

Context: The text is originally in Swedish and might have some translation issues, so please take that into account during the review. This ad copy is for Facebook and Instagram lead ads, promoting a free quote for a bathroom renovation. BKR and ID06 are certifications indicating that my client has a professional firm. I tried to be as specific as possible in the text because that is normally where I mess up.

The copy:

Do you live in Malmö and want a high-quality bathroom renovation, but worry it will cost too much and not turn out as you envisioned?

If so, you've come to the right place.

We are part of the Comfort company, which means we offer the Comfort guarantee. This covers the deductible and any depreciation for water or machine damage from the plumbing installation in your home. We are also certified by BKR and ID06, making us one of the safest choices in all of Malmö.

You don't need to worry about your bathroom not turning out as you imagined because you get a FREE digital 3D design of your bathroom before we start renovating, ensuring you are 100% sure you'll get EXACTLY what you want.

We maintain very high standards for our service, which is why we have over 25 professional employees who always do a top-notch job.

So, if you want a beautiful and safe bathroom, click the button below to get a FREE on-site visit and quote within 7 days.

Market research

https://docs.google.com/document/d/1rOGCeKHisu19dqR-ch_W0evi_AD7GijySXSDSJsmno/edit?usp=sharing

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Do you live in Malmö and want a high-quality bathroom renovation but are worried it will cost too much and you won't get what you asked for?

If so, we can assure you that we will make your bathroom EXACTLY the way you want it.

But how can we promise this?

We offer the Comfort security guarantee. This means we cover the deductible and any depreciation in the event of water or machine damage from the plumbing installation in your home. We are also certified by BKR and ID06. So, when you choose us, you don't have to worry about future problems, unlike with many other companies.

And you don't have to worry about your bathroom not turning out the way you envisioned because you get a FREE digital 3D design of your bathroom before we start renovating, so you can be 100% sure you will get EXACTLY what you want. Whether it's a specific style for the bathroom or a particular type of tile, we can make it happen.

We also maintain very high standards for our service, which is why we have over 25 professional employees who always arrive on time and do a top-notch job.

So, if you want a beautiful and safe bathroom, click the button below to get a FREE site visit and quote within 7 days.