

They come into this sequence after they request an online free valuation on our optin. That page is almost finished still adding some small things and looks like this (it is in dutch):

the copy on the page is this:

Discover the value of your property with our AI-valuation tool.

You know better than anyone else what your property looks like. That is why you get to pick the properties and we will compare it for the best results



Ontdek de waarde van je woning met onze AI-schattingstool

Jij weet als geen ander hoe je woning eruit ziet. Daarom mag jij de woningen kiezen en doen wij het vergelijken voor het beste resultaat.

Genereer



200+

woningkenmerken

7.8 miljoen+

verkochte woningen

100%

vrijblijvende waardetool

Joost's example with the increase in value is still fictitious but here comes another comparative example!

Research & Context:

- **Current Offer:** We provide homeowners with three valuable insights: a free valuation, tips on increasing home value to increase selling price, and a personalized sales strategy to present their home in the best way possible.
- **Current Challenge:** The landing page asks for a physical introduction immediately, which might be deterring users and make them bounce faster as it is too high of a commitment.
- **Objective:** We aim to either improve the current landing page or switch to a lead magnet strategy to increase engagement and conversions.

1. Target Avatar for Issac Makelaardij:

- **Demographics:**
 - Homeowners aged 35-65.
 - Primarily living in Noordwijk and surrounding areas.
 - Middle to upper-middle class.
 - Couples, families, and retirees.
- **Psychographics:**
 - Considering downsizing, relocating, or selling due to life changes (retirement, kids leaving home, etc.).

2. Avatar's Current State:

- **Physically:**
 - In their current home, possibly dissatisfied due to space, location, or lifestyle changes. Too much space because children left house or husband/wife passed away. They have too many floors in their house and desire to have only 1 floor with everything.
- **Mentally:**
 - Stressed about the complexity of selling a home, overwhelmed by the decision process.
 - Overwhelmed by the options of real estate agencies and agents — which agent or agency fits my situation and can help me in the best and most personal way?
 - Uncertain about timing and market conditions.
 - Uncertain if the current market conditions will impact the price of the house.
 - Uncertain if this is the right time to sell their house and if they could potentially make changes to their house to increase value of the property.

- **Emotionally:**
 - Anxious about making the right financial decision.
 - Emotional attachment to their home / emotional negative experiences to their home and excited by the prospect of a fresh start.
 - Stalling because of work, children, busy life and no time to look deeper into selling their house.
 - Not wanting to do effort and overwhelmed by the work they potentially have to do — cleaning up, making the house presentable for pictures/video's.
- **Goals:**
 - **Short-term:** Determine their home's value, understand market timing, and consider small improvements.
 - **Mid-term:** Sell the home at the best price.
 - **Long-term:** Secure financial stability and minimize stress during the selling process.

3. Vivid Current State (Pain, Desires, Beliefs, and Trust):

- **Pain:**
 - Fear of undervaluing or overvaluing their property.
 - Concern about lengthy time on the market or bad market conditions.
 - Confusion over the steps of the selling process.
 - Being overwhelmed by the amount of different real estate agency
- **Desires:**
 - A seamless, quick home-selling experience.
 - Maximize home sale price with minimal effort and investment.
 - Clarity and guidance throughout the process.
- **Beliefs:**
 - Uncertain if now is the right time to sell due to market volatility.
 - May believe that selling through a realtor may not add enough value.
 - Uncertain what they can do to increase the home value before selling
- **Trust:**
 - Skeptical of real estate agents unless proven trustworthy through results, testimonials, statistics or referrals.
 - Want a personal agent who understands their situation, desires, and needs.

4. Vivid Dream State:

- Quick, stress-free sale at a high price.
- Clear communication and transparency from their realtor.
- The confidence that they've chosen the best realtor.
- A smooth transition into their next chapter (new home, retirement, relocation).

5. Desire for a Solution & Perceived Cost Impact:

- **Desire Strength:** Strong desire for a solution but cautious about taking action until they feel confident in the realtor and timing.
- **Perceived Cost:** High costs (agent commissions, fees) may be a significant barrier unless they see clear value in the services offered. If they perceive the realtor as a strategic partner who will help them sell for more, the cost will be seen as an investment. They are also unsure about what commissions are associated with each individual agency.

6. Trust in Issac Makelaardij:

- **Current Trust:** Likely low if they have not interacted with Issac Makelaardij before. Trust must be built through social proof (testimonials, case studies, reviews). Agency is relatively new compared to competitors.
- **Proposed Mechanism:** Trust in the "free valuation" approach will be tied to how accurately and transparently it's presented. Trust will grow if Issac Makelaardij demonstrates clear expertise in local market trends and proof of concept (results generated for clients).

7. Avatar's Awareness Level:

- **Problem-Aware:** Most leads are aware they need to sell their home but might not know the best way to go about it or which realtor to choose.
- **Solution-Aware:** They are beginning to consider options (DIY (budget realtors) vs. realtor, which realtor, when to sell).
- **Product-Aware:** Those who have interacted with Issac Makelaardij may be aware of the agency but may still need reassurance on why they should choose them over competitors. Most will not have interacted with the Issac Makelaardij.

8. Market Sophistication Level:

- **Market Tired of Claims:** Real estate sellers in this market have heard all the promises from various realtors and are skeptical. They are likely fatigued by generic claims of "best prices" and "quick sales."
- **What Works:** Specific, data-driven insights, local expertise, and personalized strategies are more compelling than vague promises. It's the personal approach that works best in this industry.

9. Competitors & Market Research:

- **Key Competitors:**
 - **Bonnikke Makelaardij:** Is locally known, the people know that the agent who runs it has been trained by a highly respected realtor.
 - **Van der Meer Makelaars:** Known for handling high-value properties, catering to a wealthier demographic.
 - **Thuis bij Elsalien:** Highly personal with her clients, has many positive reviews and values personal contact the most.
- **Customer Persona Examples:**
 - **Retiree Couple:** Downsizing, selling a long-term family home, desire to have only 1 floor with everything.
 - **Young Family:** They stop renting an apartment or sell it to upgrade to a larger home due to growing family needs.
 - **Investor:** Looking to sell a rental property as part of portfolio adjustment.

What People Considering Selling Their House Want:

1. **Accurate Pricing Information:** Sellers want to know the current market value of their home and how much they can sell it for. This is the most immediate and pressing question.
2. **Maximizing Sale Price:** They want to understand how to get the highest possible price for their home, whether through small improvements or timing the sale correctly.
3. **Confidence in the Selling Process:** The selling process can be overwhelming. Homeowners want clarity, step-by-step guidance, and assurance that they're making the right decisions. Homeowners want everything to be taken care of — they want to continue with the own life.
4. **Trust in the Realtor:** Sellers want to feel confident that their real estate agent is experienced, trustworthy, and can deliver results.
5. **Market Timing:** They need advice on when to sell, to get the best price and respond to biddings.

6. **Minimal Hassle:** Moving is a stressful process. They want to minimize the inconvenience and complexity of selling their home.

Email Sequence improved

Email 1: Welcome to Your Valuation

Subject: Your Home's Valuation Is Ready! Plus, Ways to Boost Its Worth

Body:

Hello [First Name],

It's exciting to get a clearer picture of your home's value, isn't it? Now that you know your potential earnings, so many new doors are opening up for you.

You can start planning for your future—whether it's moving to a larger home, downsizing, making a new investment, or fulfilling a dream like traveling. No more doubts, just peace of mind and confidence in your next steps.

But what if a few easy updates could boost that amount even further?

In my next email, I'll share three practical steps that helped Joost, a homeowner from Noordwijk, add an impressive €10,000 to his property's value without large investments.

Action: Have questions about your valuation? I'd be happy to chat! Click here to message me directly on WhatsApp.

P.S. Tomorrow, you'll hear Joost's story and learn about the small changes that made a big difference in his sale price.

Email 2: Simple Steps to Add Thousands to Your Home's Value

Subject: €10,000 More on Your Home's Value – Here's How!

Body:

Hello [First Name],

Let's be honest—who wouldn't want an extra €10,000 from their home sale? Joost, a client from Noordwijk, was in your shoes not too long ago, and with a few small tweaks, he saw his home's value increase by €10,000!

Here's how he did it:

- **Fresh Paint in Key Rooms:** A coat of neutral paint in the hallway, living room, and bedrooms gave the spaces a fresh and inviting look.
- **Updated Lighting:** Joost replaced a few fixtures with modern lighting, giving his kitchen and living room a luxurious feel.
- **Simple Garden Upkeep:** Keeping his garden tidy made the outdoor area look larger and more appealing to potential buyers.

This may vary for each home and situation, but there's always potential to boost your property value without major investments.

With these added funds, you could realize that dream of a larger home or finally install that dream kitchen in your new place—without extra costs.

Want personalized advice on simple upgrades to increase your home's value? Click [here](#) and send our agent a message.

P.S. Wondering if now is the right time to sell? In my next email, I'll share why 2024 could be an ideal year to get the best price for your home.

Email 3: Why 2024 Might Be the Perfect Year to Sell

Subject: 66% overbid in Q2 2024

Body:

Hello [First Name],

Timing can make a big difference in the real estate world. According to NOS, compared to Q2 last year, 21.7% more overbids have been made on homes.

If you're wondering if now is the time to sell, listen to what big banks like ING, ABN, and Rabobank are saying:

- **Rising Property Prices:** Major banks predict a price increase of 5-10%—an excellent chance to sell at a higher price!
- **Lower Mortgage Rates:** More buyers can afford loans now, raising demand—a positive for sellers as the supply stays low.
- **Limited Housing Supply:** Fewer homes mean more competition among buyers, often with faster sales, higher bids, and ultimately higher sale prices.

Be prepared; while the market is favorable now, it could quickly shift due to factors like interest rate increases, which could slow down the real estate market.

Curious how this market could work in your favor? Click [here](#), and I'll send you a short questionnaire on WhatsApp to give you tailored, no-obligation advice.

P.S. In my next email, I'll share our proven strategy to ensure our clients' homes stand out and sell smoothly—even in a competitive market.

Email 4:

Subject: Focus on What Matters Most to You

Body:

Hello [First Name],

Selling a home doesn't have to be stressful or overwhelming. Over the years, we've developed a personalized approach that takes care of the heavy lifting, so you can focus on what comes next. Here's how it works:

- **Customized Marketing Plan:** We highlight what makes your property unique on popular platforms and social media, catching the eye of the right buyers.
- **Exclusive Buyer Network:** With local insights and access to an exclusive network of over 8,000 potential buyers in Noordwijk, we connect with people specifically looking for a home like yours.
- **Personal Support:** From providing personalized tips to boost your home's value to handling the final negotiations, we're there every step of the way to ensure a smooth and successful experience.

Choosing the right realtor makes a big difference. An experienced agent knows how to market your home attractively, attract the right buyers, and maximize results—without you worrying about the process.

Want to discuss your selling opportunities in Noordwijk? [Click here](#) to schedule a no-obligation introductory meeting. I'd be happy to help you get started.

P.S. Curious about others' results? In my next email, I'll share real stories from clients who may have felt uncertain, just like you.

Reminder Emails changed

Reminder Email 1: If they missed Email 2

Subject: How Joost & Alaya Benefited from Their Sale

Body:

Hello [First Name],

Did you know that Joost & Alaya initially hesitated between renting and selling their home? With our advice, they ultimately chose to sell. Not only did we secure a quick sale (1 day), but we also went the extra mile by handling the legal process. This made their selling experience smooth and successful.

Curious about their story? Watch Joost & Alaya's full experience [here](#)!

Would you like advice on the best choices for your property? Our agent is here to help with no-obligation guidance.

[\[Click here to contact us!\]](#)

Reminder Email 2: If they missed Email 3**Subject:** Why Ciska Chose Brian's Personal Approach**Body:**

Hello [First Name],

When Ciska faced the difficult decision to sell her home after losing her husband, she looked for a realtor who would truly listen. After considering other agents, she chose us for our personal, caring approach. She appreciated that we were always there for her and understood her unique situation.

See Ciska's full experience here!

Looking for a realtor who listens and understands what's important to you? Click below for no-obligation advice.

[Click here for personal advice!]

Reminder Email 3: If they missed Email 4**Subject:** Julia's Success Story: From Doubt to a Top Sale**Body:**

Hello [First Name],

Julia wanted to sell her small home after a breakup, with dreams of a larger space to start a family in the future.

She was happy that Brian not only gave her confidence by keeping her updated continuously but also guided her throughout the entire sale process.

Thanks to his knowledge and dedication, she felt positive about her sale and was very satisfied with the outcome.

Want to hear Julia's full story? Click here!

Are you ready for a worry-free sale with someone who offers personal guidance? Schedule a no-obligation consultation and explore your selling options.

[Click here to schedule a meeting!]

Headlines

Headlines

- Get Your Property Value in 2 Min
- What's Your Home Worth?
- Request Your Free Estimate
- Know Your Property Value?
- Reserve Your Free Estimate
- Your Property Value in 2 Minutes!
- Get Your AI-Powered Home Value
- Free Home Value with AI
- Accurate Value Calculation with AI
- Free AI Value Assessment
- AI Tool for Home Value
- Free AI Home Value Check
- Personal AI Value Check
- Discover Your Home Value with AI
- AI Home Value Estimate

Descriptions

- Free and instant insight! Choose comparable homes yourself for an accurate AI estimate.
 - Get immediate access to our AI tool and find out your home value in under 2 minutes.
 - Want to calculate your home value? Use our latest AI tool for reliable insight!
 - Discover your home's worth in 2 minutes using AI – free, fast, and 100% obligation-free.
 - Select comparable homes yourself, and our AI provides an accurate estimate of your property.
 - You choose comparable homes, and our AI calculates the precise value of your home.
 - Get reliable insight into the value of your home with our newest AI value tool
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Ad Extensions

1. Call Extensions

- **Call Now:** Direct leads to call immediately for a fast, no-obligation valuation discussion.

2. Location Extensions

- **Office Address:** Highlight proximity with the office's location for leads in Noordwijk.

3. Sitelink Extensions

- **About Us:** Learn about our AI-driven approach and personalized service.
- **Client Reviews:** Discover why clients trust our AI tool and personalized approach.
- **Request Free Advice:** Easy access to book a free consultation for tailored advice.
- **AI Valuation Tool:** Direct link to start the AI valuation process right away.

4. Structured Snippets

- **Services Offered:** “Free Valuation, Personalized Advice, 8,000+ Buyer Network”

5. Callout Extensions

- **Free Valuations**
 - **No-Obligation Advice**
 - **AI Valuation Accuracy**
 - **Network of 8,000+ Buyers**
-

Tips for Maximizing Engagement

- **Keyword Insertion:** Use {Keyword:Make1aar Noordwijk} to match search terms and boost relevance.
- **Pattern Interrupt CTA:** “Choose Comparable Properties” for clear, unique engagement.
- **Personal Connection:** Emphasize local expertise with language like “Your Trusted Realtor in Noordwijk” and highlight the benefits of the AI tool’s accuracy and customization.

This setup maintains a strong emphasis on the unique AI-driven approach, making the perceived cost minimal while positioning the service as accurate, free, and immediate. The ad extensions further enrich the ad content, providing potential clients multiple ways to interact and build trust

Email 1: Welcome to Your Personal Valuation

Subject: Your Valuation is Ready! Plus, Tips to Increase Your Home Value

Hello [Lead's First Name],

Great that you've requested a valuation! Now you know exactly where you stand without losing time or money.

Your property's current market value is based on comparable properties in Noordwijk that you selected.

Are you Curious to see if you can increase your property's value without major renovations?

In our next email, we'll share three practical tips that helped Joost add €10,000 to his property value!

Action:

Do you have any questions about your valuation? [Click here](#) to message us directly on WhatsApp.

Email 2: Simple Steps to Add Thousands to Your Home's Value

Subject: €10,000 Extra on Your Current Property Value!

Hello [Lead's First Name],

Did you know that small adjustments can make a big difference in your home's sale value?

Here's how Joost (34) from Noordwijk increased his property value by €10,000 without expensive renovations:

- Painting the hallway, living room, and two bedrooms in calm, neutral colors made the home feel more spacious.
- Updating the lighting in the kitchen and living room created a visually luxurious look.
- Simple garden maintenance added a sense of larger, usable outdoor space.

Want to know which specific adjustments could increase your property value? [Click here](#) and get free advice from our agent.

P.S.: Keep an eye on your inbox because we'll share what the current real estate market means for you!

Email 3: Why Now is a Good Time to Sell Your Home

Subject: Is this the right time to sell?

Hello [Lead's First Name],

According to major banks like ING, ABN, and Rabobank, here are the three main positive trends currently working in your favor:

- **Rising prices:** Expected to increase by 5%-10% in 2024.
- **Lower mortgage rates:** Attracts more buyers and boosts demand.
- **Limited housing supply:** Fewer homes for sale means quicker sales and often at higher prices.

Want to know what this specifically means for your situation?

Click [here](#), and we'll send you a short questionnaire on WhatsApp to provide you with the best personal advice.

P.S.: In our next email, we'll share the strategies we use to sell your property quick, smooth and for the highest price.

Email 4: Our Success Strategy for Selling Your Home

Subject: Our Strategy to Successfully Sell Your Home

Hello [Lead's First Name],

Every property has its own story to tell, and you want yours to stand out, attract the right buyers, and sell for the best price.

With us, you're more than "just a client"; we aim for a personal and worry-free sales experience.

- **Customized Marketing:** We make your property stand out on popular platforms and social media.
- **Targeted Buyer Approach:** With local knowledge, insights, and an exclusive network of 8,000+ potential buyers, we reach the most interested buyers in Noordwijk and the surrounding area.

- **Personal Support:** From the first consultation to the final negotiations, we're here for you and ensure a smooth sales process.

Ready to discuss your selling opportunities in Noordwijk? [Click here](#) to schedule a no-obligation introduction.

Best regards,
[Agent's Name]

Reminder Email Sequence

Hier zijn de reminder e-mails, gericht op de ervaringen van Joost & Alaya, Ciska en Julia om social proof te versterken:

Reminder Email 1: If they haven't read Email 2

Subject: Satisfied with your property value?

Hello [Lead's First Name],

Your valuation is ready, but it doesn't stop there. You can increase your property value without large investments.

Curious what our clients say about us?

Joost & Alaya share how Brian helped them make the best choice between renting and selling, with his reliable and dedicated approach.

[Click here](#) to watch Joost & Alaya's full experience!

Ready to find out how much more you can add to your property value? [Click here](#) for free advice from our agent.

Reminder Email 2: If they missed Email 3

Subject: What should I do next?

Hello [Lead's First Name],

In the previous email, we shared key trends working in your favor, such as rising property prices and lower mortgage rates.

Want to know the best time to sell your property? [Click here](#), and our agent will tell you what's best for your specific situation.

Curious what our clients say about us?

Julia shares how Brian's expertise helped her choose the right time to sell, even though she had doubts. [Click here](#) to watch Julia's full experience!

Reminder Email 3: If they haven't read Email 4

Subject: 8,000+ potential buyers!

Hello [Lead's First Name],

A successful home sale requires a clear strategy. In the previous email, we shared our unique approach, from customized marketing to our exclusive network of 8,000+ interested buyers.

Here's how Ciska describes her experience with us:

"After losing my husband, I needed someone who understood what I was going through. Brian really listened and was always there for me. His personal approach gave me confidence, and I found it so helpful."

Want to see her full experience? [Click here](#)!

If you're unsure about how to approach selling your property, our agent is happy to help you with no-obligation advice!

[Click here](#) to schedule a consultation.