

New Funnel Launch in 24 Hours with AI

Step 1 - Define Success

I want to create a funnel that will attract more attention to the austincitybrothers.com real estate website. I will be using AI tools to help me grab the right amount of attention and to help make revenue in 24 hours. What can grab the reader's attention are ads that say something like "first time moving to Austin? We can help you find your dream home" or "need help with the moving process? Visit our website for a 1 on 1 call where we can answer all of your questions". More importantly, ads that guarantee their experience will be simple, smooth, and non stressful is what creates curiosity. Another type of ad that would help amplify curiosity are great deals and discounts for homes because they don't want to feel like they can't afford it. Specifically this is for people who are interested in moving to Austin for the first time and would want it to be an easy process for them. They would want to feel valued and heard as if they were being taken care of. My target revenue that I would like to achieve to start is \$100.

Step 2 - Define Process

- Pick Market
- Create Avatars
- Pick pain/desire
- Create landing page
- Create ads
- Test ads
- Find most successful traffic ads and switch to conversions

Step 3 - Pick Market

Market picked : first time moving to Austin.

A high school graduate that wants to find opportunities for himself by moving to Austin.

A father who wants a great education for his children, a friendly neighborhood where they feel welcomed, and also a better job opportunity for himself.

A music student who wants to be recognized more and discover music festivals.

Step 4 - Pains/Desires

As first-time homebuyers, the journey of finding the perfect home can be both exhilarating and nerve-wracking. With Mehrshad, the process felt seamless, and the weight of the unknowns was lifted off our shoulders. From the moment we connected, his professionalism and extensive knowledge of the market shone through. What truly set Mehrshad apart was his genuine commitment to our best interests. He went above and beyond to ensure that we were informed, comfortable, and confident with every decision we made. Through strategic negotiations and invaluable insights, he saved us a significant amount of money, something we are immensely grateful for. about the Timing, everything happened precisely when it should, ensuring a smooth transition for us into our new home. I wholeheartedly recommend Mehrshad Afshar. His dedication, expertise, and impeccable service are second to none. We couldn't have asked for a better guide in this crucial chapter of our lives.

- Aria Aledavood

Merhshad helped us purchase our first home and made the process extremely smooth and easy. He is very knowledgeable and was always available to answer questions. It was our pleasure working with Merhshad, we highly recommend his services to any new or existing homeowners!

- Angelina Borkovska

Mehrshad was able to come up with a strategy that helped us find a perfect home rather quickly. He was very knowledgeable about real estate market and home buying process and made it smooth and easy. He was always available to answer all questions we had as the first time home buyers. Keep up good work Mehrshad! 10/10

- Serge Berlinski

Avatars

Name: Marcos Alonzo

Marcos is a father of 3 children who are from out of the country and have relocated to Austin. He has moved to Austin in hopes for a better life for him and his family.

Desires:

1. Marcos desires a better life for his family in Austin, Texas.
2. Marcos desires a welcoming community and social connections in their new city.
3. Marcos desires opportunities for personal and professional growth in Austin.

Pains:

1. Marcos may experience challenges adjusting to a new culture and environment.
2. Marcos may worry about his kids' education and ensuring they receive quality schooling in Austin.
3. Marcos may face logistical issues related to moving and settling into a new place.

Jose Garcia

Jose is the opposite of what Marcos has. He doesn't have a family, but he too also relocated to Austin for better job opportunities and for a fresh start.

1. Jose desires to establish a stable career and secure better job opportunities in Austin.
2. Jose desires to expand his social circle and meet new people who share his interests in Austin.
3. Jose desires to feel accepted by the local culture and find a sense of belonging in his new environment.

Pains:

1. Jose may experience challenges adjusting to a new environment and navigating unfamiliar surroundings.
2. Jose may worry about the cost of living in Austin and managing expenses, especially with the pressures of relocating for better job opportunities.
3. Jose is worried about being rejected by the local culture and worries about integrating into the community in Austin.

Rebecca Adams

Rebecca is a mother of 3 children who is pregnant, lives in Austin, and wants to relocate to a bigger house since her family is getting bigger.

Desires:

1. Rebecca desires to find a larger house in Austin to accommodate her growing family comfortably.
2. Rebecca desires to ensure a smooth relocation process that minimizes disruption for her children and family.
3. Rebecca desires to create a nurturing and spacious environment for her children to grow and thrive in the new house.

Pains:

1. Rebecca may experience challenges in finding a suitable and affordable larger house in Austin's competitive real estate market.
2. Rebecca may feel stressed or overwhelmed by the logistics of moving while being pregnant and caring for her children.
3. Rebecca may worry about the adjustment period for her children, including finding new schools and making new friends in a different neighborhood.

Current State

The website checks off most boxes of what a real estate website should consist of when grabbing attention. The website offers insight into Austin, testimonials, a contact page, resources, and so on with a warm and friendly approach.

Desired State

As described in the current state section, the website does check off most boxes. Their desired dream state is to grab more attention towards their website to schedule more 1 on 1 calls. This also includes more attention to their youtube channel, instagram account, and their facebook page.

Solution

For more clarification on ads for the website, people are looking for a real estate business that makes the process very easy for them. They will immediately lose interest or feel pressured if the process is very complex and frustrating. What draws people are friendly approaches that really listen to what customers want. Don't try to give them the opposite of what they are looking for; it can risk them looking somewhere else for a better recommendation.

Step 5 - Plan Offer

Problems:

1. **Low Inventory:** Limited availability of properties for sale, leading to increased competition among buyers and higher prices.
2. **High Transaction Costs:** Expenses associated with buying or selling a property, including closing costs, agent commissions, and taxes, which can be burdensome for both parties.
3. **Market Volatility:** Fluctuations in real estate prices due to economic factors, interest rates, or local market conditions, making it challenging to predict future property values.
4. **Complex Legalities:** Legal complexities involved in real estate transactions, such as contracts, zoning laws, title issues, and regulations, which can delay or complicate deals.
5. **Maintenance and Repairs:** Costs and responsibilities associated with maintaining properties, including repairs, renovations, and upkeep, which can be costly and time-consuming for property owners.

Solutions:

1. **Increase Housing Supply:** Encourage new construction and development to increase the supply of housing units available on the market, thereby easing competition and stabilizing prices.
2. **Negotiate Fees and Costs:** Negotiate with service providers, such as real estate agents and lenders, to reduce transaction costs or explore alternative financing options that minimize upfront expenses.
3. **Diversify Investments:** Diversify investments across different property types or locations to mitigate risks associated with market volatility and capitalize on potential growth opportunities.
4. **Legal Guidance and Due Diligence:** Seek legal advice from real estate attorneys to navigate legal complexities, ensure compliance with regulations, and mitigate risks associated with property transactions.
5. **Proactive Maintenance Strategies:** Implement proactive maintenance plans and regular inspections to identify issues early, budget for repairs, and maintain the value and appeal of properties over time.

Bonuses

Customized Neighborhood Tours: Enjoy personalized tours of Austin's diverse neighborhoods to explore amenities, schools, and community vibes tailored to your preferences.

Exclusive Access to Off-Market Listings: Gain access to off-market properties and exclusive listings before they hit the market, giving you a competitive edge in finding your dream home.

Complimentary Relocation Guide: Receive a comprehensive relocation guide packed with insider tips, local insights, and resources to help you settle into Austin seamlessly.

Professional Moving Assistance: Access trusted recommendations for moving companies and logistical support to ensure a stress-free transition to your new home in Austin.

Home Warranty Coverage: Benefit from home warranty coverage on your new property, providing peace of mind against unexpected repairs or maintenance issues.

Discounted Closing Costs: Enjoy discounted or waived closing costs when you purchase a property through our real estate services, helping you save money on your home purchase.

Post-Move Support: Receive ongoing support after your move, including recommendations for local services, contractors, and neighborhood events to help you feel at home in Austin.

Community Networking Events: Attend exclusive networking events and social gatherings hosted by our real estate team, connecting you with fellow newcomers and local residents.

Step 6 - Landing Sales Page

Discover Your Dream Home in Austin!

Are you moving to Austin and seeking the perfect place to call home? Let our experienced real estate professionals guide you through this exciting journey with ease and simplicity.

Why Choose Real Estate to Help You:

1. **Local Expertise:** We know Austin inside and out. From vibrant neighborhoods to top-rated schools, we'll find the ideal location that suits your lifestyle and preferences.
2. **Extensive Listings:** Gain access to a diverse range of properties, from cozy condos in downtown to spacious family homes in serene suburbs. Your dream home awaits!
3. **Streamlined Process:** Moving can be stressful, but with our help, it doesn't have to be. We'll streamline the buying or renting process, ensuring every step is smooth and straightforward.
4. **Personalized Guidance:** Receive personalized guidance tailored to your needs. Whether you're a first-time buyer or relocating for work, we're here to answer your questions and provide expert advice.
5. **Negotiation Power:** Benefit from our negotiation skills to secure the best deal. We'll advocate for your interests and ensure you get the most value for your investment.

Start Your Austin Adventure Today!

Let us make your move to Austin a seamless experience. Contact us now to schedule a consultation and begin exploring your options in this dynamic city. Your new home in Austin awaits!

[Contact Information/Call-to-Action Button]

Step 7 - Create Ad Variants to Test

Facebook Ad 1:

☀️ Discover the Hidden Gems of Austin! ☀️

🏡 Ready to uncover your dream home in Austin? Let our real estate experts guide you through the city's best-kept secrets and exclusive listings. Whether you're drawn to the eclectic vibes of South Congress or the serene neighborhoods of Westlake, we've got you covered.

🔍 Don't miss out on this opportunity! Click the link below to embark on your Austin adventure with us. Your new home awaits!

[Learn More] [Insert link]

Facebook Ad 2:

🔑 Unlock Your Future in Austin! 🔑

🏙️ Are you ready to step into a city filled with endless possibilities? Austin beckons with its vibrant culture, thriving tech scene, and charming neighborhoods. Let us help you navigate this dynamic city and find the perfect place to call home.

🧐 Discover the insider tips and hidden gems only locals know about. Start your journey today with our expert real estate team by your side. Don't wait—your dream home in Austin is just a click away!

[Explore Now] [Insert link]

