

### **Who am I talking to?**

I am talking to Middle Aged Men and Women (Around 30-45 yrs old) who will be buying homes, after they have already purchased a home or two in the past. They know what the buying experience is like. They have 1 child, with the second one on their way. The father makes around \$150,000, and the mom is on maternity leave. They are currently on one of the first steps of buying a home, which is to find a realtor/agency to partner with.

### **Where are they right now?**

They are currently unsatisfied with their current home, due to an expanding family, and need some more space in their home. They need 1 more bedroom, and a good school neighborhood. They do not need a house urgently, but it would be great if they can get it in the next few months, as the mother is 2 months pregnant. They need pretty much every element in their house expanded. The father mostly is actively searching for a good-quality, good reputation, and honest realtor to assist them.

### **Where do they want to go?**

They wish to have found a great realtor, who worked really hard to find them a good house that suits their needs. This house would be big, good school reviews, and the elements of the house are also aesthetic and overall pleasing. They would want this realtor to save them time so they don't have to search for a home, as well as take low commission (because time and cost are being spent on the children right now). They would want to be satisfied with their choice, and not be in regret in the future about their house selection.

### **What are the steps they need to take in order to reach this goal?**

First, they need to actively search for a good reputable realtor. They need to call some, or get into contact with them, and assess them if they are suitable for their needs. They will be searching locally via Google mostly, but their attention could also be caught on social media when scrolling, if the ad is targeting them correctly. Other marketing tactics such as billboards and mailed flyers can also do the trick. Once their attention is caught, the realtor should have a good qualification thing inside of the ad, so the avatar knows that it is them that they are talking about. It should effectively trigger their pain, desires, etc. After this, they should have a good CTA to a phone number or email. Then, on the free "consultation" call, they should probably trigger them even more subtly, while pitching their services. This can CTA to either a zoom call for more info and final closing, or close them on the consultation call right then and there. After that, it's onto searching for a home!

## 1. Short Ad (Directs to Buyer Resources page)

Ad is ideal to be posted on SM

Satisfied homebuyers use a different type of resource that makes it possible to buy their best home within just a couple months.

As an agency, we have access to a variety of these free resources and systems, which has made over 100 customers happy in the area.

Although these are usually kept hidden by other agencies...

We decided to provide everyone with these tools, so you can massively close the gap between being stuck to finding a home right now, to sleeping in that dream house.

Adopt [these resources](#), and you'll finally save time, kill stress, gain new valuable insights you never even thought existed, and finally start living and relaxing in a home you have always been looking for.

[Get your special home-buying resources FOR FREE here.](#)

## 2. Ad about the listings on the "Find Your Dream Home" Section

**How to break the subtle, but dangerous trap that keeps homebuyers full of regret about their house selection choice.**

We believe that each and every one of you has the potential to be satisfied in finding your dream home in the shortest amount of time possible.

But 90% of people who wake up and start making progress towards finding their brand new home will fall for a sneaky trap.

This trap is your inaccessibility to have all your options available to you.

Because when you search up random keywords on Google, the search engine will limit your search, and not give you the full options.....because it doesn't know your needs.

Sure, you'll make some progress finding a home, but your final choice will not be the BEST you can choose.

In other words, your home will not meet the level of standards you wanted from the beginning.

Using [this free method](#), you will break free from this "searching" trap, and instead flip it to make it 10x easier to assess all your options when it comes to finding your dream home.

Try out our free ["home-finding" system](#) here.