

Business Type: Real Estate

Business Objective: To sell houses and help others buy houses

Who am I talking to?

Men and women ages 20+

Where are they at now?

- Scrolling on facebook or instagram
- Level 1 - Problem Unaware - Passive scrollers aren't aware of the services, products, or solutions offered; they're just scrolling. Next step: Catch their attention using the problem.
- How high is their desire to get rid of the pain? Low because they're scrolling we need to re-wake their desire using our exclusive deals.
- How high is their belief it will work? Low because they don't know about the real estate group.
- How high is their trust? - Low because they don't know about the real estate thing.
- Level 3 of sophistication chart: Doesn't believe a lot of the claims.
- Current State- stress, no house, no property, no money for when things get bad, no equity
- Dream State- comfort, equity, peace, property

What do I want them to do?

- Stop scrolling
- Read the ad
- Click the link to book a call

Stop Scrolling

- Lists the current state of how home buying feels like
- Then shows the dream state of how home buying could feel peaceful if you just talk to them.
- Has a catchy slogan so I'll make mine "Why make your head hurt when you can talk to an expert".
- Short and punchy

Read the ad:

Not much written, caption only says looking to buy a house?

Click the book a call:

- Call's free so there's no draw back or risk.

Generally, What Kind Of People Are We Targeting?

- Men or Women? Both
- Approximate Age range? 20+
- Occupation? Middle-upper class

- Income level? Middle-upper class
- Geographic location? Windsor-Essex

Painful Current State

- What are they afraid of?
 - Competitive market
 - No ownership of a land or property
 - Might go homeless
 - High rents, mortgages, interest rates
 - Bidding war between homes
 - Not getting a property in their price range
 - Agents not being fast to answer and reluctant to answering questions.
 - Being stressed during the buying process
- What are they angry about? Who are they angry at?
 - Competitive market where bidding war makes houses go for 100-200k above listing
 - Homes in price range are terrible with neighborhood's being super ghetto.
 - Angry at Trudea for admitting lots of immigrants and foreign funding which made the demand go up and supply go short.
- What are their top daily frustrations?
 - The competitive market and the bidding war
 - Not having a property to fall back on and sell if times get rough or if they need to pay schooling for children.
 - Not having a good realtor to help them.
- What are they embarrassed about?
 - Not having a house to their name to support themselves
 - Other friends and family already have their own houses
 - Low budget and big dreams
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - High interest/mortgage rates
- What is keeping them from solving their problems now?
 - The will/desire to actually get in the market and find a realtor.
 - Budget and money to buy the house
 - Competitive market

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and

feel like?

- leave things in agents hands and literally go to sleep and they take care of everything.
 - Have 0 worries throughout the whole process
 - Have a home in their ideal price range and neighborhood in this competitive market.
- Who do they want to impress?
 - Friends and family
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - Want a house to live in and have their own property
 - They'd feel stress free, and once their mortgage is over, they will have no more payments needed to be made for their living.
 - It's a property so the price will always go up.

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They're too afraid to come in the market
 - Low budget for their dream homes
- Who do they blame for their current problems and frustrations?
 - Trudeau and the immigrants that wrecked the market
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Probably failed because they realised how competitive the market is and how even lower end homes are going 300 k above asking.
- How do they evaluate and decide if a solution is going to work or not?
 - Others experiences and their own past experiences.

 The secret to getting your dream house is in your pocket 🧐

Imagine this-

You're scrolling through your phone, trying to find that perfect home. You dive into a sea of listings, only to get lost in a maze of overpriced, outdated properties 😞.

The sad truth?

Most of your home searching is the Bermuda Triangle of house hunting—where your hopes and dreams disappear without a trace.

But here's the kicker—

You only need your phone for your dream home.

Think about it—when you're craving pizza, do you order from every random place in town, hoping one will be amazing?

No, that's ridiculous.

You stick to the one place you trust, and let them deliver the goods.

NK Real Estate is that one place for your dream home.

Your dream home just a call away 📞🏠✨.

Curious about how easy it can be?

[Book a free call now and let's turn that dream into a reality!](#)