

# MONDAY MORNING WITH MICHAEL MANN

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## WHY THIS 5-STEP STRATEGY IS PURE GOLD FOR REAL ESTATE AGENTS

*(30 second read)*

Want a quick, zero-cost way to reconnect with past clients and get them talking about their home's value?

Here's a simple 5-step play:

**1. Get your client list** - Pull up your database (CRM or Excel). Have their name, address, and phone number handy.

**2. Look up their Zestimate** - On Zillow, enter each client's address and check the Zestimate.

**3. Screenshot it** - Take a screenshot of the Zestimate.

**4. Send this text** - Copy and paste this exactly:

*"Hey [client's name], it's [your name], your Realtor! I noticed Zillow has your house at \$[Zestimate amount]. I have my own thoughts on this, but I was curious - what do you think?"*

**5. Start the conversation** - They'll either say, "That's low," or "Wow, really?" Either way, you've got a casual way to connect and keep the conversation going. If it feels right, suggest a call or annual review to chat more.

Now that you have the tactic it's time to block this out in your calendar and get to work! I recommend Fridays or Saturdays for response rate!

### The Michael Mann Team at V.I.P. Mortgage, Inc.

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