



RealHouse Stories: Sample Copy Document

Attached below are some examples of what basic versions of our copy may look like.

If you want to learn more about how we can help your business, book a call with us today to learn more about our tailored solutions for your specific needs.

[Click here to learn more.](#)

What types of copy can we help with?

- Branding Copy
 - Ad Copy
 - Content Copy
 - Website Copy
 - Social Media Copy
 - Email Copy
 - Sales Copy
 - Scripting Services
 - Other
-

Here are some basic examples of our work.

Feel free to use these for your own business!

Branding Copy Examples:

Purpose - The purpose of branding copy is to help others better understand your business's identity.

Making sure people aren't confused about what you do.

Check out this article by Proctor and Stevenson to learn more about why branding copy is important.

[Click here to view the article.](#)

Here are some samples of our work below...

Taglines:

Use Case: Taglines for Hard Money Lenders.

Samples:

- Money on Demand.
- Fund Fast. Invest Smart.
- Money When You Need It, Where You Need It.
- Fast Funding, Real Results.
- Cash on Call.
- Instant Capital, Immediate Impact.
- Cash in Hand, Deals in Motion.
- Your Financial Lifeline, Ready When You Are.
- Funds at your Fingertips. For Every Opportunity.
- Investment Capital Made Simple.

Use Case: Taglines for General Contractors.

Samples:

- Turning Blueprints into Reality.
- From Concept to Completion.
- Building Beyond Expectations.
- Where Design Meets Dedication.
- Constructing Excellence. Defining Standards.
- Designing Dreams. Constructing Realities.
- Building Better. Building Together.
- Building Better Together.
- Crafting Quality. Building Trust.
- From Concept to Completion, Every Detail Matters.

Email Copy Examples:

Purpose - The purpose of email copywriting/ marketing is to engage or reengage the emails of prospective clients in your current database, helping generate more business off past interest.

Did you know businesses that participate in email marketing may generate 20-30% of their revenue from that channel alone?

Check out this article by HubSpot to learn more about why you should be doing email marketing.

[Click here to view the article.](#)

Here are some samples of our work below...

Sample 1:

Use Case: Email used to promote an online wholesaling course.

Subject Line:

Wholesaler's Headache?

Meta Description:

Banging your head against a wall. I was too, until...

Body:

Hi [Recipient's First Name],

Are you struggling to find deals and take your real estate journey to the next level?

I know I was for a long long time. Longer than I would like to admit.

The pain along the way was almost unbearable.

Banging my head against the wall. Even questioning why I was trying this wholesaling thing.

It got to the point where I started looking for other ways to make money on the side.

Maybe this wasn't for me... was I a quitter?

Months went by trying to put together pieces of information from different online resources.

Questioning myself every day, aimlessly hoping for things to change.

Then one day BAM, it finally happened!

I ended up closing my first deal and making over \$XX,XXX!

From there it was off to the races as I started doing multiple deals per month.



Making over \$XXX,XXX that year.

I never want anyone to have to go through that, and after all of the pain we decided to create [\[Your Course Name\]](#).

To help you close deals without the headache and stress of putting the puzzle together.

With our proven system over XXX number of our students have been closing deals and putting cash in their pockets.

Learn from my mistakes and take a step in the right direction.

[Click here](#) to learn more about [\[Your Course Name\]](#).

Don't go it alone.

Learn from those who have been there before you.

Let's start this journey together.

- [YOUR NAME]

Sample 2:

Use Case: Marketing email driving traffic to a RE Agent's off-market marketing list for investors.

Subject Line:

Have you closed any deals recently?

Meta Description:

If not? We have exclusive deals for you. Get access before the masses.

Body:

Hey [Prospect Name],

Have you been able to find good investment properties in the [property area]?

Seems like a lot of properties in [property area] are getting scooped up FAST.



Many investors are struggling to close deals with enough time to make educated decisions on whether or not they should buy.

Supply can not meet demand as we continue to see out-of-state investors paying way too much for properties that they continue to lose money year after year in hopes of gaining appreciation.

Local investors have no chance to make smart investment decisions without bleeding cash!

If this sounds all too familiar, know that you're not alone.

My team and I were tired of chasing deals that led nowhere too.

We saw the need for a smarter approach, one that helps local investors succeed.

That's why we decided to take matters into our own hands and start [xyz deal finding program].

Making sure you see exclusive off-market opportunities before they hit the rest of the market, giving you the best shot at closing a profitable deal.

Take for example [client name].

[Client name], joined our [xyz deal finding program], a little over [time] ago and has already closed [x number] of deals using our pipeline.

Netting over \$XX,XXX!

So you have some context here is an example of a deal we helped, [client name], do recently.

[Deal info]

Imagine what seeing more deals like [example deal address] would do for you...

If you are looking to close more deals like [example deal address] click the link below.
[link]

We want to make sure you find deals that meet your criteria and make you money.



Start closing more deals TODAY. Find opportunities without the headache of the competition.

Just so you know we can only have [x] number of slots left on our VIP buyers list or else our deals will no longer be considered exclusive.

Join our VIP list today before it's too late. [Get exclusive access!](#)

Simplify your investing journey so you can focus on what really matters. Making money.

- [YOUR NAME]

Sample 3:

Use Case: Marketing email offering FREE home evaluations as a brokerage or RE Agent.

Subject Line:

Big Decision Coming Up?

Meta Description:

Our team is doing FREE Home Valuations this week only to help you make more informed decisions about your future.

Body:

Hey [Prospect Name],

Have you ever thought about selling your home?

It's not a decision to take lightly.

Where will you move?

Are you making the right decision?

What about all the things you need to get in order beforehand?

This process can get pretty overwhelming... trust me I've been there.

As an agent, I see this with my clients all the time.

People struggling to make educated choices about their future because they don't have the right information.



That's why the team and I at [xyz company] decided to create our FREE Home Valuation calculator.

Having a better understanding of how much your home is worth helps you to make better decisions about your future.

Don't be caught like a deer in headlights.

[Click here](#) to find out what your home is worth TODAY.

Don't wait, we're only doing this for a limited time.

Arm yourself with the right information.

Get your [FREE Home Valuation today](#).

- [YOUR NAME]

Sample 4:

Use Case: Marketing email for a webinar invitation to teach people about investment strategies (1031 exchange).

Subject Line:

Don't make this mistake!

Meta Description:

The 1031 exchange process can be overwhelming at first and we get that. Did you know...

Body:

Hey [Prospect Name],

Are you a new investor looking to sell one of your properties and move on to another?

Then I can only assume you must be looking into the 1031 exchange process.

One thing caught my eye yesterday that I thought was fascinating.

Did you know that over 60% of all attempted 1031 exchanges will fail?

Shocking statistic right...

As I started to dig deeper it became clear that this failure was happening due to a lack of planning and preparation for the 1031 exchange process.

New investors aren't being armed with the right information.

Being told what to do. BUT not how to do it properly.

That's when we decided to put together the [xyz webinar] to help investors better understand the 1031 exchange process.

In this webinar we prepare you for what is to come in your 1031 journey, going over:

- X
- Y
- Z

Helping you better prepare yourself for the 1031 exchange process.

We only have a limited number of seats for the event.

Act now before it's too late. [Click here](#) to register.

Don't be a part of the 60% that fail.

Make sure you're learning the right information and join us at [xyz webinar]

- [YOUR NAME]
-

Sample 5:

Use Case: Real Estate Networking Event Marketing Email

Subject Line:

Robert Kiyosaki would be Proud

Meta Description:

What are your plans this [xyz date]?

Body:

Hey [Prospect Name],

The other day I was poking around online and saw a quote by Robert Kiyosaki that I thought was fascinating.

“The richest people in the world build networks. Everyone else is trained to look for work.”
– Robert Kiyosaki, the author of “Rich Dad, Poor Dad”

Now that is something I wish I had known sooner.

Businesses are built off relationships, not transactions.

I mean let me ask you, would you rather:

Have a client who buys once and never talks to you again?

Or...

Have a relationship that not only buys from you but also refers you to other clients just like them?

Personally, I'd rather have someone who I can trust and receive referrals from.

Someone to brainstorm new ideas with.

Helping each other to grow.

But where do you meet these people?

That was a question I struggled with for a while...

Then I thought to myself hey... let's host an [xyz event] to help build relationships between business owners and professionals alike.

You won't want to miss this. We're bringing together the best of the best and we want you to be a part!

Who knows, maybe you'll meet your next business partner!

Join us at [time] at [location] to meet other like-minded professionals.

[Click here](#) to sign up before it's too late!

We only have [x] number of spots left!

Meet new people, build lasting relationships and change your future today.

Let's grow together.

Don't go it alone.

- [YOUR NAME]

Final Remarks:

If you would like to learn more about how copywriting can help you convert more prospective clients into real business fill out the form on our website to schedule a [FREE consultation](#).

Our goal is to write engaging copy that makes your message more persuasive and easy to understand.

We help you tell your Story. Converting prospects into Real paying clients.

- *RealHouse Stories*