

# VSL SCRIPT

## FLO BUYERS AGENTS

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Under 4 minutes. 7 sections. Don't read this word-for-word — know the key lines and deliver them naturally.

## 0:00–0:15 HOOK

**“If you’re earning good money but you’re not building wealth, this is the most important 4 minutes you’ll spend today.”**

“I’m going to show you exactly how I’ve helped everyday Australians generate over \$1.5 million in property growth — and how I can do the same for you.”

“But first, let me tell you who I am and why that matters.”

## 0:15–1:00 WHO I AM

“My name’s Jordan Veleski. I’m the founder of FLO Buyers Agents.”

“I’m a former electrician who bought his first investment property at 18. I didn’t come from money. I just realised early that trading time for a paycheck was never going to give me the life I wanted.”

“Fast forward 15 years. I’ve built a property portfolio that’s generated over \$1.5 million in capital growth. I’ve been featured on Channel 7 and Yahoo Finance. And I now live on the Central Coast with my wife and two kids — because property gave me that choice.”

**“But here’s the thing — I’m not telling you this to show off. I’m telling you because I use the exact same strategy for my clients that I’ve used for myself. Every single one.”**

## 1:00–1:45 THE PROBLEM

“If you’re watching this, chances are you’re in one of two situations.”

“Either you’re earning good money — maybe you’re a tradie, a nurse, a professional — but you’re stuck in the cycle. Mortgage, bills, holidays, repeat. You know you should be investing but you don’t know where to start.”

“Or you’re a parent who’s started thinking about your kids’ future. You’ve seen the property market climbing. You know that by the time your kids need to buy, it’ll be even harder. And you want to do something about it now.”

“Either way, the problem is the same: you know you need to act, but the whole thing feels too complicated, too risky, or too expensive to figure out on your own.”

**“And every month you wait, the gap between where you are and where you could be gets a little wider.”**



## 1:45–2:30 WHAT I DO DIFFERENTLY

“So here’s what I do, and why it’s different from just Googling ‘investment property’ and hoping for the best.”

“I’m a borderless buyer’s agent. That means I buy properties anywhere in Australia — wherever the data says the growth is going to be. Not where it feels comfortable. Not where it’s trendy. Where the numbers actually stack up.”

“I handle everything. The research, the sourcing, the negotiation, the due diligence, the settlement. You don’t lift a finger.”

“And I’m not getting kickbacks from developers or agents. I work for you. My fee is the same whether I buy you a \$400K unit or an \$800K house. I have zero incentive to push you into something that doesn’t serve you.”

**“The only thing I need from you is a conversation. 15 minutes. And I’ll show you exactly what’s possible.”**

## 2:30–3:15 THE PROOF

**“Let me give you some real numbers. Not promises. Numbers.”**

“A client came to me 14 months ago. First-time investor. We bought them a property for \$485K in an area I’d been tracking for months. The bank just valued it at \$605K. That’s \$120,000 in growth. It’s rented. It’s positively geared. It costs them nothing to hold.”

“Another client — young family, two kids. We bought at \$510K. 11 months later, valued at \$590K. \$80K in growth. Rent covers the mortgage.”

“And my own portfolio? Over \$1.5 million in total capital growth across 6 properties in 4 different states.”

**“This isn’t theory. This is what happens when you buy the right property, in the right area, at the right time.”**

### 3:15–3:45 WHO THIS IS FOR (AND WHO IT'S NOT)

**“Now — I want to be upfront about who I work with and who I don't.”**

“If you're serious about building wealth through property, you've got a deposit or equity to work with, and you're ready to take action in the next 1 to 3 months — I'd love to chat.”

“If you're just browsing, you're not sure if you can afford it, or you're looking for free advice on property investing — that's totally fine, but this probably isn't the right fit right now. Go follow me on Instagram. I put out free content every week that'll help you get to that point.”

**“But if you're in a position to act and you want someone in your corner who's done this over 100 times — keep scrolling. Fill out the short application below. And let's get you on a call.”**

### 3:45–4:00 THE CLOSE

**“Scroll down. Fill out the short application. It takes 60 seconds.”**

“I'll personally review it, and if it looks like I can help, I'll reach out to book your free strategy call.”

**“Let's build something.”**