

*This is a blog post or article that I am making for my friend who is a real estate agent in New Hampshire. I am tying the blog to a mini questionnaire where the reader answers a few questions and is recommended to work with my friend to buy property.

I have not tested this copy, I just wrote it now.

The 4 questions:

1) **Who am I writing to?** I am writing to Mark from Nashua NH who is a blue collared electrician and is 37 y.o. 2) **Where is he now?** He is doing okay financially and is living with his wife and newborn in a smaller home 3) **Where do I want him to go?** I want him to be in an affordable home that is an upsize, suits their needs, good area and a good match 4) **What steps do I need to take to get them there?** I need to get my friend's content in front of Mark and convince Mark that my friend is the realtor for him and he has many connections to get him the right home.

The sophistication/awareness levels vary from buyer/seller. The average buyer/seller is not very sophisticated and therefore relies on an agent who is. Agents are sophisticated and have a good understanding of price strategies, negotiation techniques, marketing tactics, market trends, etc.

The current state of Mark is that he has been flirting with the idea of getting a better and more appropriate home, but he is too afraid of trying and failing at getting the home he wants because he is too inexperienced and doesn't know where to start. He doesn't know much about acquiring a new home, but he knows that it takes some time and can be tedious. His dream state is not to have a mansion or materialistic things for now, he just wants someone who can work with him easily, take away stress and confusion, save him a bunch of time and money and find him a house that suits his needs. Mark's biggest roadblock is that he is not educated or sophisticated enough himself to get the home he wants without getting a bad deal, or losing a bunch of money, and he doesn't know the dos and don'ts of real estate investing. His solution would be to take tons of time to learn about real estate, read books, listen to podcasts, study market trends, but he is already so busy. His product/mechanism is to get an educated and qualified real estate agent who knows the market, knows negotiation, knows the ins and outs of real estate. That person is my friend.

The value ladder I am doing starts with a blog post of free value of tips and insights of what to know before buying a home, then it directs them to a quiz where they will answer some questions about what they are looking for where they will then receive my friend as a recommended agent and some tailored homes/neighborhoods for them, then they would be directed to either call or message my friend to potentially work with him or they would be directed to go to his website to learn more about my friend and be sold to there. The value equation looks good. The dream outcome of living in a nice home that will give them a lifetime of memories and love is definitely something they desire. The perceived likelihood of success is pretty high if they are working with a good agent. The effort that they will have to put in is very

minimal, as all they really have to do is tour the house, do some research and determine if that is where they would want to live. The time delay is a little large, it could take several months to over a year.

My personal analysis:

I wrote this blog post because I knew that my friend needed something to get the attention of interested home buyers. What is going to make Mark just randomly look up my friend's website? He is probably busy and goes to work, goes to gym, and comes home to relax. I figured that you should write a blog post because my friend has no proof of competence and needs to give some type of free value. The Blog post would get on the google page of something Mark would look up and grab Mark's attention with a good headline. Mark would most likely search "Homes in New Hampshire" or "Real estate agents New Hampshire". So my analysis of this would be first of all, is the SEO correct? Is that something people would look up? I am also thinking that maybe I should make the focus more specific to a certain target audience like upgrading a home in NH, or first time home buyer in NH, not just buying a home. I also could have amplified the pain they feel of their current state of stress and long days, and how they should upgrade homes because they deserve it. I believe that the headline grabs attention pretty well because it is like a warning and an opportunity for them to learn more. I used some logic with the insights and tried to make it simple to keep it credible and easy to understand.

The actual copy:

Before buying a home in New Hampshire...Here are 5 tips you must know

I get it. Buying a house can be stressful. I mean where do you begin? There are so many factors that play a role in getting you the house you desire like mortgages, property value, real estate agents, competition, area type, the list goes on. While we both agree that this process can be very overwhelming and time consuming, you are in the right place. Because I am about to cut the stress in half by sharing with you 5 tips that will make your home buying process so much easier.

So, if you're serious about buying a home, then I recommend you get your pen and paper out and keep reading.

1) Getting pre-approved

I know this is pretty obvious and everyone says this, but it stands true. Unless you are Elon Musk, you are most likely going to need a loan from a bank.

Getting pre-approved from a lender allows you to understand your borrowing capacity and buying power. That automatically helps narrow the range of homes for sale and gets you to search for homes that are suitable for you.

Plus Getting pre-approved often demonstrates to sellers that you are a serious buyer.

2) Research the neighborhood and area

Before you just jump straight into a home that looks perfect, there are some external factors that you should take into consideration.

If you have children.

You want to make sure the schools are highly rated. How far is the commute from your home to your work? Safety concerns? Transportation options? Town amenities?

Pro tip; if you are in a busier area then you should visit the home during traffic hours and see if it is something you can handle.

3) Inspect the property thoroughly

Too many times inexperienced home buyers are sold to a house on its last straw. They move in and instantly find out that there is water damage, or mold in their home. This happens because the buyers never hired a professional home inspector to inspect the property. If you have lived in New Hampshire for more than 1 year, then you know how frigid winters can get. Get the pipes inspected and make sure there are no frozen pipes. Thank me later!

4) Consider your long-term needs and lifestyle

After all this will most likely be your home for years to come, possibly decades. So take a moment to vision your future. Think about how large your family may be. How many bedrooms? How many bathrooms? Will you need a home office or a home gym? Lots of outdoor space? This is probably one of the most overlooked tips. A lot of first time buyers buy because they liked only one room. Do me a favor and imagine yourself and your family in the house years from now. Is that a house that suits your needs?

5) Negotiation, negotiation, negotiation

I understand how frustrating and stressful the negotiation and legal process can be. Negotiation tactics and tricks, legal contracts, closing fees, whatever it may be there is certainly a lot to unravel. You have a few choices here. You could either try buying the home on your own against an experienced seller and end up paying loads more than you needed to, you could lose the house of your dreams because you didn't know how to have an appealing offer, or you can hire a top qualified professional agent who understands negotiation, spends time learning what you are looking for, and takes away the stress of being a first time or inexperienced home buyer. An agent who takes the time to give you 5 tips before buying a home in New Hampshire.

Now that you have these tips and insights, you can go into your home buying process with confidence and a better understanding of buying real estate. You can get the home that is right

for you. The home that you will have memories, bonding, and a lifetime of happiness with. **The home of your dreams.**

if you were really serious about getting your dream home. If you took note of these 5 insights to get an edge with buying your home.

Then I recommend you take this 2 minute questionnaire to get a tailored agent for you who understands where and what homes are best for you in New Hampshire, making your buying process a whole lot easier.

(Take the 2 minute questionnaire here)

Revised version:

Have you thought about buying a home in New Hampshire? Here's what you need to know

I get it. Buying a house can be stressful. I mean where do you begin? There are so many factors that play a role in getting you the house you desire like mortgages, property value, real estate agents, competition, the list goes on.

While we both agree that this process can be very overwhelming and time consuming, you are in the right place. Because I am about to cut the stress in half by sharing with you a few psychological insights that the most successful real estate home buyers and negotiators know.

So, are you serious about buying a new home?

If so, then I recommend you get your pen and paper out and keep reading.

The thing is you need to put yourself in the mind of the seller and figure out a way to craft an appealing offer. That is what every great negotiator, realtor, salesman, you name it has ever done.

Take a moment to imagine you were the seller. Would you accept your offer?

Now if you have a low offer, then that is okay because it's true that you don't have to compete on price.

There are multiple techniques to help you stand out in your offer even if yours is lower than others.

Like offering an all cash offer. Or an offer with no contingencies, which means that you are willing to purchase the home as it is without any requirements or conditions.

While these tricks are very appealing to the seller and will most likely get you the home that you want.

There is actually a **better way** to get your dream home at an affordable price and without having to do a no contingency offer.

It is the secret sauce of millionaire investors.

And I am bringing it to you so you can have any home that is right for you.

It is what I call **distress targeting**.

It is when you buy property from sellers who are desperately trying to sell and at low prices.

Sellers who are either in personal distress, property distress, or under market distress.

The most successful and educated investors have understood this concept since day 1 and they know exactly how to look for these sellers.

That is how they have been able to buy loads of properties on the market with ease.

You have the secret now. You know a superpower trick that the average buyer does not.

At this point you have a few choices.

You could either apply what you have learned on your own and try to find these sellers, but struggle finding them and instead end up losing the home you could have had while wasting time.

Or.

You could hire a top qualified professional real estate agent who knows how to target these sellers, who understands negotiation, spends time learning what you are looking for, and takes away the stress of being a first time or inexperienced home buyer.

An agent who can get the home that is right for you. The home that you will have memories, bonding, and a lifetime of happiness with. **The home of your dreams.**

Remember when you said you were serious about buying a new home above?

Now is your time to prove that.

If you really were serious about buying your dream home, then take this 2 minute questionnaire to get a tailored agent for you who understands where and what homes are best for you in New Hampshire, making your buying process a whole lot easier.

(Take the 2 minute questionnaire here)

Questionnaire:

Take this questionnaire in under 2 minutes
Find an agent right for you

- 1) Are you currently looking to buy or sell a property?
- 2) Would you like assistance in searching for desperate sellers?
- 3) Do you value personalized attention and guidance throughout the buying/selling process?
- 4) Are you interested in receiving regular updates on available properties that match your criteria?
- 5) Would you like assistance in negotiating the best price for a property?
- 6) Are you looking for an agent who can provide insights into local market trends and property values?
- 7) Do you prefer an agent who communicates promptly and effectively via phone, email, or text?
- 8) Would you like assistance in navigating the paperwork and legal aspects of the real estate transaction?
- 9) Are you open to attending property viewings and open houses with your agent?
- 10) Do you value transparency and honesty in your interactions with a real estate agent?

If you answered “yes” to any of these questions, then I am the right agent for you.

Contact me at (number) or visit my website below

Website link: