiently. Take the time to thoroughly review each application and ensure you're asking the right questions before moving forward. This is how you build trust with tenants and minimize risks for your properties.

Here's what you'll get with the form:

- Detailed personal and rental history section to assess reliability
- Income verification to ensure tenants can meet payment obligations
- Consent for background and credit checks to reduce risk
- Emergency contact and references for added peace of mind
- Clear and concise terms to avoid any confusion down the road

When you use this tenant application, **you'll be able to streamline your process and increase your chances of finding quality tenants who stay long-term.**

I've been in the property management field for years, and I know exactly what to put in a tenant application form to prevent costly and stressful tenant issues down the line.

Let me know if you have any questions or need more guidance. I'm here to help.

All the best,

Jon Modene



Download My Tenant Application Form

You'll get the exact form I use to screen and qualify renters

I'd like to invite you to download the tenant application form I use with every client, whether they're managing one unit or an entire portfolio. This is the same form I've used for years to help landlords streamline their screening process, gather all the right information upfront, and protect their investments.

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