

- 1) Houses we build are based on individual orders or proven, ready-made designs.
- 2) One of them is our original project ROSA, an elegant single-story house in the style of a modern barn. ROSA features a clean, simple form, spacious interiors, and functional room layout – perfect for a family of five.
- 3)
 - ✓ 120 m² of usable space
 - ✓ 4 rooms
 - ✓ kitchen with pantry
 - ✓ living room with dining area
 - ✓ toilet
 - ✓ bathroom
 - ✓ vestibule
 - ✓ utility room
 - ✓ hall
- 4) ROSA is a ready-made project for a brick house, ready to be adapted to your plot. The project can be brought to a raw open state or developer's finish.
- 5) Included in the price of the developer's finish:
 - comprehensive construction of the house in brick technology
 - building permit costs
 - supervision of the construction manager
 - supervision of the engineer and access to the mobile application
 - heat pump
- 6) Feel free to contact us or visit our website for more details about the ROSA project →

Analysis:

- 1) I would change the headline because i don't think that it catches attention well but it's not that big of a problem on desktop because you can see the text below also on facebook without viewing more. This is more problematic on mobile

- 2) This text is for people that are on level 2 awareness and don't know this company's solution. They did a good job with introducing it - listed features, and the avatar is kind of mentioned (family of 5) - I would highlight this part (**perfect for a family of five.**)
- 3) Features listed in a clear way so someone with low attention span is more likely to read it
- 4) Multiple options mentioned - it's comfortable for a potential buyer
- 5) another cool features listed in a clear way
- 6) Cta? - I don't know if it is enough, I don't think this CTA contains enough information, to make a reader curious about the product just by reading it