

Landing Page Copy Template

90-Day Seller Appointment Implementation Kit

Version 1.1 | Last Updated October 2, 2026

Purpose: Build a clear short or longer page for the selected resource.

Requires: Seller Resource Templates Finished resource and delivery promise; Seller Qualification Form Form blueprint; Seller Campaign Compliance Checklist Approved identity and privacy notice

When to use: Before integrations and ad activation

Estimated time: 60–90 minutes

[Open the Resource Hub](#)

Customize before using

Replace the fields used in your selected template. Use [AGENT NAME], [BROKERAGE], [CITY], [COUNTY] or [NEIGHBORHOOD], [SELLER OFFER], verified [LOCAL MARKET DATA], [BOOKING LINK], [PHONE] and [EMAIL] consistently. Complete any additional bracketed delivery, privacy, property or review fields that apply. Delete instructions and unused alternatives before sending.

Short version for a checklist

Headline: Know what to handle before you list your [CITY] home

Subheadline: Get a practical checklist covering preparation, pricing questions, paperwork, and the next decisions to make.

Offer preview: [SHOW THE ACTUAL CHECKLIST COVER]

Value bullets:

- Organize the information to gather before listing.
- Identify preparation questions to discuss before spending.
- Write down the timing and pricing decisions still to make.

Form heading: Send me the [CITY] Seller Preparation Checklist

Fields: First name [required], email [required]. Do not require a phone number for this generic download.

CTA: Get the checklist

Delivery note: Download immediately and receive a copy by email. A consultation is optional.

Identity: Prepared by [AGENT NAME], [BROKERAGE], serving [SERVICE AREA]. [REQUIRED LICENSE OR ADVERTISING DISCLOSURES].

Privacy: Read how [AGENT / BROKERAGE LEGAL ENTITY] handles your information: [PRIVACY LINK].

Longer version

Headline option 1: A practical plan before you sell in [CITY]

Headline option 2: Questions to answer before choosing your listing date

Headline option 3: Get the [CITY] Seller Preparation Checklist

Subheadline: Use this guide to organize preparation, pricing questions, and the information to discuss with your agent before listing.

Section What you receive: [ACTUAL RESOURCE NAME], updated [DATE], covering [THREE REAL CONTENT ITEMS]. Show a real page excerpt. Do not promise local statistics unless they are included and current.

Section Who prepared it: I'm [AGENT NAME] with [BROKERAGE]. I help sellers in [ACTUAL SERVICE AREA]. [ONLY VERIFIED CREDENTIAL OR EXPERIENCE]. You can use the resource without booking a

conversation.

Section Request the resource: [SAME FORM AS SHORT VERSION]. CTA [GET THE GUIDE].

FAQ Do I have to book a call? No. The resource is available independently. If you want help applying it to your property, there is an optional booking link afterward.

FAQ Does this establish my home's value? A general guide does not. A property-specific pricing discussion needs relevant comparables and condition details.

FAQ When will I receive it? [HONEST DELIVERY TIME].

FAQ Who will contact me? [NAMED AGENT / ENTITY]. Explain the requested delivery and any separately permitted follow-up; do not imply you will sell the inquiry.

FAQ How do I stop updates? Use the email unsubscribe option or contact [EMAIL]. Text options appear only if SMS is enabled and you opt in.

Property pricing report variant

Headline: Request a pricing review for your [CITY] property

Subheadline: Share the address and receive an agent's comparative review within [TURNAROUND]. The review explains relevant sales, uncertainties, and next questions.

Form: first name, email, property address required; phone optional unless there is a documented need and reviewed disclosure.

CTA: Request my pricing review

Limit: This comparative review is not an appraisal or guaranteed sale price. Confirm any state rules about broker price opinions with the brokerage.

Thank-you message: We received your request. [AGENT NAME] will prepare it within [TURNAROUND].

You do not have to book to receive it. [GENERIC PREPARATION RESOURCE LINK] is available now if you want to get started.

Thank-you page for an immediate resource

Headline: Your [RESOURCE NAME] is ready

Primary button: Download [RESOURCE NAME] → [RESOURCE LINK]

Message: We also sent a copy to [EMAIL ADDRESS SHOWN ONLY IF SAFE]. If it does not arrive, check your folders or contact [AGENT EMAIL].

Optional next step: Want help applying this to your property? Answer a few questions about your property and timing: [QUALIFICATION LINK]. After qualification, you'll have a path to book a [DURATION]-minute selling-plan conversation.

Secondary link: Return to the checklist. Do not hide the download behind the qualification form.

Privacy and contact placeholders

Instruction for the builder: Insert your actual brokerage-approved privacy notice, data-controller identity, purposes, vendors, retention practices, choices, contact method, and state-specific rights where applicable. Do not publish [PRIVACY LINK] or generic invented legal text as a completed policy.

Optional email updates checkbox, unselected: Yes, send me occasional seller tips and local updates from [NAMED AGENT / BROKERAGE]. I can unsubscribe at any time.

SMS is separate, optional, and off by default. Use Seller Campaign Compliance Checklist's reviewed drafting framework only after enabling the full compliant sender workflow.

You are done when

The selected page delivers the real resource, has approved privacy and identity details, and passes mobile/form/link tests.