

Top Player Analysis - MMD Construction

Type of business: Luxury Custom Home Builders

Business objective: Get more customers who want to build their house with THEM by dominating SEO.

Winner's Writing Process

1 . Who am I talking to?

- Mostly men around 30-55+ who have construction projects planned for their business/future house OR who want to remodel their house.
- They have a high income and wish to build/remodel a luxury home.
- They live in the north of San Diego, Vista, and Rancho Santa Fe.
- They are very picky since they have had bad previous experiences

2. Where are they at now? <where they are in the funnel, market awareness level, stage of sophistication, current state, dream state, all 3 levels>

- They searched "general contractors san diego, residential construction san diego, etc" OR someone referred the business to them and clicked on the website
- Awareness level 4 - they know they should hire a general contractor for their project, but not who to hire. Call out the known solution and offer their services as the best form of solution
- Sophistication level 5 - The market is tired of everything, so leading with experience and identity is the best option.
- Current state - they haven't started their project yet and/or their original contractor left them "high and dry"; their skepticism is holding them back.
- Dream State - they want a contractor with responsiveness, punctuality, quality, professionalism, and value. They want to have the best-looking house while they have a smooth and transparent experience where there are no crazy plan change charges and no last-minute "whoops" costs. They want a quality job that makes construction less stressful.
- Current feeling of pain/desire: 6/10
- Certainty threshold: 9/10
- Trust threshold: 0/10

3. What do I want them to do? <list out all desired actions for the reader to take>

- I want them to grab their attention on the search results
- I want them to read/scan the website
- I want them to read/scan the testimonials
- I want them to amplify their desire and trust by doing steps 2 and 3

- I want them to contact us

4. What do they need to experience/think/feel to do that? <List the outline of what tactics and elements the top player used to take the reader from where they were at the beginning to the final objective>

- They used a description of their long history to establish authority
 - Since 2006, MMD Construction has been an established leader in luxury custom home building across the greater San Diego County area. We bring our expertise and ...
- They used videos of beautiful landscapes, houses, interior designs, and clips of them working and walking with confidence and with leadership indicators
 - Having a good posture
 - Having a good physique (not being fat)
 - Having a conqueror glaze/eyes
- Then they used a list of 3 different services with beautiful pictures and a different color to break the pattern
 - They used a 1st person language at the mini CTA buttons to convince the reader and compromise him
- Then they wrote a description of their company and their service locations, which helps to make the reader identify with the location
- Then they address their objections by recognizing what the reader often asks himself
 - Starting a remodeling project can be overwhelming.
 - Where do you start? Are there budget considerations? What about the style, design, and plans? Is the property in the right neighborhood or location to make changes that will increase its value?
 - Are there community or homeowner association restrictions that may impact the design or plans?
 - Is there a professional that they can trust who will take full responsibility for the entire project? Should you form a team? Which professionals do you need, and how do you select them?
- Then they spam some more authority by showing their rewards and saying they're top #1 on Houzz.
- They introduce and tease their mechanism called "The 5 Simple Steps"
- Then they guarantee that their services are a 5-star experience, which increases the desire of the reader because of the identity play by saying how luxurious the surroundings of the area are.
- More rewards and authority
- Then they increase the trust threshold by showing their mechanism and their long history in business.
 - They did a "Why MMD Construction?" to amplify their trust in the company.
- Testimonial dump with a different color to break the pattern

- Lead magnets to give free stuff to the reader and get ideas of luxurious designs for their new home
 - This helps to increase the desire of the reader
 - This magazine helps to understand the process and benefits of building a custom home or remodeling a luxury home with MMD Construction.
- More awards
- FAQs to handle objections about prices, and time frame of the construction, since the time of completion is another objection because other contractors have taken too much or even never completed it.

Reviews:

Capacidad de respuesta, Puntualidad, Calidad, Profesionalismo y Valor

I have a friend In Rancho Santa Fe and they were looking for a General Contractor & a Custom Home Builder so I referred MMD Construction. Thank you for taking care of my friends and their family.

Having multiple restaurants Milan and his team at MMD were able to assist me with construction, planning, demolition and pulling permits from the necessary governmental departments.

Over the past few years I've observed Milan doing construction projects. He's a really smart problem solver who is constantly working on himself. The result is a great leader, a professional, and a family man of sincere integrity. I trust his advice. His intentions are to help people get the most for their investments, and he does extraordinary work towards that end.

I worked with MMD Construction on multiple projects, including one particularly difficult commercial kitchen remodel. In every instance their work was excellent, equally impressive was that they were above board in every respect. No crazy plan change charges, no last minute "whoops" costs.

They were especially helpful in working with our architects in advance of the start date to help overcome any problems before they happened.

I would highly recommend them for any job, big or small.

Remodeling/construction is stressfull, but with MMD Construction, we felt that we were in good hands. The team was on time, kept us in the loop at every stage, and made sure that every detail of the development was to our satisfaction. With MMD Construction's hard working, focused, and dedicated team, the whole process and the end result was incredible.

They were referred to us from a family friend after our original contractor left us high and dry. Milan's crew helped fix the other contractors mess and then helped us with plans and other remodel on our home.

Since working with MMD, I have referred them to many other friends and clients and they all have had a positive experience.

My (picky) sister raved about Milan the owner and the whole crew that performed my remodel from MMD and she is right!

I'm blown away at their detail.

My sister who doesn't do reviews lives in Oceanside and is extremely happy with her complete remodel so I was confident right off the bat.

100% AAA+ quality, friendliness plus cleanliness!

I'll use Milan and MMD again for sure.

No question about it.

He's a super nice and down to earth owner.

I have OCD so I'm extremely picky and am 100% happy.

They had to do major renovations after a flood in my house! This required replacing all the wood flooring in my 2600sq ft home, repairing walls, repainting and replacing laundry room cabinets.

They were beyond amazing. Professional and courteous! They were in my home for several weeks but made it as easy to deal with as possible.

My project presented some significant challenges, but Milan and his team handled them with remarkable professionalism. They kept me informed every step of the way, providing clear communication about any concerns that arose and presenting thoughtful options for resolution.

What truly sets Milan and MMD Construction apart is their unwavering commitment to delivering on time and within budget. They not only met their promises, but exceeded them, leaving me with a beautifully transformed home that far exceeded my expectations.

We hired Milan and MMD to build a large ADU in San Diego. We decided to hire him because he was the most professional and detailed of the contractors we considered. We are very happy we hired him. Milan and his crew did a great job. The quality of their work is excellent. Whenever a subcontractor made a mistake, MMD made it right and had them back out to fix any issues. The final product turned out great, and right on budget. Milan and his crew were professional and friendly throughout the process. If you are looking for an honest, high-quality builder, I would highly recommend MMD.

My townhouse in San Diego had pretty bad water damage last summer, and I had to replace the hardwood floor, bathroom tiles, and lots of dry walls.