

Subject: Your Home Sale Strategy Should Fit You – Not the Other Way Around.

Preheader: A smarter way to enter the market. Let's talk.

Hi [Client Name],

If you've been thinking about selling but aren't quite ready to go public, there's an option worth knowing about: **Flex by Unlock MLS**.

Here's how it works. Your listing enters the MLS and becomes visible to all 18,000+ agent subscribers – so buyers' agents can find it from day one – but it stays off public websites until you say go. No days-on-market clock. No public price history. When you're ready for full exposure, we flip the switch. Your timeline, your call.

Why it matters. A listing that goes public before it's positioned right can accumulate damage that's hard to undo – days on market, price cuts, buyer skepticism. Flex keeps you off the public radar until we're set up for a strong launch.

The results back it up: Flex sellers in Central Texas spend roughly half the time on market, close about 3 points closer to list price, and more than 1 in 5 close at or above list. Compare that to traditional listings, where nearly two-thirds of sellers reduced their price before closing – versus fewer than 4 in 10 Flex sellers.

Flex might be right for you if:

- Your home needs a little more time before it's camera-ready
- You want to test pricing with real market feedback before going public
- You'd prefer a quiet start without sacrificing reach when you're ready

The bottom line. You shouldn't have to choose between a quiet start and a competitive finish. With Flex, you don't.

I'd love to walk you through whether this approach makes sense for your situation. Reply here or give me a call – I'm happy to talk through it.

[Your Name]

[Your Contact Info]

Below is a sampling of social media posts you can use to educate your clients about Flex by Unlock MLS. You can also download shareable graphics to accompany these posts [here](#).

POST ONE

Your home sale doesn't have to start with a public debut. Flex by Unlock MLS gives you a private runway first – no days-on-market clock, no public price history – so when you do go fully live, you go live strong. Flex sellers in Central Texas spend roughly half the time on market compared to sellers with no Flex history. That's not a slow start. That's a smart one. Let's build a plan that fits your timeline.

POST TWO

Think you must choose between a quiet start and a competitive finish? With Flex by Unlock MLS, you don't. Start with controlled visibility while you prep and price. Then launch to every buyer in Central Texas when you're ready. More than 1 in 5 Flex sellers close at or above their original list price. Ready to learn more? Let's talk.

POST THREE

Here's something most sellers don't know: going public before you're ready can actually cost you. A listing that sits at the wrong price accumulates days on market, price reduction history, and buyer skepticism that's hard to shake. Flex by Unlock MLS keeps your home off the public market until you're positioned right – so your debut is your strongest moment. Want to know how it works? I'm here to help.

POST FOUR

Selling your home isn't one-size-fits-all – and your strategy shouldn't be either. Flex by Unlock MLS give you control over how you enter the market: prep quietly, confirm your price, choose your timing. Then go fully public with confidence and the largest cooperative buyer pool in Central Texas behind you. Nearly two-thirds of sellers who skipped Flex reduced their price before closing. Fewer than 4 in 10 Flex sellers did. That difference starts before the sign goes up. Let's talk about what the right approach looks like for your home.

SAMPLE HASHTAGS:

#FlexbyUnlock #UnlockMLS #MLSstrategy #RealEstate #CentralTexasRealEstate #AustinRealEstate #FlexSmart #UnlockFlex