

HEADLINE

“YOUR COMPETITIVE ADVANTAGE BEFORE THE HOME HITS THE MARKET”

SUB HEADLINE

“A fully managed pre-listing renovation program—handled by a licensed General Contractor.

PROGRAM NAME

“The Pre-Listing Advantage Program”

SUB TEXT

“Exclusive preferred contractor partnership”

CORE VALUE (3 ICONS MAX)

Use icons with short text:

ICON 1

No Contractor Headaches
We manage everything

ICON 2

Higher Sale Prices
Homes show like renovated properties

ICON 3

Faster Closings
Fewer inspection issues

POSITIONING STATEMENT

“We handle everything—from scope to execution—so your listings hit the market looking renovated, not dated.

BACK SIDE (THE “WHY + HOW”)

SECTION 1: WHY AGENTS USE THIS

Header:

Why Top Agents Use This Program

Bullets (tight, high-impact):

- * Eliminate contractor coordination completely
- * Increase listing price potential
- * Reduce inspection-related negotiations
- * Deliver a better client experience
- * Win more listings with a differentiated offering

SECTION 2: WHY A LICENSED GC MATTERS (THIS IS YOUR EDGE)

Header:

Not a Handyman. A Licensed General Contractor.

Split into 2 columns for design:

Left Column

- * Structural expertise (load-bearing, framing, water damage)
- * Code-compliant work
- * Permit-ready when required

Right Column

- * \$2M insured protection
- * Full trade coordination (plumbing, electrical, HVAC)
- * Professional project management

Bottom line (bold):

Inspection-ready. Appraisal-ready. Market-ready.

SECTION 3: HOW THE PROGRAM WORKS (VISUAL FLOW)

Use a 4-step horizontal flow with icons:

1. Walkthrough

Identify high-ROI improvements

2. Scope & Pricing

Clear plan + fixed pricing

3. Execution

Fast, managed, market-ready delivery

SECTION 4: PRICING ADVANTAGE

Preferred Partner Pricing

Exclusive discounted rates through the program

SECTION 5: CALL TO ACTION

Primary CTA:

Schedule a Pre-Listing Walkthrough

Secondary:

See how this can help you win your next listing

Include:

- * Name (you or company). Book a call with William

- * Phone

- * Email

- * QR code to Williams Calendar

<https://scheduler.zoom.us/william-albaugh/the-pre-listing-advantage-program-let-s-talk->

Add a small credibility bar:

Licensed General Contractor

Fully Insured

Charlotte Market Specialist