

Email 1:

✓ [Watch The Honest Math of Moving in 2025](#)

📺 Office Hours - The Honest Math of Moving in 2025 - 5-19-2025.mp4

1. **Email Rules: Please limit to 5,000 sends per day.** [**Webinar from SH Consulting reviewing best practices for email.](#)

2. **Recent Great Trainings:**

*[Neighborhood Pages](#)

*[Multiple Listings Email Blast \(Weekly Campaign\)](#)

*[How's the spring market shaping up?](#)

1. Email Blast:

Subject line: The Honest Math of Moving in 2025 🏠 Beyond just the Numbers

Header: For Today's Homebuyers, It's More Than Just Price per Square Foot

Body:

The way we live and the way we calculate the *real* cost of staying put has changed since 2020.

✓ More remote work means your location matters less, but your *space* matters more.

✓ Rising interest rates might make you hesitate but how much is *waiting* actually costing you?

✓ That "COVID-era" home that once felt like a retreat may now feel like a tight squeeze.

Let's do the honest math of Lifestyle Value vs. Monthly Payments:

- **Commute vs. quality of life**
- **Interest rate vs. lifestyle upgrade**
- **Renting now vs. owning equity sooner**

If your life looks different in 2025 than it did in 2020, your living situation should too.

📊 We'll help you run the numbers, not just guess at them.

CTA:

[Let's Talk About Your Next Move →]

2. Google Business Profile:

Graphic - Canva Template

Has your life changed since 2020? Maybe your home should too. 🏠

- ✓ *Remote work makes location less important but space more valuable*
- ✓ *Higher interest rates might give you pause but what's the cost of waiting?*
- ✓ *That "COVID-era" home may feel too tight now*

Let's do the math:

- 📍 *Commute vs. Quality of Life*
- 📈 *Interest Rate vs. Lifestyle Upgrade*
- 💰 *Renting vs. Building Equity*

If your lifestyle looks different in 2025 than it did in 2020, it might be time for a change.

📊 *We'll help you run the numbers—no pressure, just clarity.*

☎ *Let's talk about your next move!*

[Call Now] or [Message Us]

3. Social Media Posts:

Still in the same home after 5+ years?
It might be time to reassess.

- ✓ *Your space may not fit your lifestyle anymore.*
- ✓ *Interest rates are higher but waiting might cost more.*
- ✓ *What once felt like "just right" may now feel tight.*

📊 *Let's run the numbers.*

☎ *Let's talk about your next move.*

4. Video Script for IG Reel, FB or YouTube Shorts

[Opening Hook – Camera on Agent, direct eye contact]

🎯 "What if I told you *staying put* might be costing you more than moving?"

[Cut to B-roll of someone working from a cramped home office, kids running around, small kitchen, etc.]

"The way we live—and how we calculate what a home *really costs*—has changed a lot since 2020."

[Cut back to Agent – confident, calm tone]

✅ Remote work means your *location* might not matter as much anymore...

✅ But having more *space*? That matters now more than ever.

[Overlay text with each of these]

"And while interest rates make some people pause... waiting could be costing you more than you think."

[Cut to quick pop-up comparison graphics]

- Commute time 🕒 vs. quality of life 🏡
- Interest rate 💰 vs. lifestyle upgrade ✨
- Renting now 📅 vs. building equity sooner 📈

[Cut back to Agent]

"If your life looks *nothing like it did in 2020*, why should your home still fit that old lifestyle?"

[Closing – CTA with soft urgency]

📊 Let's do the math—*not the guessing*.

Message me and I'll help you run the numbers on what's actually possible for your next move.

Tab 2

