



## October 2025 Newsletter

October 15, 2025

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

Here are your suggested topics for November.  
Suggested topics only. Custom topics are available.

### **Real Estate Agent**

Video #1: What do experts forecast for the 2026 housing market?

Video #2: Should I consider a "low-ball" investor offer?

Lead Campaign: Free Fall Home Selling Guide

### **Real Estate Recruiting**

Video #1: What happens if my buyer backs out before closing?

Video #2: How do I set up my CRM to manage my contacts?

Lead Campaign: Download Examples of My Ads

### **Mortgage Broker**

Video #1: Is the tax benefit worth keeping a mortgage?

Video #2: What are signs my mortgage lender is charging junk fees?

Lead Campaign: Free Monthly Payment Estimate

### **Property Manager**

Video #1: How can I get an inexpensive home video tour of my rental?

Video #2: What are the highest ROI rental improvement projects?

Lead Campaign: Get on my rental property VIP buyer list

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

- Frank

## Client Interview

# Doug Cary is on track to close 100 homes in a down market

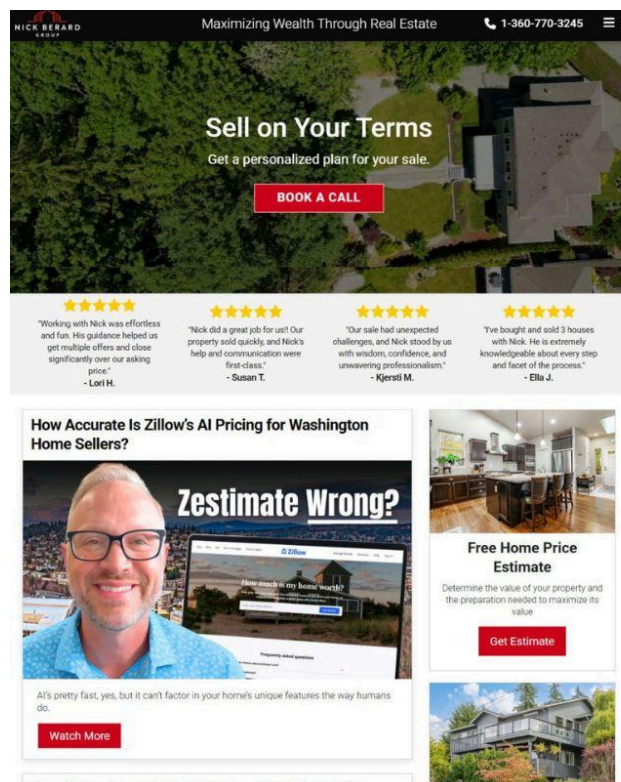


**Doug Cary** is having his best year ever in Salt Lake City, even though home sales are down over 30%. He's on track to close 100 homes in 2025, already beating last year's numbers. His success comes from prospecting three hours every morning, staying consistent with his videos, and keeping his database engaged. "People tell me they watch my videos all the time," Doug says. After trying to handle his own marketing, he came back to Vyrat for the accountability and professional support that keeps him consistent and in production. Watch the interview to see how Doug built a focused, profitable business in one of the toughest markets we've seen.

Watch with AI Notes [www.getvyrat.com/blog/doug-cary](http://www.getvyrat.com/blog/doug-cary)

## Featured Work

# Featured Work: Nick Berard



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

Nick Berard, a real estate professional in Bellingham, Washington, came to us in 2022 with a need to generate more appointments from his existing database. Nick had been publishing videos for some time, but struggled with consistency.

He finally decided to hand over the entire editorial process to us so he could stay focused on what he does best: meeting with buyers and sellers.

We first exported his contacts from his CRM, Google Contacts, and cell phone. After scrubbing and deduplicating everything, we sent out a helpful [reconnect message](#) and then got to work publishing two helpful videos each month.

Nick collaborates with us to customize his content, much of which resonates with Canadian homeowners just across the border.

In addition to [two monthly education-based videos](#), Nick also sends a monthly lead generation message, inviting his contacts to request an offer on their home, find out what their property is worth, or join an upcoming workshop or webinar.

We handle all the editing, optimization, and promotion. His videos are published on his [seller-focused video blog](#), shared across social media, retargeted to his database and website visitors, and even sent as a postcard to his most valuable contacts.

After working with us for over a year, **Nick confidently says he doubled his business**, thanks in large part to the higher quality communication with his existing database.

You are invited to explore Nick's [seller-focused video blog](#) and see how he showcases his expertise. You can also view his [Zillow profile](#) to learn more about him.

If you have clients considering a move to Bellingham, Washington, Nick would be happy to help. You can reach him at [nickberard@kw.com](mailto:nickberard@kw.com) or call him at 360-770-3245.

And if you are interested in implementing a similar system to grow your own appointment pipeline, reach out to us for a complimentary strategy call.

Great job, Nick. Thank you for letting us feature your work.





## Should You Sell or Keep Your First Home in Cambridge?



Wondering whether to sell or rent out your home in Cambridge? You might be sitting on a lot of equity, and most homeowners don't realize that it could be the golden ticket to a better lifestyle. **Today, I'll break down the pros and cons of selling vs renting out your home.** You'll learn how a cash-out refinance works, if you can qualify for two mortgages, and how to decide what's truly best for your family's wealth and happiness. Click below to unlock your options.

[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?

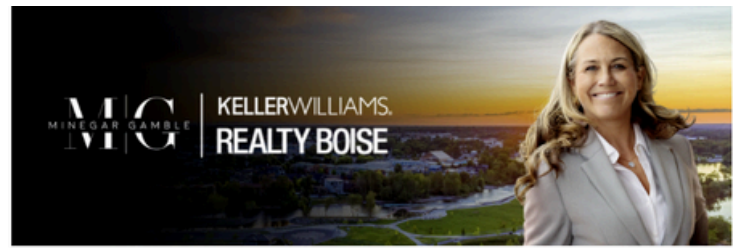


Start your home search with expert guidance and access to the latest listings tailored to your needs.

[Home Search](#)

Call or text me at [\(857\) 210-9925](tel:857-210-9925) 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 Do Sellers Expect From a Listing Presentation in 2025?



If you're getting ready for a pre-listing appointment, you need to know this first. The market is shifting in 2025, and if you don't keep up, you'll likely lose. This year, AI and technology are taking over not just our daily lives but also the real estate market, making an effective pre-listing presentation take more than just basic data. Old scripts no longer work. That's why today, I'm going to share the top six things modern sellers expect from agents in a pre-listing meeting. You'll learn how data-backed pricing, personalized consultations, and tech tools make you stand out. If you want to learn what they are, just check out my video.

[Watch the Video](#)

### Join the Minegar Gamble Team



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

[Join Our Team](#)

### Free Strategy Call



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

[Book a Call](#)

Call or text me at [208-509-7868](tel:208-509-7868) 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 Are the Hidden Costs of Buying a Home in 2025?



Picture this: you've saved for the down payment and secured a pre-approval, but are you really financially ready to buy a home? In 2025, the price on the listing is only the beginning. **Before finalizing anything, we're sharing five extra costs you need to prepare for when buying a home.** From inspections and escrow accounts and more, hidden costs can add up fast and throw your budget off track. By understanding these hidden costs now, you can confidently buy your dream home without added stress. To learn what they are, just check out our video!

[Watch the Video](#)

### Free Strategy Call



Start with a casual chat to craft a plan for your next move.

[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 [703-386-7326](tel:703-386-7326) or reply to this email to get expert answers to questions you may have.

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## Metro Atlanta September Housing Market Update



Are you wondering what the Metro Atlanta housing market looks like this fall? Inventory is rising, homes are sitting longer, and sellers who overprice risk losing thousands.

Today, I'll share the latest data on prices, inventory, and interest rates so you know exactly how these trends affect your move. For example, sellers who price correctly can still attract motivated buyers, while buyers now have more leverage to negotiate closing costs and better terms. Get the full market outlook in my latest video.

[Watch My Video](#)

### What Is Your Home Really Worth?



Discover your home's value, equity, recent market trends, and connect with buyers actively searching for a home like yours!

[Get Estimate](#)

### Find Your Dream Home



Search with confidence knowing your local agent has the latest listings with pictures, pricing, and comparable data.

[Start Your Search](#)

Call or text me at [678-804-4733](tel:678-804-4733) 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](#).



## Sell Your Washington Home Stress-Free With Latham Realty



Are you thinking about selling your home in Washington, but don't know where to start? Most homeowners face issues like repairs, the risk of two mortgages, or timing their move. At Latham Realty Unlimited, my team and I help homeowners overcome those challenges with flexible solutions. These include selling directly and staying until your next move, or listing for top dollar with a rent-back. Get to know us more by clicking the link below.

[Watch the Video](#)

### Looking to Buy a Home?



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

[Start Your Home Search](#)

### Looking to Sell Your Home?



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

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

Call or text my team at [\(425\) 310-4450](tel:4253104450) or reply to this email to get an expert answer to questions you may have.

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



## When's the Best Time To Buy or Sell a Home in New Jersey?



When is the best time to make your move in New Jersey's housing market? Each season brings its own patterns of activity, demand, and inventory that shape results for everyone. I'll help you understand the market's seasonal timing so you can plan your next step with confidence. See how different times of the year can open up unique opportunities and challenges for both buyers and sellers. Click the link below for New Jersey's yearly market rhythm.

[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](tel:9732244605) 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](#).





## Can You Sell Your Home As-Is and Still Maximize Value?



Should you sell your home exactly as it is, or make repairs first? Many sellers worry that fixing things will take time and money, while selling as-is might lower their price.

Today, I'll explain how both options work and which one could put you in the best position when it's time to sell. You'll see **why homes that qualify for FHA, VA, or rural financing often attract more buyers and stronger offers compared to as-is sales.**

Get the full details in my latest video.

[Watch My Video](#)

### Find Your Dream Home Today



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

[Find Your Dream Home](#)

### How Much Is Your Home Really Worth?



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

[Home Evaluation](#)

Call or text me at [\(318\) 794-6769](tel:318-794-6769) 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 Accurate is Zillow's AI Pricing for Home Sellers?



I know that a lot of sellers check Zestimate first before listing their home, but here's what they don't tell you: that number isn't always reliable. Zillow's algorithm is smart, but it can't see upgrades, location advantages, or your selling goals. **In this video, I'll break down how the tool works and share tips on how you can avoid costly pricing mistakes.** I'll also share a real situation where one seller gained an extra \$50K by using a more strategic approach. If you want a clearer picture of your home's value, check out my video to learn more.

[Watch the Video](#)

### Schedule a 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



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

[Get Estimate](#)

Call or text me at [\(512\) 771-7985](tel:512-771-7985) or reply to this email to get expert answers to questions you may have.

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## The 3 Mistakes That Can Derail Your Phoenix Home Sale



Are you wondering why your home isn't selling as fast as you're hoping for? You might be making these common mistakes. Today, I'm walking you through the **three common pitfalls many sellers make when selling their property, from incorrect pricing to dismissing a strong initial offer.** The selling process requires strategy, not just hope. Let me guide you through each one so you can avoid them and maximize your home sale. Just click the link below to watch it!

[Watch My Video](#)

### View Listings



Search through our comprehensive listings to find the perfect property.

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### Home Value Report



Contact us today for personalized support with all your real estate needs.

[Home Value Report](#)

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## Pinnacle Homes Group Is Hiring Real Estate Agents



New to real estate or just thinking about making the leap? It's easy to feel lost without the right support system. That's where we come in. **We're looking for motivated people at any experience level who want to build a successful real estate career.** With personal mentorship, structured coaching, and full support from our team, we'll help you get started the right way and stick with you as you grow. Check out our video to learn more about how we do things differently.

[Watch the 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](#)

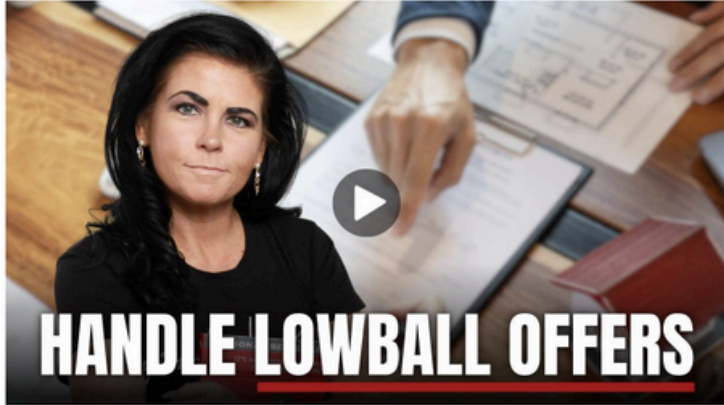
Call or text me at [407-499-8993](tel:407-499-8993) or reply to this email to get an expert answer to questions you may have.

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## How Should You Respond to a Lowball Offer on Your Home?



Getting a lowball offer can feel discouraging. It's frustrating, and even insulting at times. But with the right approach, you can still walk away with the sale you wanted. **Today, I'll show you my best guide on how to deal with lowball offers, from checking your home's value to strategically giving a counteroffer.** Don't let a lowball offer stop you from getting the deal you wanted in the first place. To learn more, check my latest video.

[Watch the Video](#)

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Schedule a consultation to craft a plan for your next move.

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### Free Home Price Estimate



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

[Get Estimate](#)

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## How Can You Buy a Home In Chicago's High-Rate Market?



High interest rates are making it tough to buy a home in Chicago right now. Many buyers are feeling discouraged and are choosing to wait on the sidelines for a better market. What if there was a way to get a lower rate now and still benefit when rates eventually drop? I spoke with Kyle Perks of Stonehaven Mortgage to go over our **new 1% buy-down product that gets you a rate in the fives for your first year**, allowing you to buy the home you want today and refinance in the near future. Check out our video to learn how to qualify.

[Watch My Video](#)

### Search All Homes



Work with me to get full access to all the home inventory including off-market listings you won't see anywhere else!

[Home Search](#)

### Home Value Report



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

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

Call or text me at [773-965-4100](tel:773-965-4100) or reply to this email to get an expert answer to questions you may have.

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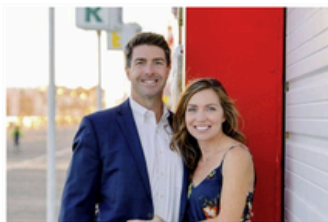
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[Watch the Video](#)

### Free Strategy Call



Get a custom-tailored selling plan for your needs.

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### Free Home Price Estimate



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## How To Prepare Your Home for Sale This Fall or Winter



The window to capture your home's peak curb appeal is closing fast. While other sellers in the Mississippi Gulf Coast are hibernating until spring, the most motivated buyers of the year are actively searching right now. In this video, I'm sharing **proven strategies to get top dollar for your home during the fall or winter season.** We'll show you why the green grass and full trees outside your window this week are your single greatest leverage point for a faster sale. Your competition isn't watching this—click to learn the tactics they'll miss.

[Watch the Video](#)

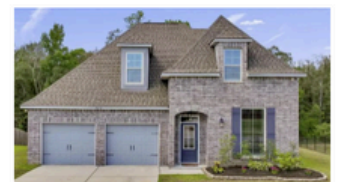
### Expect Your Home SOLD!



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

[Book a Call](#)

### What is Your Home Worth



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

[Discover Your Home's Value](#)

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

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## How Home Appraisals and Inspections Affect Your Real Estate Deal



Wondering how home appraisals and inspections affect your real estate transaction? Low appraisals, strict loan rules, and inspection surprises can derail a real estate deal, and having an appraisal come in lower than expected happens more than you think.

Buyers scramble, sellers worry, and deals stall. **Today, I'll share with you why appraisals and home inspections matter and how being proactive can save your deal.** In today's market, your openness to negotiate when appraisals come in low is one of the keys to keeping your deal alive. Check out my latest video to learn more.

[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?

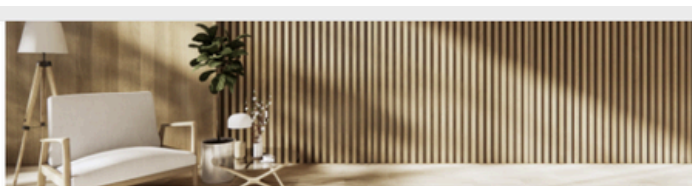


Know what your home is worth in today's market based on the most recent data.

[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.

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 ask Sarita | POWERED BY PLACE |  KELLER WILLIAMS

## The Right Way To Market Your Portland Home



If you're selling your home, don't fall into the trap of relying on luck. Many sellers trust the "list and wait" method, but that's not enough to compete in today's market. Today, I'll walk you through **the proven marketing strategies that attract the most buyers and maximize your home sale**, including traditional tools, online reach, and agent collaboration. Together, these steps create more exposure, stronger demand, and better outcomes for sellers. Get the full breakdown in my latest video.

[Watch My Video](#)

### Search All Homes



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

[Home Search](#)

### Home Value Report



Get a home value estimate to see how much you could sell for in your area.

[Home Value](#)

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## 4 Reasons To Buy a Home in Bellingham This Fall



Are you considering homeownership but don't want to move right now? I get it. High home prices and interest rates have a lot of buyers scared to enter our market. However, waiting to purchase could cost you a ton of money in the long run. Today, I'm sharing four reasons why it doesn't make sense to wait to purchase a home in our market. To hear what they are, watch my latest video.

[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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## Are We Building Too Many Homes in Las Vegas?



You're seeing headlines screaming "too many homes" and wondering if another crash is coming. It's hard to trust the noise when your biggest investment is on the line. I'll show you why the Las Vegas housing market isn't headed for a crash, but a long-overdue correction that's bringing more choices and incentives to buyers. That means today's new homes are fixing a shortage. Check out my latest video and know the real story behind our market.

[Watch the Video](#)

### Free Strategy Call



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

[Book a Call](#)

### Discover Your Home's Value



Get a personalized home valuation directly from a real estate agent.

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## Why Subject Expertise Lets Real Estate Agents Win Client Trust



Many agents think real estate success comes only from making calls or meeting clients, but that is just the beginning. Today, I'll explain what makes **subject matter expertise the third pillar of success** and how it gives you a **true edge**. For example, knowing how to read absorption rate and master contracts builds trust and sets you apart from the competition. Get the full breakdown of what it takes to become a trusted professional in my latest video.

[Watch the Video](#)

### Join Our Team



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

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### Free Business Strategy Call



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

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## 2025 August Housing Market Update



Wondering what's happening in the Seattle real estate market? Let me walk you through the **latest Seattle housing data** and explain why **accurate pricing is the key to attracting serious buyers**. Here's one thing you'd be interested to know: Inventory is up 40% compared to last year, giving buyers more power in negotiations. Get the full breakdown in my latest video.

[Watch the Video](#)

### Transform Your Home Sale Into a Success Story



Understand what a good agent can do to maximize your sales price.

[Free Strategy Call](#)

### Free Home Value Estimate



Begin with an estimated home valuation, and we'll follow up to gather additional details to determine the exact value.

[Home Value](#)

Call or text me at [206-940-4557](tel:206-940-4557) or reply to this email to get an expert answer to any questions you may have.

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## The Investor's Guide to Understanding the 721 Exchange



Are you looking for a way to keep your real estate income without dealing with tenants or repairs? Many property owners don't realize there's an option that allows you to step away from day-to-day management while continuing to invest in real estate. Today, I'll break down the 721 exchange process and show you how it turns your property into REIT shares that generate passive income and defer capital gains taxes. This strategy can also provide liquidity, diversification, and protection for your heirs. Get the full breakdown in my latest video.

[Watch the Video](#)



## How Accurate is Zillow's AI Pricing for Home Sellers?



I know that a lot of sellers check Zestimate first before listing their home, but here's what they don't tell you: that number isn't always reliable. Zillow's algorithm is smart, but it can't see upgrades, location advantages, or your selling goals. **In this blog, I'll break down how the tool works and share tips on how you can avoid costly pricing mistakes.** I'll also share a real situation where one seller gained an extra \$50K by using a more strategic approach. If you want a clearer picture of your home's value, check out my blog to learn more.

[Learn More](#)

### 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 a Home?



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

[Home Value Report](#)

### 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 [562-316-2915](tel:562-316-2915) or reply to this email to get an expert answer to questions you may have.

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

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## What Really Happens When You Pay Your Real Estate Agent Less?



Are you wondering if paying a lower agent commission is really saving you money? Choosing a cheaper agent can feel like the smart move, but it often comes with hidden risks that can hurt your bottom line. I'm here to show you the truth about discount agents and what you're truly getting in exchange for low commission fees. You'll understand the true value of a full-service agent and how they can help you protect your sale and earn more with their professional marketing and strong negotiation skills. Get the full scoop in my video below.

Watch the Video

### Arizona's Strongest Cash Offers



Skip the stress, showings, and open houses. Get a top-dollar guaranteed offer on your home today.

Get Your Strongest Cash Offer

### 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 Value

Call or text me at [602-750-0755](tel:602-750-0755) or reply to this email to get an expert answer to questions you may have.

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## Should You Accept Crypto or Tokenized Real Estate Offers?



What would you do if someone offered to buy your house with Bitcoin or shares in a tokenized property? It's happening more often in 2025, but that doesn't mean it's always the right move. Today, I'll walk you through the pros, cons, and real-world risks of accepting crypto or tokenized offers in today's market. I'll cover everything from volatility and taxes to title issues and the unique kind of buyers these deals attract. If you're even considering one of these modern offers, this video is a must-watch.

Watch My Video

### 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](#).





## 5 Golf Courses You'll Love in Jacksonville



Planning to relocate soon? Here's why Jacksonville's golf scene should get you excited. From Jax Beach to Deerwood, the choices are endless. I'll **share the five courses in my regular rotation and what makes each one stand out**. Instead of guessing which greens are worth your time, you'll get a shortcut to the best local experiences. Click here to see my top five favorites.

[Watch the Video](#)



## Should I Make Repairs Before Listing My Home?



Are you looking to sell your home in the near future? You can still get a great deal in this market, but you might need to put in a little work first. Buyers right now are strapped for cash due to higher interest rates and home prices, so they won't have a ton of extra funds ready for repairs. That's why, right now, making repairs before you hit the market is more important than ever. **Today, I'll go over how you can prepare your home for the market, which repairs you should make, and explain why fixing your home upfront is worth it.** In this video, you'll learn how to attract more buyers and maximize your sale price in this challenging market.

[Watch the Video](#)

### Looking To Sell a Home?



Get a free home value estimate and sign up for a free home report.

[Home Value Estimate](#)

### Looking To Buy a Home?



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

[Start Your Search](#)

### Sell with Certainty



Schedule a 1-on-1 session to craft the perfect selling plan for you.

[Book a Call](#)

### What is Your Home Worth?



Find out how this changing market has affected your home's value.

[Get Estimate](#)

Call or text me at [904-650-3890](tel:904-650-3890) 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 me at [604-805-5897](tel:604-805-5897) 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](#).





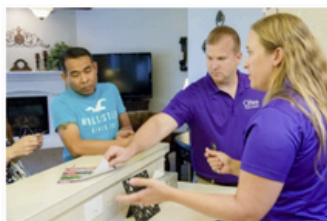
## What Families Need to Know About Texas Probate Sales



Inheriting a home should be a blessing, but probate can turn it into a nightmare. Families often get stuck in the confusing probate "black hole," unable to sell the property while disputes and problems pile up. **Today, I'll give you an idea of what happens when a home gets stuck in probate and what you can do about it.** By taking action now, you can keep the process moving and get the highest possible price once the court gives the green light. Don't let a loved one's legacy get trapped in the Texas legal system - check out my video to learn how.

[Watch the Video](#)

### Free Strategy Call



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

[Book a Call](#)

### Guaranteed Cash Offer



Close within 4 to 14 days with a fair market value

[Get Offer](#)

Call or text me at [817-797-9047](tel:817-797-9047) 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 Use an Escalation Clause To Win a Bidding War Without Overspending



Worried you'll lose a bidding war in a competitive housing market? Losing out on your dream home due to multiple offers is a frustrating experience, but I know a strategy that will help you win *without overspending*: an escalation clause. I'll **explain what it is, how it works, and how it can give you a major advantage when competing with other buyers for your dream home.** This simple clause helps you bid smart and win without overspending. Check out my latest video if you're ready to stop guessing and start winning.

[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](#)

### 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.

[Home Value Report](#)

Call or text me at [607-351-6933](tel:607-351-6933) 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](#).



POWERED BY  
**PLACE**



## Why Your Zillow Zestimate Could Cost You Thousands



Are you relying on Zillow or an AI algorithm to price your home? These tools can't walk through your property or understand unique upgrades, such as a new casita or a pool. In this video, I explain how **over-reliance on AI can lead to overpricing, a stagnant listing, and ultimately, lost money**. You'll learn the critical importance of a correct initial price and how a local expert's analysis protects your investment. Want to learn more? Just check out our video.

[Watch the Video](#)

### Free Home Price Estimate



Join over 300,000 homeowners in finding your home's value.

[Get Estimate](#)

### Get A Free Cash Offer



Provide details about your home and get a no-obligation cash offer.

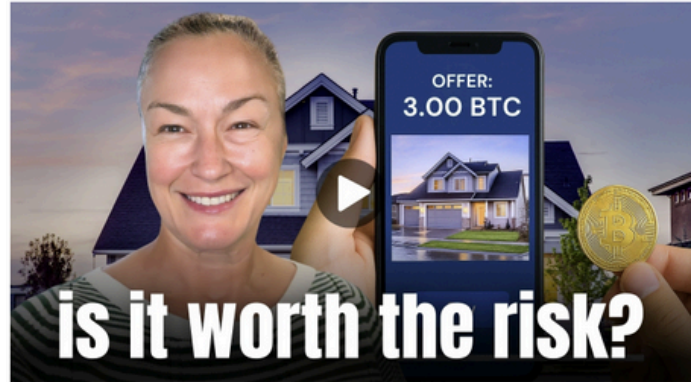
[Get Cash Offer](#)

Call me at [209 834-2680](tel:2098342680) 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](#).



## Should You Accept Crypto or Tokenized Real Estate Offers?



What would you do if someone offered to buy your house with Bitcoin or shares in a tokenized property? It's happening more often in 2025, but that doesn't mean it's always the right move. Today, I'll walk you through **the pros, cons, and real-world risks of accepting crypto or tokenized offers in today's market**. I'll cover everything from volatility and taxes to title issues and the unique kind of buyers these deals attract. If you're even considering one of these modern offers, this video is a must-watch.

[Watch the Video](#)

### Let's Bring Your Dreams to Life



Schedule a 1-on-1 session to create your plan for what matters most.

[Book a Call](#)

### How Much Has My Home Appreciated?



Don't trust an automated home valuation. Discover the real value of your home in today's market directly from Teresa.

[Find Out Today](#)

Call or text me at [281-799-3927](tel:2817993927) 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](#).





## Unlocking Future Prosperity: The Top 3 Reasons to Buy a Home Now



Are you considering homeownership but don't want to move right now? We get it—high home prices and interest rates have a lot of buyers scared to enter our market. However, waiting to purchase could cost you a ton of money in the long run. **Today, we're sharing three reasons why it doesn't make sense to wait to purchase a home in our market.** To hear what they are, watch our latest video.

[Watch the Video](#)

### Free Home Selling Strategy Session



This isn't guesswork. Your competitive edge starts with a free strategy call.

[Book a Call](#)

### How Much is Your Home Worth?



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

[Get Estimate](#)

Call or text me at [757-209-2045](tel:757-209-2045) 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 Do Real Estate Agents Get Paid in South Carolina?



Picture this: you've saved for the down payment and secured a pre-approval, but are you really financially ready to buy a home in 2025? In South Carolina, the price on the listing is only the beginning. Before finalizing anything, **we're sharing five extra costs you need to prepare for when buying a home.** From inspections and escrow accounts and more, hidden fees can add up fast and throw your budget off track. By understanding these hidden costs now, you can confidently buy your dream home without added stress. To learn what they are, just check out our video!

[Watch the Video](#)

### Your Next Chapter Starts Here



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

[Book a Call](#)

### Discover Your Home's True Value



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

[Get Estimate](#)

Call or text us at [843-822-7323](tel:843-822-7323) or reply to this email to get expert answers to questions you may have.

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





## What Are the Hidden Costs of Buying a Home in 2025?



Picture this: you've saved for the down payment and secured a pre-approval, but are you really financially ready to buy a home? In 2025, the price on the listing is only the beginning. **Before finalizing anything, I'm sharing five extra costs you need to prepare for when buying a home.** From inspections and escrow accounts and more, hidden costs can add up fast and throw your budget off track. By understanding these hidden costs now, you can confidently buy your dream home without added stress. To learn what they are, just check out my video!

[Watch My Video](#)

### Free Strategy Call



Start with a casual chat to craft a unique plan for your next move.

[Book a Call](#)

### Free Home Price Estimate

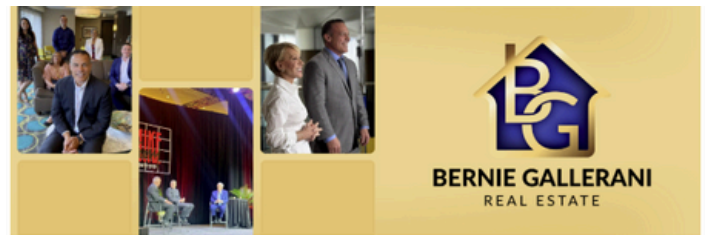


Get a personalized home valuation from an experienced real estate agent.

[Get Estimate](#)

Call or text me at [404-476-5011](tel:404-476-5011) 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 Do Sellers Expect From a Listing Presentation in 2025?



If you're getting ready for a pre-listing appointment, you need to know this first. The market is shifting in 2025, and if you don't keep up, you'll likely lose. This year, AI and technology are taking over not just our daily lives but also the real estate market, making an effective pre-listing presentation take more than just basic data. Old scripts no longer work. That's why today, I'm going to share **the top six things modern sellers expect from agents in a pre-listing meeting.** You'll learn how data-backed pricing, personalized consultations, and tech tools make you stand out. If you want to learn what they are, just check out my video.

[Watch the Video](#)

### We Can Get Further Faster Together



Attend my next free real estate training to grow your business.

[Reserve Your Seat](#)

### Gain Clarity for Your Business



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

[Book a Call](#)

Call or text me at [615-461-4852](tel:615-461-4852) 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](#).





## Croft Real Estate Group Wins Top Producer & Best Agent Award Winner



I wanted to share some good news - I recently won the top producer and best agent awards by D Magazine! This couldn't have been possible without your support, and I wanted to share how **this recognition demonstrates the level of service and success my clients receive**. Want to know what value a trusted agent can bring to the table? Check out my video.

[Watch the Video](#)

### Explore Your Stress-Free Selling Options



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.

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



## Proven Ways To Find the Right Tenants in 2 to 3 Weeks



Is your rental property sitting empty, costing you money every day? Most owners don't know how long it should take to find a great tenant. Today, we'll show **how we have a proven system to lease your property in just two to three weeks**. We utilize data-driven pricing, advertise on over 25 sites, and employ the most rigorous screening process in the industry. Plus, we back it all up with our exclusive Eviction Guarantee. Click to learn how we minimize your vacancy and maximize your peace of mind.

[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.

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



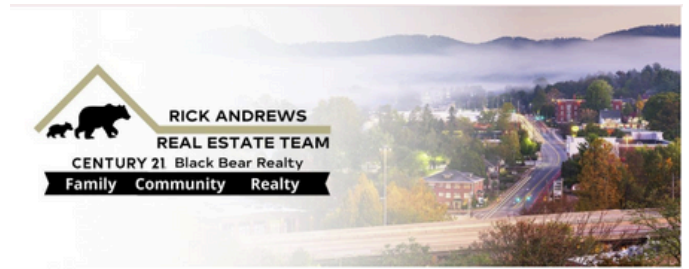


## Top 3 Risks of Selling Your Home on Your Own



Are you thinking about selling your home on your own? It may sound smart, but before you decide to take the For Sale by Owner (FSBO) path, you need to think twice. Today, I'll share the three big challenges every FSBO faces and how they impact your bottom line. You'll learn the issues that even the most determined sellers have to face, and how agents are trained to handle them with ease.

[Watch the Video](#)



## How Accurate is Zillow's AI Pricing for Home Sellers?



I know that a lot of sellers check Zestimate first before listing their home, but here's what they don't tell you: that number isn't always reliable. Zillow's algorithm is smart, but it can't see upgrades, location advantages, or your selling goals. **In this video, I'll break down how the tool works and share tips on how you can avoid costly pricing mistakes.** I'll also share a real situation where one seller gained an extra \$50K by using a more strategic approach. If you want a clearer picture of your home's value, check out my video to learn more.

[Watch My Video](#)

### What's Your Home Worth?



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

[Home Value Report](#)

### Book a Strategy Call



Get personalized guidance to reach your real estate goals—book your free strategy call today.

[Book a Call](#)

### Home Value Estimate



Get the most accurate estimate of your home's current market value.

[Discover Your Home's Value](#)

### Search Homes for Sale



See all homes for sale on our MLS with photos, schools, prices, and more.

[Start Your Search](#)

Call or text me at [307-772-1184](tel:307-772-1184) 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 me at [828-557-9139](tel:828-557-9139) 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](#).





## Do You Have To Disclose a Death In a Home Before Selling?



## SHOULD YOU TELL?

Selling a property after a death in the home can feel confusing, especially when it comes to disclosure laws. If you're unsure about what to share with buyers, then I'm here to help you. **Today, I'll explain exactly when a death must be disclosed, what information to include, and how it affects your legal responsibility as a seller.** You'll leave with a clear understanding of the three-year rule and how to avoid common mistakes. Get all the details in my latest video.

[Watch My 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](#)

### Looking to Sell a Home?



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

[Free Home Value Estimate](#)

Call or text me at [\(626\) 408-2890](tel:626-408-2890) 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](#).



## What's the Best Way To Find Out Your Home's True Value?



Are you curious about what your home is actually worth? Whether you're looking to sell in the near future, are considering refinancing, or just want to know how much equity you have, your real estate plans should start with an accurate home valuation. I've helped countless homeowners find out their property's true value, which is why today, I'm sharing three ways to find out what your house is worth. I'll go over quick methods, like online home estimates, and share more involved ways you can get a better valuation. Click the link below to learn more.

[Watch the Video](#)

### Schedule a 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



Don't trust a Zestimate. Get a personalized home valuation

[Get Estimate](#)

Call or text me at [208-242-4313](tel:208-242-4313) 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](#).



## Join My VIP Southern Idaho Homebuyer List

Find off-market homes you can't find on Zillow.

[Join the VIP Homebuyer List](#)

Are you tired of seeing the same listings pop up online, only to find out they're already under contract or not quite what you're looking for?

There's a whole market of homes here in Southern Idaho that never hit Zillow, Redfin, or Realtor.com. These sellers want privacy, often due to job changes, family transitions, financial shifts, or just wanting to "test the waters" without going public.

This September, I'm inviting serious homebuyers to join my **VIP Homebuyer List**, where you'll get **exclusive access to hidden, off-market listings** in Southern Idaho before anyone else hears about them.

[Join my VIP homebuyer list](#)

First, I'll confirm you're ready to buy (either pre-approved or cash-ready). Then, I'll send you confidential details, including photos and video walk-throughs. When you're interested, I'll arrange a private showing or virtual tour. **I'll guide you through the entire offer and negotiation process, off the market and on your terms.**

### You'll get:

- Early access to private inventory before it's public
- Direct negotiation with motivated sellers
- Less competition = stronger offers
- Personalized service every step of the way

If you're thinking about buying in 2025 and want a competitive edge, *this is your opportunity to access properties no one else sees.*

And if you're a homeowner considering selling discreetly, call me or simply reply to this email. I'll match you with a pre-approved buyer from my list who's ready to make a move.

**Desi Williams**



## Join My VIP Homebuyer List

Get first access to hidden, off-market homes.

Some of the best homes never hit the market. Join my VIP Homebuyer List to get exclusive access to off-market listings that sellers want to sell privately and won't post on Zillow, Redfin, or Realtor.com. I'll send you confidential property details, arrange private showings, and help you make competitive offers before the public even knows these homes are for sale.

Email\*

social@getvyr.com

Full Name\*

Vyr Marketing

Phone\*

+1 (123) 456-7890

Do you have a preferred neighborhood?\*

N/A

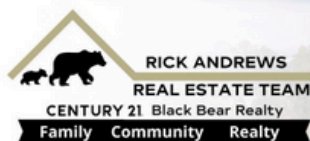
Can you tell us more about your budget and preferences?\*

N/A

Submit

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





## Your Fall Home Strategy Session for WNC & NE GA

Make your move while the mountains are at their most beautiful.

[Book your free strategy session](#)

Fall is one of the best times to be in the mountains: cooler weather, changing leaves, and festivals that bring the whole community together. One of my favorites is the **John C. Campbell Folk School's Fall Festival**. I recently had the pleasure of speaking with the Events Coordinator and the Music & Dance Coordinator on my [podcast](#) about what makes this year's event so special.

Beyond the festival, with apple picking, local markets, and community fairs in full swing, it's a wonderful reminder that living here means you don't just buy a home, you become part of a community. But if you've been thinking about making a move, figuring out the right time can be confusing.

But here's the problem... The fall market is unique, and you might be unsure of your home's current value or worried about finding the right property before winter.

That's why I'm offering a complimentary, no-obligation Home Strategy Call. We'll talk one-on-one about your goals, and I'll provide a clear picture of the current market.

Here's what you'll get:

- ✓ **Local market clarity:** Understand what's happening in our local real estate market.
- ✓ **Personalized game plan:** A step-by-step plan for buying or selling.
- ✓ **Community expertise:** Advice on the best areas from Murphy to Blairsville.
- ✓ **No-obligation expert guidance:** Ask all your questions and get honest answers.

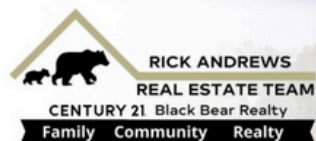
This is your chance to get expert insight tailored to your life in these beautiful mountains.

[Schedule your FREE Fall Real Estate Strategy Session](#)

Whether you're ready to make a move or just curious, let's talk.

All the best,

**Rick Andrews**



## Your Fall Home Strategy Session for NC & GA

Move today while mountain views are absolutely stunning.

The fall real estate market in the mountains is unique. Are you wondering if it's the right time to buy or sell? I'm offering a free, no-obligation strategy call to answer your questions. We'll discuss market trends, your goals, and how to navigate a move in our special corner of North Carolina and Georgia.

Email Address\*

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

Full Name\*

Vyrail Marketing

Phone Number\*

+1 (234) 567-8900

City of Interest\*

[Book your free strategy call](#)

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



## Join My VIP Greater Boston Area Homebuyer List

Find off-market homes you can't find on Zillow.

[Join the VIP Homebuyer List](#)

Friends and clients,

Are you tired of seeing the same listings pop up online, only to find out they're already under contract or not quite what you're looking for?

There's a whole market of homes here in Greater Boston that never hit Zillow, Redfin, or Realtor.com. These sellers want privacy, often due to job changes, family transitions, financial shifts, or just wanting to "test the waters" without going public.

This September, I'm inviting serious homebuyers to join my **VIP Homebuyer List**, where you'll get **exclusive access to hidden, off-market listings** in Greater Boston before anyone else hears about them.

[Join my VIP homebuyer list](#)

First, I'll confirm you're ready to buy (either pre-approved or cash-ready). Then, I'll send you confidential details, including photos and video walk-throughs. When you're interested, I'll arrange a private showing or virtual tour. **I'll guide you through the entire offer and negotiation process, off the market and on your terms.**

### You'll get:

- Early access to private inventory before it's public
- Direct negotiation with motivated sellers
- Less competition = stronger offers
- Personalized service every step of the way

If you're thinking about buying in 2025 and want a competitive edge, *this is your opportunity to access properties no one else sees.*

And if you're a homeowner considering selling discreetly, call me or simply reply to this email. I'll match you with a pre-approved buyer from my list who's ready to make a move.

**Louis Gordon**



## Join My VIP Homebuyer List

Get first access to hidden, off-market homes.

Some of the best homes never hit the market. Join my VIP Homebuyer List to get exclusive access to off-market listings that sellers want to sell privately and won't post on Zillow, Redfin, or Realtor.com. I'll send you confidential property details, arrange private showings, and help you make competitive offers before the public even knows these homes are for sale.

Email\*

social@getvyr.com

Full Name\*

Vyr Marketing

Phone\*

+1 (123) 456-7890

Do you have a preferred neighborhood?\*

None

Can you tell us more about your budget and preferences?\*

N/A

[Submit](#)

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





## Navigate FHA, VA, and Conventional Loan Rules With Our Free Guide

Get a copy of your exclusive home loan guide to navigate loans with ease.

Get your free copy

Dear Clients,

With numerous loan programs and regulations, it's no wonder buyers often feel overwhelmed. I've noticed that many head into the process relying on myths or outdated advice. When that happens, they can run into costly surprises, delays at closing, or even lose out on the home they want.

Confusion about down payments, closing costs, and property requirements can make the journey stressful. Buyers often believe they need 20% down or perfect credit, while others don't realize how small details in FHA, VA, or Conventional rules can derail a purchase. These mistakes can add up fast and leave buyers discouraged.

That's why I've created a free guide to help you cut through the noise and move forward with clarity. It explains the **real facts about FHA, VA, and Conventional loans in simple terms so you can make confident decisions at every step.**

Here's what's inside:

- A clear breakdown of FHA, VA, and Conventional loan rules
- The truth about down payments and closing costs
- Property requirements you need to know before making an offer
- Common myths that cost buyers time, money, and opportunities

This guide is designed to give you the confidence to approach your home purchase prepared and informed. Whether you're just starting to plan or ready to buy soon, it gives you an edge over those who wait until the last minute to get clarity.

[Download your free homebuying loan guide](#)

I've helped buyers at every stage, from first-time homeowners to veterans using their VA benefits and families moving up to their next home. The ones who take time to understand loan rules early consistently save money, avoid stressful surprises, and move into the right home with confidence. Whether you're just starting to plan or ready to buy soon, **having the right knowledge gives you a real advantage over others who jump in unprepared.**

If you want to buy with confidence and avoid costly loan mistakes, this guide will give you the clarity you need.

Here to help,

**Brad Korb**



## Get Your Free Home Loan Guide

Navigate home loans with ease.

We put together a simple guide that breaks down everything you need to know about FHA, VA, and conventional loan rules like a pro. Just fill out a few details to get your free copy.

Email\*

social@getvyr.com

Full Name\*

Vyr Marketing

Phone\*

+1 (123) 456-7890

Address\*

Street\*

City/Suburb

State\*

Zip/Post Code\*

Country\*

Submit

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



CONVERSATION WITH:  
**GREG HARRELSON**

Real Estate Coach - Entrepreneur

## How To Turn Real Estate “No’s” Into Future Wins

Master objection handling and turn rejections into future commissions.

[Send Me The Video](#)

Hi friends,

The market is shifting, and you’re hearing more objections like, “Your commission is too high,” or “We decided to wait.” But this hesitation is your opportunity to stand out from agents who crumble under pressure.

Every “no” can feel like a personal rejection and a hit to your income — I understand. Most agents push too hard and burn the bridge, or retreat and lose the client forever. If you’re on this path, you need to know that this cycle is costing you future commissions from clients who just needed a different approach.

My exclusive video, “How to Monetize the ‘No,’” gives you an actionable system to flip the script. With over two decades in real estate, I’ll show you how to respond with confidence, validate concerns without being salesy, and create a clear pathway to a future “yes.”

You’ll learn how to:

- Keep Conversations Alive: Turn rejection into an ongoing dialogue.
- Build Unshakable Trust: Prove you care about their needs, not just a sale.
- Secure Future Deals: Become the obvious choice when they’re ready.
- Handle Price Objections: Confidently defend your worth without discounting.

This framework helps agents conquer the fear of “no,” stay top-of-mind, and often close deals months after the initial rejection.

[Get instant access to your free video training now.](#)

Enter your details below, and I’ll send the video directly to your inbox.

Learn how to turn objections into assets in the next 10 minutes.

Rooting for you,

Greg Harrelson  
Broker | Century 21 The Harrelson Group  
[\(843\) 457-7816](tel:8434577816)



CONVERSATION WITH:  
**GREG HARRELSON**

Real Estate Coach - Entrepreneur

## How To Turn Real Estate “No’s” Into Future Wins

Master objection handling and turn rejections into future commissions.

Hearing “no” doesn’t have to be a dead end. In this free training video, top real estate expert Greg Harrelson reveals his proven framework for handling objections. Learn how to build trust, keep the conversation alive, and position yourself so that today’s “no” becomes tomorrow’s “yes.” Stop dreading rejection and start monetizing it.

Email\*

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



Full Name\*

Vyr Marketing

Phone\*

+1 (123) 456-7890

[Submit](#)

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