

GM G's, this is a plan for a real estate agent to generate leads.

I did a lot of research, which is here: [RESEARCH](#)

However, I'm going to condense all the information into a few paragraphs so you can have a clear idea without reading all the research I did

CONDENSED RESEARCH

Basically, people have a common journey when selling their home.

The urge to sell a house arises for several reasons, such as:

- Job Relocation
- Financial Needs
- Family expansion/reduction
- Market conditions (to make a good profit)
- Divorce/separation
- Etc...

Initially, they try to sell it themselves, but often make little progress due to complications such as:

- Strangers in the house
- House not in order, it requires an expert to make it sellable.
- High prices for fixing up the house
- Wrong house price
- Limited time

Common beliefs they have are:

- People see agencies as an expense
- They think they can do everything on their own
- Skepticism, they do not trust agencies

In the meantime, agencies reach out to them about the property they want to sell.

In the end, they rely on an agency because they cannot sell the house on their own.

PLAN

The plan consists of helping people understand a mechanism called non-exclusive selling, which allows them to entrust their property to various agencies, with the first one to sell it earning the commission.

You do not have to sign a contract to do this.

The other type of selling some agencies use is called exclusive selling, where agencies essentially control your property, and you cannot entrust the house to other agencies. This can bind you for 6 to 12 months.

The difference between them is minimal. You might expect something better from exclusive selling, but it's the same service without any additional benefits compared to non-exclusive selling.

So, I need people to understand why non-exclusive selling is better for THEM, how it does not add stress (a primary concern people have), and does not take away control of their house.

How do I plan to do that?

Ads to catch people's attention → landing page to convert people from ads. Here, I have two choices:

1. Make a long landing page with the explanation of the mechanism and shifting beliefs where at the end they can book an appointment of some sort of offer from my client.
2. Make a short landing page where they can download a Lead Magnet (with the whole mechanism explanation)→ Thank You page to book an appointment of some sort of offer from my client. And in parallel email marketing.

Also, if you look at the [RESEARCH](#) page, at the end Jason gave me his thoughts on it and suggested sending my analysis here.

What do you think about the plan? I would greatly appreciate any suggestions you might have regarding the type of lead magnet or the offer my client could make.

