



January 2026 PLACE Newsletter

January 15, 2026

Happy January!

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

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

February 2026 Topics

Suggested topics only. Custom topics available.

Real Estate Agent

Video #1: What steps should I take to prepare my home for sale?

Video #2: What should I disclose to potential buyers?

Lead Campaign: Free Home Selling Workshop

Real Estate Recruiting

Video #1: How do I call an online buyer lead for an appointment?

Video #2: How do I hold a successful open house?

Lead Campaign: Attend Our Next Team Meeting

See more at www.getviral.com/topics



Anthony
REALTORS

Should I Sell My Home During the Holidays?



HOLT POWERED BY
Real Estate Team **PLACE**
KELLERWILLIAMS

The Downsides of 50-Year and Portable Mortgages



Should you sell your home during the holidays or wait for spring? While many sellers take their listings off the market, serious buyers are still out there - and often more motivated than ever. **In this video, I'll break down why lower competition, warm seasonal appeal, and year-end urgency can actually help your home stand out.** You'll also learn when waiting might make more sense for your situation. Still unsure when to make your move? Check out my video.

[Watch Our Video](#)



Imagine stretching your loan to 50 years or carrying your rate through a portable mortgage, only to see how slowly your equity builds and how quickly costs rise. What looks like affordability today can create challenges later. **I'll show you what these mortgage options really mean for your finances and what buyers should consider before committing.** Click the link below to make the choice that's best for you.

[Watch the Video](#)

Looking To Sell a Home?



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

[Get a Home Value Estimate](#)

Looking To Buy a Home?



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

[Search Homes for Sale](#)

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](#)

Call or text us at [\(260\) 308-4335](tel:2603084335) or reply to this email to get an expert answer to questions you may have.

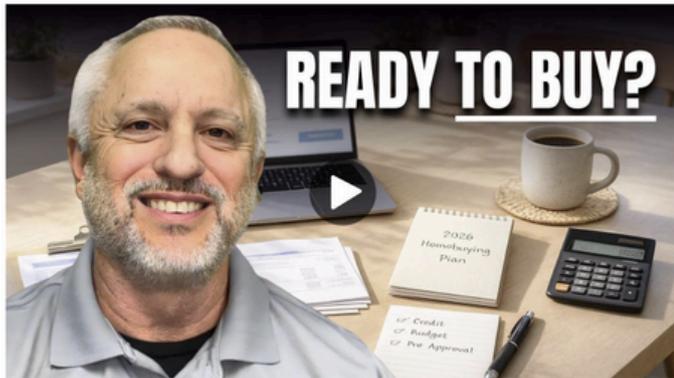
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Call or text me at [608-345-6594](tel:6083456594) or reply to this email to get an expert answer to questions you may have.

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



Step-by-Step Guide to Buying a Home in 2026



Want to buy a home next year but don't know where to start? Take action now before the competition heats up. I'll **guide you through three smart steps to make homebuying easier and more strategic, plus common mistakes to avoid.** Click here to access the full step-by-step plan.

[Watch the Video](#)



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[Read Our Blog](#)

Free Home Strategy Call



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

[Book a Call](#)

Free Home Value Estimate



Get a personalized home valuation from an experienced real estate agent

[Get Estimate](#)

Call or text me at [302-464-8880](tel:302-464-8880) 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.](#)

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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Should I Sell My Home During the Holidays?



Why Real Estate Deals Fall Apart and How To Prevent It



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[Read Our Blog](#)

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

[Watch the Video](#)

Free Home Selling 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 True Value



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

[Get Value](#)

Grow Your Real Estate Business



Discover the best path for you. Schedule a Growth Planning Session today.

[Book Your Session](#)

Attend Our Next Team Meeting



We'd like to invite you and your admin to join us at our next meeting to know our team's systems models and structures.

[RSVP Now](#)

Call or text me at [719-437-7311](tel:719-437-7311) or reply to this email to get expert answers to questions you may have.

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Call or text me at [\(855\) 759-3385](tel:855-759-3385) or reply to this email to get an expert answer to questions you may have.

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 ask Sarita | POWERED BY PLACE |  SUNSET CORRIDOR
KELLERWILLIAMS

How To Get A Low Mortgage Rate Through Loan Assumption



What if you didn't have to settle for today's high mortgage rates? A lot of buyers assume they're stuck waiting for rates to drop. However, one of my clients used an assumable mortgage to lock in a 3.625% interest rate, almost unheard of right now.

Today, I'll show you how we did it and what you need to qualify. Learn how assumable loans work and how this option can lower your monthly payment significantly. If you've been waiting for rates to drop, this might be the solution you've been waiting for. Check out my latest video for the full story.

[Watch My Video](#)

Search All Homes



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

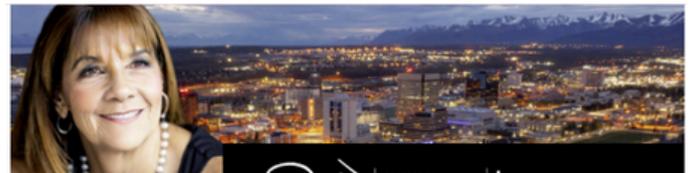
[Home Search](#)

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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[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?](#)

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Call or text me at [\(907\) 240-2804](tel:907.240.2804) or reply to this email to get an expert answer to question you may have

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5 Things That Make Living in Old Mandeville Special



Old Mandeville has a feel you don't find anywhere else. From the trailhead and lakefront to local restaurants and community events, it's a place where people spend time outside and actually run into their neighbors. In my latest video, I'll show you **five reasons people love Old Mandeville and why it has become such a destination**. If you're curious what living here is really like, this will give you a clear picture. Click below to explore Old Mandeville through a local lens.

[Watch My 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 understand your property's current market value and make informed decisions.

[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:985-218-5445) or reply to this email to get an expert answer to questions you may have.

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How To Protect Your Home This Winter Season



Winter is here, and that means your home is about to face its biggest seasonal test. From frozen pipes to unexpected power outages, minor oversights can lead to expensive disasters. That's why I just dropped a video covering six essential winter must-dos to protect your home. You'll learn how to prep your heating system, seal out drafts, and avoid costly water damage before the deep freeze hits. Watch the full video and stay one step ahead this winter.

[Watch The Video](#)

Meet Our Sponsor



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Start with a casual chat to craft a plan unique to you.

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Free Home Value Estimate



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Call or text me at [360-868-8648](tel:360-868-8648) or reply to this email to get an expert answer to questions you may have.

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Why Families Love Working With Cynthia Quarantello Realty Group



What do homebuyers and sellers really want from a real estate team? Most tell us it's not flashy marketing, but guidance and connection. Today, I'm sharing some client testimonials that show the real value families say they gained while buying with us. We helped them understand the Triangle, choose the right neighborhood, and feel supported even after closing. Click the link to my latest video to see what your own move could look like with the right team behind you.

[Watch the Video](#)

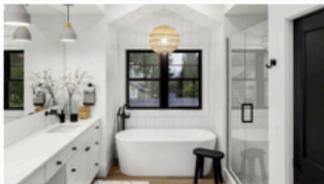
Looking to Buy a Home?



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

[Search All Homes for Sale](#)

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5 Holiday Events You Shouldn't Miss in Southwest Florida



Are you trying to figure out what to do for the holidays in Southwest Florida? A lot of people are surprised by how many events we have, from light shows to boat parades. Today, I'm sharing my favorite local holiday traditions across Naples, Fort Myers, and beyond. You'll hear about Edison and Ford Holiday Nights, downtown tree lightings, and one neighborhood that completely transforms in December. If you're looking for holiday ideas, check out the video and start building your December plans.

[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.

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ARIZONA
HOME GROUP

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PLACE



KELLERWILLIAMS. REALTY
SONORAN LIVING



Help Phoenix Families in Need Through 'AHG Gives Back'

Want to do something meaningful this holiday season? A lot of people want to help but don't know where to start. **We're inviting you to join our AHG Gives Back project by donating a simple gift card that goes straight to a family who needs support.** You'll also see how we use your donations to build baskets we hand-deliver to families in need. Check out our latest video to see how you can be part of this year's giving.

[Watch Now](#)



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 **we're 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 potentially 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 a pre-listing estimate now](#), and we'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 we can review your home and prepare your personalized renovation estimate.

[Request your free 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. We're happy to help however we can.

All the best,

Derek & Mariana Wagner



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@getvyrat.com

Full Name*
Vyrat 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.



Find Your New Home in 2026

Find Your New Home in 2026

Tell us what your ideal home looks like.

Start the year with clarity and confidence as you begin your home search.

Make 2026 the year you move into a home that fits your life and goals. Fill out this short form and share the features, locations, and price range that matter most to you. We'll create a personalized list of homes that match your vision and reach out with next steps to help you start your search with confidence.

Tell Us What Home You're Looking For

Every new year brings a sense of possibility, and if you've been thinking about making a move, this could be the perfect moment to step toward a home that truly supports the life you want to live. Maybe you need more room to grow. Maybe you want a different neighborhood. Maybe you're finally ready to buy your first place. Whatever your reason, 2026 can be the year you find a home that feels right the moment you walk in.

To help you get started, we're creating a **customized New Year Home Search Plan** for anyone considering a move. All we need from you is a quick snapshot of what you're looking for. Tell us the features you care about, the areas you love, and the price range that works for you. We'll take that information and put together a personalized list of homes that match your vision.

If a new home is on your mind this year, take a minute to fill out the form below. Your answers give us a clear picture of your goals so we can guide you toward options that feel aligned with your lifestyle, budget, and long-term plans.

[Tell us what you want in a home.](#)

Starting your home search is a big step, and our goal is to make the experience simple, supportive, and tailored to you from the very beginning. When you're ready, we're here to help you move forward with confidence.

Warm regards,
Gregg, Brandon, Jane, Niki, David, and Bailey

First Name*
Vyral

Last Name*
Marketing

Email*
social@getvyr.com

Mobile Phone*
123456789

Preferred Neighborhoods*
Omaha

Ideal price range*
\$100000

Home type*
single-family

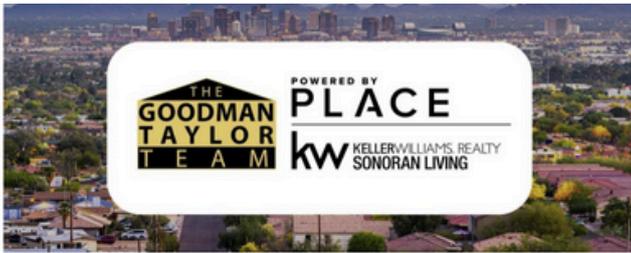
Are you currently working with an agent?*

YES NO

Anything else you'd like us to know?*

Submit

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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. We're happy to help however we can.

All the best,

Katie Taylor and James Goodman



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*

Full Name*

Phone*

Property Address*

When do you plan to sell?*

Upload photos of your home for initial assessment*

[Submit](#)

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All the best,

Anthony REALTORS



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We Appreciate Your Trust This Holiday Season

Here's to supporting your home plans in 2026.

[Book a quick strategy call](#)

Happy Holidays!

As we wrap up the year, I want to take a moment to say thank you. I'm grateful for every buyer, seller, and past client who trusted us with one of life's biggest decisions: your home.

Whether you made a move this year or are planning one in the future, it means a lot that you chose to work with us. This season is about connection, reflection, and celebrating the spaces we gather in, and I hope your home is filled with warmth and joy.

As you spend time with loved ones, I hope you feel peace about where you are and excitement about what lies ahead.

If a new chapter is part of your 2026 plans, my team and I are here to help make the transition clear, simple, and stress-free.

The market is shifting, so this is a great time to understand your options with confidence.

Here's how we can support your goals:

- Free home value update
- Custom buying or selling strategy
- Local market insights you can trust
- Step-by-step guidance from start to finish

Here's to new beginnings, fresh opportunities, and turning your real estate goals into reality in the year ahead.

If you're thinking about buying, selling, or want guidance on your home's value, we're here when you need us. Reply to this email, call or text anytime, or use the link below to book a strategy call.

[Click here to book a quick strategy call.](#)

Wishing you and your family peace, joy, and a wonderful holiday season. Let's make 2026 your best year yet!

Best,
Cory Lauer



Book Your Free 2026 Strategy Call

Build a simple, stress-free real estate plan for 2026.

Start 2026 off right with a personalized real estate strategy session. Whether you're buying, selling, or just exploring your options, we'll help you create a clear, simple, and stress-free game plan tailored to your goals. Complete the form to connect with us, and we'll map out your 2026 game plan together.

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social@getvyr.com

Full Name*

Vyral Marketing

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All the best,

Cynthia Quarantello Realty Group



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Soon

Upload photos of your home for initial assessment*

CHOOSE A FILE

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See How Much Your South Central Wisconsin Home Could Sell For in 2026

Know what your property is worth in today's shifting market.

[Enter your home address to get your free home value](#)

Are you curious about what your home could sell for right now?

Many homeowners are sitting on more equity than they realize. With interest rates fluctuating and inventory still tight in many neighborhoods, home values have shifted in 2025. Whether you're thinking about selling soon or just planning ahead, knowing what your home is truly worth now will help you get ahead.

That's why **we're offering a free, no-obligation home value estimate**. It's quick, personalized, and based on the most up-to-date market data in your neighborhood, and not some automated guess from online sites.

Here's what you'll get when you request your free estimate:

- A detailed analysis of your home's current market value
- Recent comparable home sales in your area
- Local market trends and buyer demand insights
- A recommended price range if you decide to list

[Get your free home value report here.](#)

This report will give you a clear idea of your home's worth and options, whether you're ready to sell now or just want to plan ahead. It's 100% free and confidential.

Have questions or want to chat about timing the market? Simply reply to this email. We're here to help.

Holt Real Estate Team