

Question 1: Who am I writing to?

I am writing to a potential homebuyer in central New York who is actively seeking a new home for themselves and their family.

Question 2: Where are they now?

They are currently in the process of considering their options for purchasing a home, researching neighborhoods, browsing listings, and weighing factors such as affordability, location, and amenities. They started at the beginning of the funnel not knowing about Hunt, but after seeing a Facebook ad, they clicked and were brought to the sales page.

Question 3: What actions do I want them to take at the end of my copy?

At the end of my copy, I want them to schedule a call to get in touch with an agent and begin looking at properties.

Question 4: What must they experience inside of my copy to go from where they are now to taking the action I want them to take?

Inside my copy, they must experience a sense of trust and confidence in my client's expertise as real estate professionals, feel informed about the local housing market and available properties, and perceive value in the services you offer to assist them in finding their ideal home.

Question 5: What are they thinking?

They are thinking about the practical aspects of buying a home, such as budgeting, mortgage rates, and property taxes, as well as emotional considerations, such as finding a place that feels like home and meets the needs of their family.

Question 6: Where are they in a funnel?

They are in the consideration stage of the buyer's journey, actively researching their options and evaluating different properties and neighborhoods before making a decision. As mentioned earlier, they started at the top of the funnel and are just now moving in to the middle by accessing the sales page.

Question 7: Where are they emotionally and physically?

Emotionally, they may feel a mix of excitement, anticipation, and perhaps a bit of stress or anxiety about the home-buying process. Physically, they are located in central New York, possibly exploring various neighborhoods and attending open houses or scheduled viewings of properties.



Roadblocks:

Potential roadblocks could include concerns about affordability, uncertainty about the local housing market, difficulty finding a property that meets their criteria, and navigating the complexities of the home-buying process.


Tested: No, I just made it today

How Clients Get from point A to point B in my copy: They came across the social post via Facebook ads, and once they engage with it they are taken to the sales page.

Social Post

 **Hunt Real Estate ERA**
Sponsored · 

Don't let the process of buying a home intimidate you.






At HUNT, we make homeownership simple

Since 1911, we've helped both new and seasoned homeowners chart a clear path to buying the perfect home. Visit our website to learn how we can help you!

HUNTREALESTATE.COM

200 Likes 25 Comments 109 Shares

 Like  Comment  Share

Home Page:

BUYING A HOUSE WITH HUNT REAL ESTATE



FIND YOUR WAY HOME WITH HUNT.

Buying a home is a lot of work, and sometimes it feels totally overwhelming. You want the process of buying a home to be in its simplest form, so we tailor our approach to your specific needs and get you the home that's perfect for you and your family - the easy way.

UNDER ONE ROOF

The best home buying process is a streamlined one. Buying a home should be a joyful thing, that's why we do all the heavy lifting to make sure you get the home you want, where you want it, and for the price you want it at.

First-Time Homebuyers

If this is your first time buying, you're sure to run into things you just don't have the answer to. After all, purchasing a home is very complex. You need to know that you're making an educated and informed decision. Let our professional team be your edge in the home buying process – any questions you have along the way, we'll make sure you get an answer.

Income and Investment Properties

Looking to expand into owning investment properties? Our team will work with you to make sure you get the best ROI possible with your purchase, sharing genuine insight into the current housing market as well as property values in your area.

Home Warranty

On top of it all, HUNT offers protection for your home and finances with a home protection plan through American Home Shield Home Protection Plan. With options to fit every home and budget, you can make sure you're always prepared – no matter what happens.

Since 1911, HUNT has helped people find the home that's right for them, and we can do the same for you. Contact us today to start your journey to home ownership.

Client Testimonials



April 17, 2024 — Rated 10 out of 10 by A.S.K.

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What did you like about your experience?

Extremely knowledgeable about quality of different appliances, building materials, glass, roofing components and other in-depth details when looking through a home and instilled confidence in us as buyers as to which houses are high quality or not.



April 17, 2024 — Rated 10 out of 10 by Kerry Uebelacker

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What did you like about your experience?

Janet has been amazing! She was patient with us as it took over a year to find the home we wanted. We have run into attorney issues after the closing and she has been right there to help us still! I couldn't recommend her enough!!



April 17, 2024 — Rated 10 out of 10 by Randi Hull

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What did you like about your experience?

Stephanie is knowledgeable, upbeat, and friendly. She worked tirelessly to help me find my perfect house, and even got me moving boxes when I needed them. She was there every step of the way, and quickly answered any questions I had. If she didn't have the answer, she found it right away. When my first house fell through, she was there to cheer me up, and when my offer was accepted on the home I wanted, she celebrated with me. I highly recommend choosing Stephanie when searching for or selling your home.



April 17, 2024 — Rated 10 out of 10 by M.E.

[Report a concern](#)

What did you like about your experience?

She was very understanding of our needs and helped us understand the process when we were a bit overwhelmed