

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Estate Agency

Business Objective: Get More Attention

Funnel: Facebook/Paid Ads

WINNER'S WRITING PROCESS

1. Who am I talking to?

- o **Target Market:** People who want to sell or rent out their property
 - Home buyers
 - Home sellers
 - Landlords
 - Commercial clients
 - Developers and builders
 - Relocation clients

2. Where are they now?

- o **Current Activities:**
 - Scrolling through Facebook.
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- o **Current Levels:**
 - *Pain/Desire:* 4/10 (unsure about cost, service and quality from the estate agent)
 - *Belief:* 5/10 in the idea of being assisted by an estate agent
 - *Trust:* 2/10 Trust in Majangaza Properties is low because there's no relationship established yet.
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- o **Current (painful) State: Frustration/Anxiety:**
 - Just there for the money. Make sure VAT is included or not included. After the sale, they go missing and are not worried about the "client."
 - Misleading info on significant items, not in service of buyer, leading to financial loss. Be extra vigilant on info given and don't rely on verbal agreements from agent.
- o **Dream State:**

- Purchasing a house was handled very professionally
- Agent was very friendly and efficient
- The ultimate property professionals, a must for the discerning buyer
- Friendly and will go to help were they can
- Leading property sales
- Top service, great staff

3. What do I want them to do?

- **Action Desired:** Stop scrolling and click the link with the intention to contact the agency to book an appointment.
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4. What do they need to see/feel/experience to take the desired action?

- **Demonstration of the Dream State:** Properties that offer impressive lifestyle options, Imagery that amplify hope and success
 - Here's an opportunity to get something helpful and relevant to me
 - **Attention-Grabbing Contrast:** Use large font for headline against the subtle background images of properties and landscapes
 - **Trust and Ambition:** indicating the large number of property portfolio as part of the headline to prove success and experience in the industry
 - **Clear Call-to-Action (CTA):** Encourage prospect to click on link and contact agency
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Are you ready to sell or rent your home?

Our agents will assist you to **SELL YOUR HOME** as quickly as possible and at the **HIGHEST** market price.

We offer easy and convenient rentals with friendly and professional service and the best knowledge of the local market. No matter if you are a newcomer in the market and selling a house for the first time or a property investor, you are welcome.

You can call us right now for free consultation or you can visit our website for your free property appraisal. Do not wait because your dream buyer or tenant is closer than what you could imagine.

Email: #####

#RealEstateExperts #QuickSales #Rentals #PropertyInvestment #FreeConsultation

CLICK ON IMAGE TO VIEW VIDEO BELOW:

