

Real Estate Swipe and Deploy Landing Page and Follow Up Page Content

Without a great headline and content on a landing page, it's very difficult to get people to read any further.

The headline is the first thing that people notice when they arrive at your landing page. The headline is important because it gives visitors an idea of what the page is about.

Compelling headlines lead to many more people reading and responding to your call to action. By using copywriting techniques in headlines, your business has a better chance of getting the results that you want..

Here are some proven real estate landing page headlines and content that can attract and convert more leads.

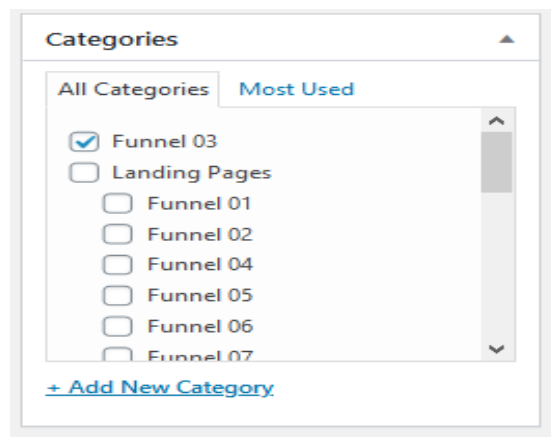
How to Use This Swipe and Deploy

Use this content to create your own landing pages for marketing. Modify it to match your marketing campaign and target market.

Here are the steps:

1. Select from the Funnel Showcases or the Landing Page Swipe Content in the following pages. You can also modify it for your own purposes.
2. Login to your Smart Action Marketing account.
3. In your Smart Action Marketing Dashboard, go to **Funnels > Add New**.
4. Fill in the necessary fields for your landing page or follow up page.
5. *Note: when you see [CITY] or [LISTING PRICE], you can fill it in with any of the following that fits your needs; City, Neighborhood, County, Price Range, Style.

6. If you are wanting to use one of the many pre-built forms that we provide other than the default, you will need to go to Forminator in your Dashboard to retrieve the shortcode to insert into the form.
7. In the following Funnel Showcases, the **Funnel category** that is indicated for use is selected when you are inserting your landing page or follow up page content. Only select one category for each page. You can change the Funnel category at any time, and the content will remain intact, so you can choose the best one for your purposes.



8. To see the landing pages and follow up pages in more detail, you can view them all online. [Click Here.](#)
9. Once completed, scroll to the top and hit **Publish**.

Be sure to use the **Real Estate Marketing Checklist** to quickly and easily launch a complete marketing campaign with these landing pages and follow up pages.

Use our **33 Landing Page Headlines That Convert** pdf to help you generate ideas that will attract the buyers and sellers that you want to work with.

BUYERS FUNNEL SHOWCASE (3 Phase)

Landing Page: *(use Funnel 4 category)*

Headline: Get an Exclusive List of Amazing Homes Currently Available in [CITY]!

Sub-Head: Click below to get complete access to an exclusive list of homes that are on the market in some of the most coveted neighborhoods in [CITY].

Form Title: Request Your Exclusive List

Button: Send Me The List *(link to 1st follow up page)*

1st Follow Up Page: *(use Funnel 8 category, requires a second contact form)*

Headline: GREAT! Your Exclusive List of [CITY] Homes for Sale is on its way!

Bullet 1: Check your email to find the Exclusive List. I should arrive shortly. Check your SPAM folder if you don't see it.

Bullet 2: See a Home You Like? Click below if you want to schedule a showing or have a question about a property you like. We are here to help.

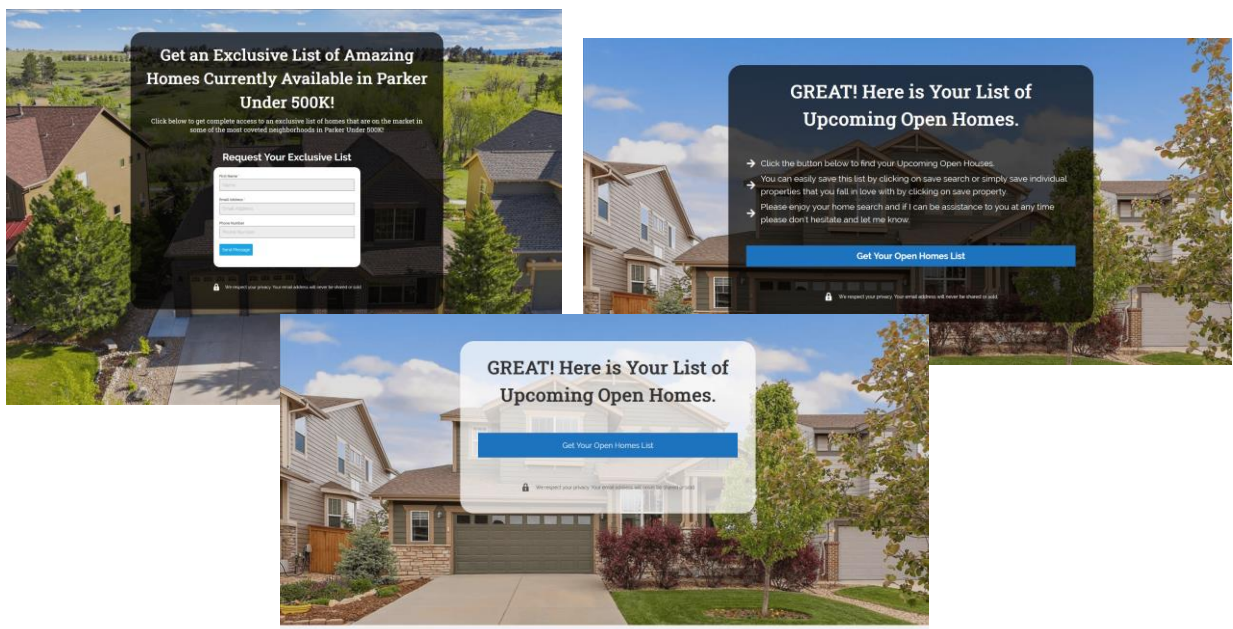
Button: Contact Us to Schedule a Showing or Request Info *(link to 2nd follow up page)*

2nd Follow Up Page: *(use Funnel 10 category)*

Headline: Thank You for Your Request!

Sub-Head: We will contact you shortly to provide you more information on the property you requested. In the meantime, enjoy your list of homes.

Button: Give Me The List *(link to your Saved Property Search page on IDX)*



BUYERS FUNNEL SHOWCASE (2 Phase)

Landing Page: *(use Funnel 2 category)*

Headline: Top 10 [CITY] Ranch Homes Between \$[PRICE RANGE]

Sub-Head: If you are looking for a ranch style home, check out these amazing homes.

Form Title: Get Full Access

Button: Yes, Give Me Full Access *(link to follow up page)*

Follow Up Page: *(use Funnel 8 category)*

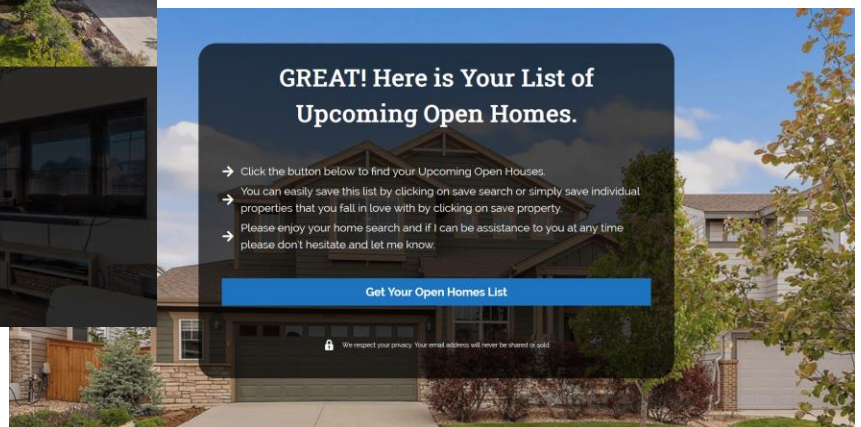
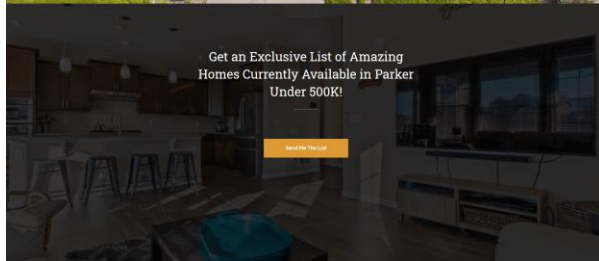
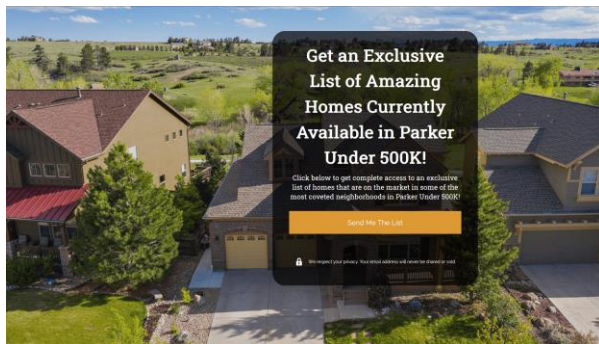
Headline: GREAT! Here is Your List of Top 10 [CITY] Ranch Homes Between \$[PRICE RANGE]

Bullet 1: Click the button below to find your Exclusive List of [CITY] homes for sale

Bullet 2: You can easily save this list by clicking on save search or simply save individual properties that you fall in love with by clicking on save property.

Bullet 3: Please enjoy your home search and if I can be assistance to you at any time please don't hesitate and let me know.

Button: Get The List *(link to Saved Property Search IDX page)*



SELLER'S FUNNEL SHOWCASE

Landing Page: *(use Funnel 1 category)*

Headline: How Much Is Your Home Worth?

Sub-Head: It just takes a few seconds to get a FREE Home Value Report.

Form Title: Request a Home Value Report

Button: Request Report Now *(link to follow up page)*

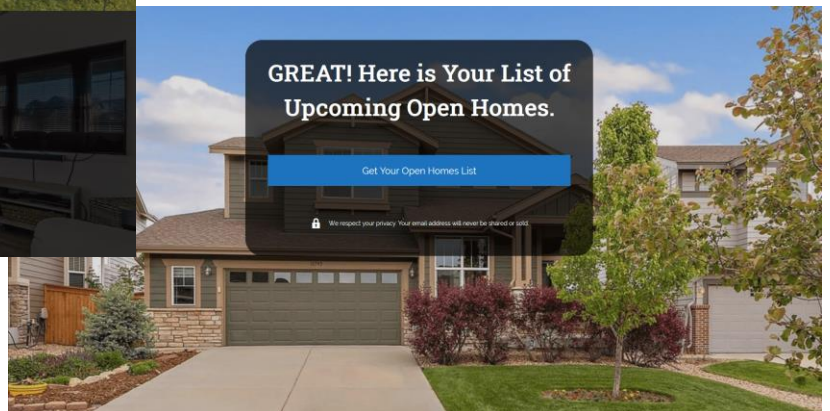
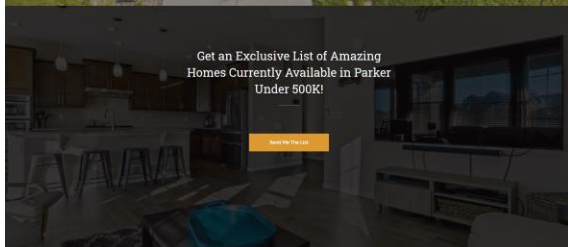
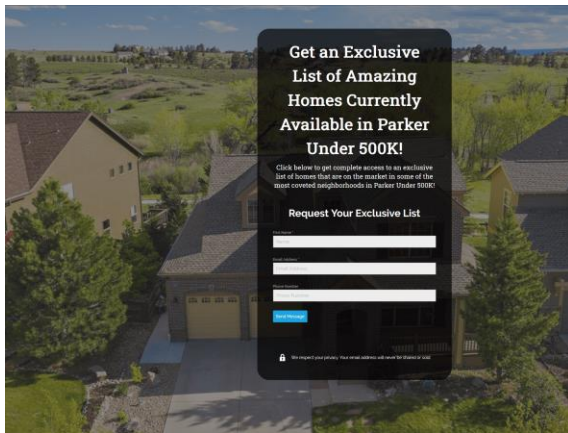
Follow Up Page: *(use Funnel 9 category)*

Headline: Thank You For Submitting Your Information.

Sub-Head: We will Prepare a Customized Current Market Analysis for you.

Please check your email in the next 24 hours and if we can be of help please don't hesitate to reach out to us.

Button: Start Searching For Homes *(link to your IDX search page)*



OPEN HOUSE FUNNEL SHOWCASE

Landing Page: *(use Funnel 3 category)*

Headline: Get Your Exclusive List of Upcoming Open Houses in [CITY]!

Sub-Head: We have put together a list of open homes for you. Simply just enter your details below to get Immediate access.

Form Title: Get Access Now...

Button: Get Access Now *(link to follow up page)*

Follow Up Page: *(use Funnel 8 category)*

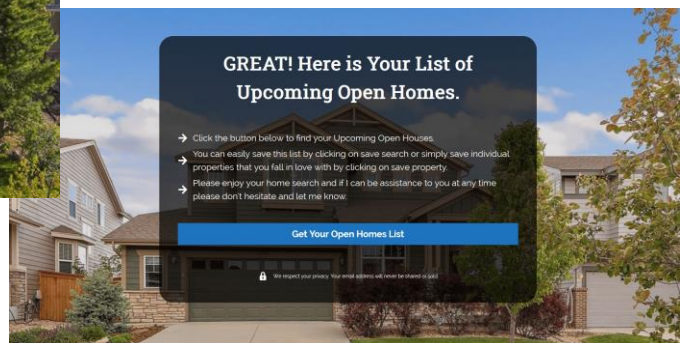
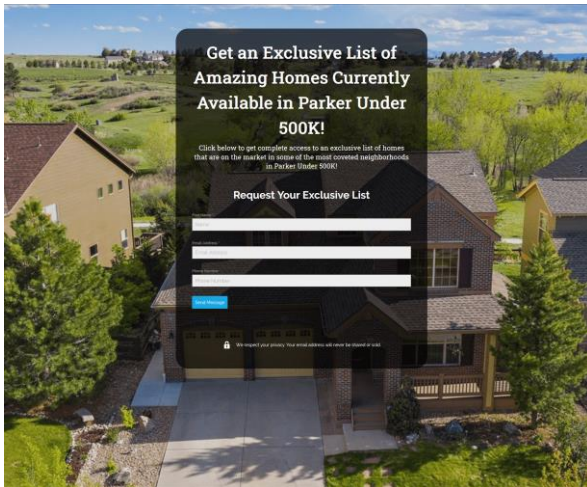
Headline: GREAT! Here is Your List of Upcoming Open Homes.

Bullet 1: Click the button below to find your Upcoming Open Houses.

Bullet 2: You can easily save this list by clicking on save search or simply save individual properties that you fall in love with by clicking on save property.

Bullet 3: Please enjoy your home search and if I can be assistance to you at any time please don't hesitate and let me know.

Button: Get Your Open Homes List *(link to a Saved Open House list in IDX or that you have created)*



LANDING PAGE SWIPE CONTENT

Use the following content to create your own landing pages.

Headline: Free List of Just Sold Homes In [CITY]!

Sub-Head: Click below to get complete access to an exclusive list of Sold Homes.

Button: Yes, Send Me My Sold Homes List

Headline: Just Listed

Bullets: 4 Bedroom, 3 Bathrooms, 3 Car Garage, A Must See

Sub-Head: Get Full Access To This Home With Price & Photos

Button: Yes, Give Me Full Access

Headline: [CITY] [STATE] Homes For Sale **Under** [LISTING PRICE]

Sub-Head: We have put together a list of current homes for sale in [CITY] [STATE] under [LISTING PRICE]

Form Title: Get the Complete List

Button: Yes, Give Me Access

Headline: [CITY] [STATE] Homes For Sale **Over** [LISTING PRICE]

Sub-Head: We have put together a list of current homes for sale in [CITY] [STATE] over [LISTING PRICE]

Form Title: Get the Complete List

Button: Yes, Give Me Access

Headline: How Much Is Your Home Worth?

Sub-Head: It just takes a few seconds to get a FREE Home Value Report.

Form Title: Request a Home Value Report

Button: Request Report Now

Headline: Get an Exclusive List of Amazing Homes Currently Available in [CITY]!

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Headline: Top 10 [CITY] Ranch Homes Between \$[PRICE RANGE]

Sub-Head: If you are looking for a ranch style home, check out these amazing homes.

Form Title: Get Full Access

Button: Yes, Give Me Full Access

Headline: COMING SOON: AMAZING RANCH HOME IN [CITY]

Sub-Head: Full Access To This Home With Full Details and Photos.

Form Title: Request Full Details

Button: View Now

Headline: Get Your Exclusive List of Upcoming Open Houses in [CITY]!

Sub-Head: We have put together a list of open homes for you. Simply just enter your details below to get Immediate access.

Form Title: Get Access Now...

Button: Get Access Now

[FOLLOW UP SWIPE CONTENT \(Thank you, Second Offer, etc\)](#)

Headline: Thank You For Submitting Your Information.

Sub-Head: We will Prepare a Customized Current Market Analysis for you. Please check your email in the next 24 hours and if we can be of help please don't hesitate to reach out to us.

Button: **Start Searching For Homes**

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Bullet 3: Please enjoy your home search and if I can be assistance to you at any time please don't hesitate and let me know.

Button: Get The List

Headline: GREAT! Here is Your List of Upcoming Open Homes.

Bullet 1: Click the button below to find your Upcoming Open Houses.

Bullet 2: You can easily save this list by clicking on save search or simply save individual properties that you fall in love with by clicking on save property.

Bullet 3: Please enjoy your home search and if I can be assistance to you at any time please don't hesitate and let me know.

Button: Get Your Open Homes List

PRIVACY POLICY AND OTHER STATEMENTS

**These are not legal statements, only provided to you as suggestions. Please consult your own company policy as needed.

We respect your privacy. Your email address will never be shared or sold.

We respect your privacy. Your email address will never be shared or sold. You are subscribing to a real estate report as well as our monthly newsletter which you can opt out of at any time.

We will not share, sell, or trade your email addresses. We may use your email address to directly send you information and may provide you with online informational or marketing messages to which you have subscribed.

If you don't see our email in your inbox shortly, please check your spam/junk folders to ensure it didn't get filtered out by your email company's network gateway filter.