



December 2025 PLACE Newsletter

December 15, 2025

Happy December!

Here are the featured PLACE marketing examples that worked well in November.

Enclosed are your two (2) suggested video topics and one (1) lead generation campaign for both consumers and agent recruiting next month.

If you're not a client, your first video is free. We interview you "talk show" style for 10 minutes using Riverside.com on your phone/webcam. We do the heavy lifting after that.

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

- Frank

January 2026 Topics

Suggested topics only. Custom topics available.

Real Estate Agent

Video #1: What is the best time of year to sell my home?

Video #2: How is the real estate market right now?

Lead Campaign: Free Home Value Estimate

Real Estate Recruiting

Video #1: How do I call an expired listing for an appointment?

Video #2: How do I call a For-Sale-By-Owner for an appointment?

Lead Campaign: Download My 2026 Business Plan

See more at www.getviral.com/topics



Why Mortgage Rates Might Not Keep Going Down in 2026



Are you constantly checking the news, hoping for a magical rate drop? It's exhausting to wait for rates to fall to 3% when all signs point toward stability around 6%. I'll explain the true drivers of mortgage rates and long-term bond yields, and show you why the "wait and see" approach could cost you. Opening your eyes to this reality means you can strategize according to your situation and start making a confident move in a market with manageable competition. Check out my latest video and don't let yesterday's rates hold up your future home.

[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](#)

Call or text me at [503.522.0090](tel:503.522.0090) 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](#).



Can You Buy a New Home Before Selling Your Current One?



What happens if you find your dream home before selling your current one? Many buyers face this challenge and worry about juggling two mortgages or losing out on their ideal home. That's why today, I'll reveal three smart strategies like sale contingencies, bridge loans, and rent-back agreements to help you navigate the process smoothly. You'll learn how to minimize financial risk and make a strong offer even before your home sells. Learn more in my latest video.

[Watch the Video](#)

Schedule a Strategy Call



Book a free 1-on-1 strategy session to discuss selling in today's market.

[Book a Call](#)

Free Home Value Estimate



Get a personalized home valuation directly from an experienced agent.

[Get Estimate](#)

Call or text me at [239-444-6100](tel:239-444-6100) 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](#).



HOLT
Real Estate Team
KELLERWILLIAMS.
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PLACE

608-345-6594 | holtrealestateteam.com

Here's Why Real Estate Deals Are Falling Through at Record Numbers



Wondering why more home deals are falling through? Contract cancellations are at a record high in late 2025. But it's not a crash; it's a reset. **Today, I'll explain the four real reasons deals are stalling, and what you can do to protect yours, whether you're buying or selling.** Right now, buyers and sellers are misaligned, small hiccups are becoming deal-breakers, and every market is moving differently. If planning to buy or sell soon, check this out.

[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](#)

Search Homes for Sale



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

[Start Your Search](#)

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Join Our Phoenix Car Show Supporting Hope for the Homeless



What if spending a day around incredible cars could change someone's life? **On November 29th, our community is coming together for the Annual Fall Car Show all in support of Hope for the Homeless.** We'll have 500+ cars, 40+ trophies, and an exciting Chevy C10 giveaway! Best of all, entry is FREE, and every dollar raised goes directly toward providing food, hope bags, and support for people in need across our community. Check out our video for more details.

[Watch Our Video](#)

Looking to Buy a Home?



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

[Home Search](#)

Looking to Sell Your Home?



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

[Home Value](#)

Call or text us at [480-382-8093](tel:480-382-8093) or reply to this email to get an expert answer to any questions you may have.

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What Will the Fort Wayne Housing Market Look Like in 2026?



Wondering what the 2026 housing market will look like? If you're thinking about moving, you need to know that the market is starting to shift, and the changes could affect your goals. Today, I'll break down what you need to know based on the latest data so you can make a solid plan for your next move. Prices are expected to rise slowly, rates may begin to ease, and more homes could hit the market - but nothing is guaranteed. If you're thinking of buying or selling next year, here's what you need to know.

[Watch Our Video](#)

Looking To Sell a Home?



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

[Get a Home Value Estimate](#)

Looking To Buy a Home?



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

[Search Homes for Sale](#)

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What Will the Anchorage Housing Market Look Like in 2026?



What will the housing market look like in 2026? **Some signs point to slow price growth, possible rate relief, and changes in inventory.** What that means for buyers and sellers may surprise you. Today, I'll break down what you need to know based on the latest data so you can make a solid plan for your next move.

[Learn More](#)

Search All Homes



Explore Every Listing, Find Your Perfect Home!

[Looking to buy a home?](#)

What's Your Home Worth?



Discover Your Home's True Value Today!

[Looking to sell a home?](#)

Call or text me at [\(907\) 240-2804](tel:9072402804) or reply to this email to get an expert answer to question you may have

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Will the Recent Rate Cut Lower Home Prices This Fall?



Everyone's asking the same question: "Will the recent rate cut finally lower home prices?" The truth is, there's no straightforward answer. **In this video, I'll explain what the Fed's move means for the housing market this fall.** I'll talk about how interest rates are changing, what's happening with inventory, and why pricing trends might be different depending on where you live. If you're trying to decide whether to buy, sell, or wait, check this out. Just click the link below to get started.

[Watch the Video](#)

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[Home Value Report](#)

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[Search All Homes](#)

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A Message of Thanks and Gratitude This Thanksgiving



As Thanksgiving approaches, I'd like to take a moment to express my gratitude to all of you. I have met some truly wonderful people, and I'm proud to have helped so many reach their real estate goals over the years, whether you bought or sold a home with us. This season is a reminder of my humble beginnings and how important you are in my journey. Here's a short but heartfelt Thanksgiving message from me.

[Read My Blog](#)

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How To Prepare an Old Home for Sale in Cary



Wondering how to prepare an old home for sale? Just thinking about all the things that need fixing can feel overwhelming, and you're definitely not alone. In this video, I'll tell you how we prepared a 1991 home for a fast, high-value sale, and share tips on what to fix before you list. **You'll see exactly how small improvements can lead to faster sales and higher offers.** Watch now to know how to get your home market-ready with confidence.

[Watch the Video](#)

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50-Year Home Loans: Pros, Cons, and What To Consider



Are you tired of watching your rent increase every year? The rising cost of rental fees, without any ownership benefits, is one reason there's so much buzz about 50-year mortgages. **Today, we'll break down the good, the bad, and the ugly of a 50-year home loan to help you make an informed decision that fits your situation and goals.** One thing's for sure: this option could enable more people to finally buy a home, but it's not a one-size-fits-all solution. Learn more by checking out our latest 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](#)

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[Read Our Blog](#)

Featured Listing: 8420 Hobnail Rd, Manlius, NY 13104

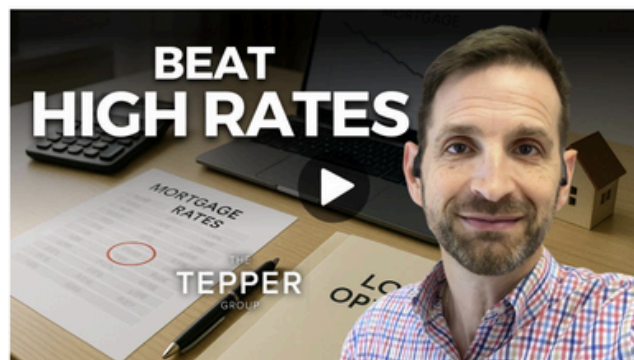


Discover this gorgeous 3,561 sq ft colonial on over 2 private acres. Enjoy a gourmet kitchen that opens to a bright family room and enclosed porch, plus a first-floor office. The second level offers a spacious primary suite and three bedrooms, with a flexible walkout lower level featuring an extra bedroom and bath. With cathedral ceilings, a 3-car garage, and a peaceful cul-de-sac location, this home has space, style, and privacy.

[Check this out!](#)



Still Waiting for Rates to Drop?
TRY THIS INSTEAD...



Are you waiting for interest rates to fall before you buy a home? What if you could secure a 3.2% rate today? Today, I'll reveal the powerful **3-2-1 buydown strategy** that lets you buy a home with a shockingly low payment from day one. You'll learn how it works, how to get the seller to pay the upfront cost, and why this is a smarter move than waiting on the volatile market. Want to know more? Just check out my video.

[Watch My Video](#)

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[Home Value](#)

More Choice in
Mortgage Solutions

ENVOY | PLACE

Our mortgage loan originators help you find the right mortgage for your unique needs.

[Get Pre-Approved or Refinance](#)

Call or text us at [\(985\) 218-5445](tel:9852185445) or reply to this email to get an expert answer to questions you may have.

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



Most sellers check their Zillow Zestimate first—but here's the thing: that number isn't always accurate.

I recently saw a Frenchtown homeowner list his home at Zillow's \$575K Zestimate. After reviewing the market and the property, I knew it was worth at least \$675K. He wasn't interested in listing with a realtor—and he ended up losing \$50K.

In another case, a home sat on the market for 3 years at a wildly inflated Zestimate price, cycling through 4–5 different agents, and still hasn't sold. If the seller had used real comps, they could have sold faster—and made far more money selling a few years ago at a logical price than they would ever get in today's market.

Zillow gives a ballpark number, but it can't see what local comps or market trends reveal.

Check out my latest blog to see why relying on a Zestimate can cost you, and how to price your Montana home right.

[Read My Blog](#)

Looking to Buy a Home?



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[Search All Homes for Sale](#)

Looking to Sell Your Home?



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

[Get a Home Value Estimate](#)



Not Sure What to Do With Your Home? Talk to a Realtor



Most people call their Realtor after they've already decided to sell, remodel, or refinance. But your agent can help you make a smarter decision before you act. In my latest video, I'll explain why it pays to treat your real estate professional like a financial consultant for your largest asset, your home. Check out the link below to learn more.

[Watch the Video](#)

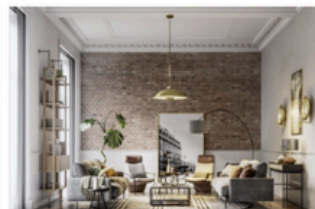
Unmatched Home Selling Expertise



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

[Request a Call](#)

What is Your Home's True Value?



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

[Get Estimate](#)

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Dustin Hutley

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dustin.hutley@envoymortgage.com

520E Whidbey Ave Ste 107&111 A/B/C
Oak Harbor, WA 98277





Download Your Free Pre-Holiday Home Sale Plan

Get a customized plan to sell your Louisiana home by year-end.

[Let's build your timeline](#)

With the holiday season approaching, you might think you've missed your chance to sell your home this year. But for sellers in Mandeville, Covington, Slidell, Hammond, New Orleans, Metairie, and across Louisiana, there's still a golden opportunity to close before the New Year and start fresh.

The reality is that buyers looking right now are highly motivated. Waiting until spring means battling a flood of new listings and delaying your goals. A delayed sale now can mean carrying the stress of selling straight into your holiday season.

That's exactly why we created this free Pre-Holiday Home-Selling Timeline. It's a personalized strategy session and document that shows you the exact steps we can take to get your home on the market, under contract, and closed in time for you to enjoy a peaceful start to the new year.

Here's what you'll see inside your custom plan:

- Week-by-week plan - A clear roadmap from today to closing day.
- Local market strategy - Tactics tailored for our Louisiana communities.
- Preparation checklist - What to do now to get your home market-ready.
- Closing coordination - How we ensure a smooth and timely process.

[Get your personalized, no-obligation Pre-Holiday Selling Timeline today.](#)

We recently helped a family who was convinced they had missed their window to sell before the holidays. We created a focused plan and achieved a smooth closing just before the new year, allowing them to start 2026 completely stress-free in their new home.

If you're serious about moving before 2025, the time to plan is now. Stop wondering if it's possible.

Gregg, Brandon, Jane, Niki and David



Your Pre-Holiday Home Sale Plan [Free Download]

Get a free, customized plan to sell before the holidays.

Thinking about selling before the year ends but not sure if it's too late? There's still time. The holiday season can actually work in your favor with fewer listings and more serious buyers. We've created a free, personalized Pre-Holiday Home Sale Plan to show you it's possible.

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Full Name*

Vyr Marketing

Phone*

+1 (123) 456-7990

Home Address*

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12020 Shamrock Plaza Suite #201

City/Suburb

Omaha

State*

Nebraska

Country*

United States

[Let's Build Your Timeline](#)

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



Plan Your Downsizing and Relocation Confidently

Get a personalized strategy session for your next chapter.

[Schedule My Plan Call](#)

With winter right around the corner, more homeowners are planning their next chapter, whether that means downsizing into a low-maintenance home or relocating to warmer states like Arizona or Florida. The cooler weather and balanced market conditions make this the perfect time to prepare before the busy spring season arrives.

Many homeowners wait too long to plan their move, only to face higher costs, limited options, or rushed decisions once winter hits. Without a clear plan tailored to you, the process can feel overwhelming.

That's why we do things differently. Instead of a generic guide, we offer a **complimentary Downsizing & Relocation Strategy Call**. This is a live conversation where we focus entirely on your goals to create a custom plan.

Here's what we'll create in your call:

- A personalized roadmap and timeline for your move.
- Clear guidance on how to prepare and price your current home.
- Insights into finding the right low-maintenance or seasonal property.
- Answers to your specific questions about the market and process.
- The confidence that comes from having a trusted expert on your side.

We've helped countless clients transition into the next chapter of life. With a personalized plan, the move becomes simple and stress-free instead of rushed and uncertain.

Your dream of a simpler lifestyle or a warmer climate is within reach.

[Schedule your free, no-obligation strategy call today.](#)

Talk soon,

Katie Taylor and James Goodman



Plan Your Downsizing and Relocation Confidently

Settle into your new home seamlessly.

Are you thinking about downsizing or relocating? A generic guide can't answer your specific questions. Let's talk. In a free, personalized strategy call, we'll create a custom plan for your move. We'll discuss your goals, timeline, and how to navigate the market to sell smart and find your perfect next home.

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social@getvyrail.com

Full Name*

Vyrail Marketing

Phone*

+1 (123) 456-7890

Current City or Zip Code*

68154

[Schedule My Plan Call](#)

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



Download Our Free Fall Home Selling Guide

Everything you need to know to sell your home this fall.

[Get Your Free Copy](#)

Clients and friends,

If you're thinking about selling your home this fall or winter, now is the time to start planning. Rates have dropped and prices in many areas are still holding, but buyers are still cautious. In 2025, it takes more than just listing your home to get top dollar.

That's why we've created a new **Fall 2025 Home Selling Guide** to help you prepare. This free, downloadable eBook covers everything you need to know to sell your home fast and for the best price.

You'll learn:

- ✓ How to prepare and stage your home for today's buyers
- ✓ What updates and repairs make the most impact
- ✓ How to price your home competitively in the current market
- ✓ Tips on professional photos and marketing
- ✓ What's happening with buyer activity and interest rates right now

This guide goes over the entire process, step by step, so you can sell your home with confidence. Whether you're ready to sell or just exploring your options, this will help.

[Download your free copy.](#)

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

All the best,

Anthony REALTORS



New 2025 Fall Fort Wayne Home-Selling Guide

Get our latest insights and tips to sell your home.

Learn how to price, market, and prepare your home for sale, as well as successfully navigate the closing process with this free eBook.

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Vyr Marketing

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State*

Nebraska

Country*

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All the best,

Nick Waldner



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All the best,

Cynthia Quarantello Realty Group



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Explore Curated Listings with Real Market Data

Discover the newest listings, get real insights, and explore homes that fit your lifestyle.

Hi there 🙋

I know how overwhelming the home searching process can feel — between rising interest rates, limited inventory, and fast-moving offers. That's why I've made it easy for you to browse the latest homes in your area, all in one place. With just a few clicks, you can view up-to-date listings that match your lifestyle and budget.

Here's what you'll find when you explore the latest listings:

- 🏠 **Fresh, local homes** updated daily so you never miss a new opportunity.
- 💰 **Accurate pricing and insights** to help you make smart, confident decisions.
- 📍 **Neighborhood details** so you can get a feel for where you'd love to live.

Even if you're not ready to move today, staying informed about the local market is one of the smartest moves you can make. 🗺️ It helps you:

- Spot pricing trends and shifts before they happen.
- Understand your current home's value in today's market.
- Plan your next step strategically and stress-free. 🌟

I'm here to help you every step of the way — from identifying the best listings to connecting you with trusted partners. 🤝 My goal is to make your buying or selling journey as smooth and enjoyable as possible. Real estate decisions are big, but with the right guidance, they don't have to be stressful.

So, why not take a look at what's out there today? ✨

👉 [View Homes Now](#)

When you find one you love, let's schedule a quick chat to talk through your options and create a winning plan together. 🚀

Dar Walden



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Best,
Cory Lauer



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We're hiring Madison area real estate agents!

Get the culture, leads, accountability, and strategy to succeed.

[Click this link to learn more and apply today!](#)

Are you passionate about real estate and helping people find their dream homes? Are you ready to take your career to the next level in a supportive and dynamic environment? If so, we want to hear from you!

Holt Real Estate Team powered by PLACE is currently seeking talented individuals to join our team as Real Estate Agents. As a member of our team, you'll have the opportunity to make a real difference in people's lives while enjoying a fulfilling and rewarding career.

Here's what we offer:

- ✓ Comprehensive training and support to help you succeed
- ✓ A collaborative team environment where your growth and success are our top priorities
- ✓ Cutting-edge technology and tools to streamline your workflow
- ✓ Unlimited earning potential and flexible scheduling options
- ✓ Real wealth-building opportunities and subsidized health insurance

If you're ready to turn your passion for real estate into a rewarding career opportunity, we want to hear from you! Apply now by [clicking here](#).

Join us at PLACE and be part of a team that's dedicated to delivering the dream of homeownership everywhere!

	Opportunity to earn employee-level health coverage		Opportunity to receive team-generated leads
	Stock options & revenue share		Training, support, and systems to generate leads
	Defined career path that leads to increasing growth opportunities		Real estate coaching & training
	Best-in-class real estate CRM		Low to no expenses
	Full-service, in-house design agency		Wealth building education & opportunities
	Extensive marketing resources, tools & collateral		Weekly mindset & real estate training
	Top of the industry training & development		Monthly training from top performance coach



POWERED BY

PLACE

THIS WOULD COST AT LEAST \$200,000 A YEAR FOR AN AGENT ON THEIR OWN. JOIN OUR TEAM TODAY AND LEVERAGE ALL OF THIS IN YOUR BUSINESS!