

# How Pumpkin Spice Lattes and Home Values are Connected

## Campaign Overview

**Who:** Magic Million + Chunky Middle | **Goals:** Grow Your Audience + Build Your Influence

## Announcement

**Duration:** 7 days | **Conversion Type:** Call To Action | **Announcement Style:** Banner

**Headline:** Does your PSL come with a higher home value?

**Button Text:** Take a look


**Headline:** How is your pumpkin spice latte connected to your home's value?


**Button Text:** Find out

## Facebook – Business Page

**Objective:** Traffic | **Budget:** \$50-100 | **Duration:** 4-10 days

**Audience:** Magic Million + Chunky Middle

Did you know there's a link between home values and pumpkin spice lattes? It's true! 

 Interestingly, there's a link between a property's proximity to Starbucks (and other coffee shops) and its value.

So, how close is a pumpkin spice latte to your home?

Read more about the connection and home values 

## Email

**Goal:** Traffic | **List:** Magic Million

**Subject line:** Your home's value may be tied to pumpkin spice latte access, really!

**Body:** It's a time-honored real estate saying — location, location, location.

And we always hear it when determining home values.

Interestingly, there's a significant link between a property's proximity to Starbucks and its value.

So, how close is a cup of joe from your home?

Check out our recent article to learn just how important it is and how home values are *really* calculated.

LINK

P.S. If you'd like to learn your home's value, just reply to this email. We'd be happy to prepare a comparative market analysis for you (and discuss it over pumpkin spice lattes).

**Subject line:** How PSLs & Home Values are Connected ☕

**Body:** Did you know there's a link between home values and pumpkin spice lattes?

**It's true!**

A study showed that homes located near a Starbucks sold for an average of \$35K more.

Our newest blog uncovers the connection between your home's proximity to a coffee shop and its value.

We're also highlighting what *really* goes into calculating your home's value, including —

- Age & Condition
- Updates
- And more...

LINK

## Instagram

Goal: Engagement

Pumpkin spice and home values — here's how the two are linked and what it means for your property value.

🍂 There's a link between a property's proximity to Starbucks (and other coffee shops) and its value

☕ A study showed that homes located near a Starbucks sold for an average of \$35K more

So, how close is a cup of joe from your home?

Tap the link in bio for the full blog to learn more about the connection and home values ➡️📱

And if you'd like to learn your home's value, just send us a DM. We'd be happy to prepare a comparative market analysis for you (and discuss it over pumpkin spice lattes).

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#PSL #pumpkinspice latte #homevalue #thestarbucks effects #coffee #buyingahome  
#sellingahome #realestatemarket #homebuyer #homeseller #realestate #realtor  
#LOCATIONrealtor #LOCATIONrealestate #LOCATION

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## Facebook - Personal Profile

**Goal:** Community Building



True or false: Pumpkin spice lattes and home values are connected.

## Twitter

**Goal:** Traffic

Does your #PSL come with a higher home value? Take a look [➡ LINK](#)

## LinkedIn

**Goal:** Engagement

It's a time-honored real estate saying — location, location, location.

And we always hear it when determining home values.

Interestingly, there's a significant link between a property's proximity to Starbucks and its value.

So, how close is a pumpkin spice latte to your home?

Check out our recent article to learn just how important it is [➡ LINK](#)

**\*\*NEW\*\***

## Short-Form Video Script (Perfect for Reels or TikTok)

[Get the Canva Template Here](#)

<b>Clip 1</b>	Did you know there's a link between home values and pumpkin spice lattes?  It's true!
<b>Clip 2</b>	A study by Quartz showed that homes located near a Starbucks sold for an average of \$35K more.  So, how close is your next PSL to your home?
<b>Clip 3</b>	Our newest blog explores this connection dubbed "the Starbucks effect" along with what really goes into calculating your home's value, including age and condition, updates, and more.
<b>Clip 4</b>	Had to our profile and tap the link in bio for the full blog!  And if you'd like to learn your home's value, just send us a DM.  We'd be happy to prepare a comparative market analysis for you (and discuss it over pumpkin spice lattes).