



35 Real Estate Landing Page Examples and Ideas to Copy

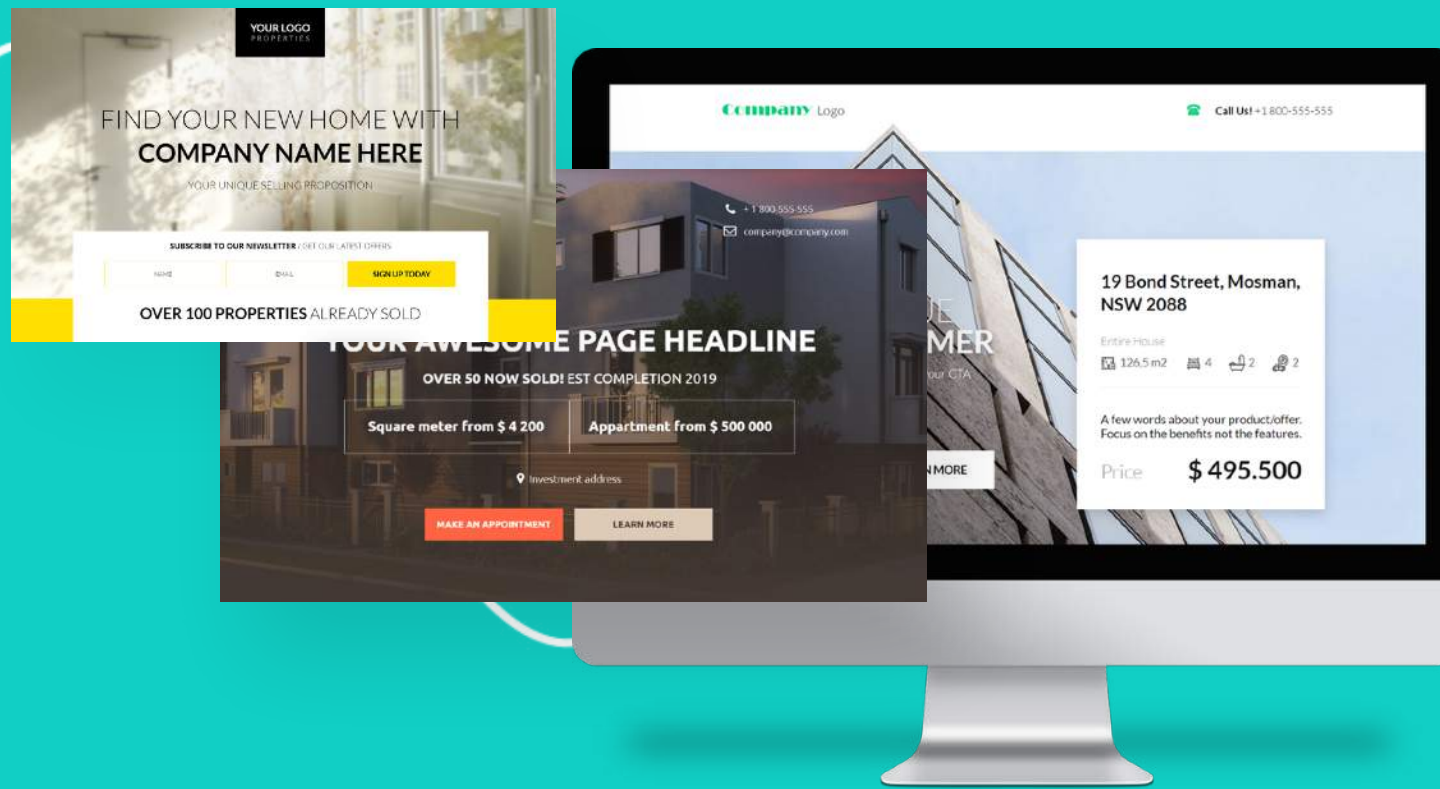
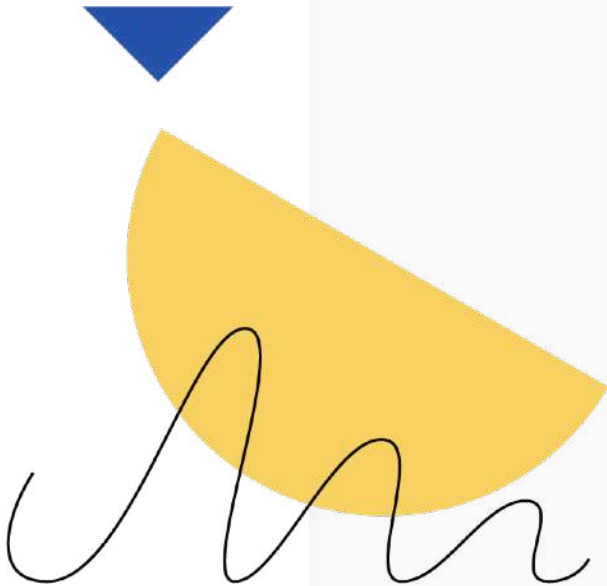




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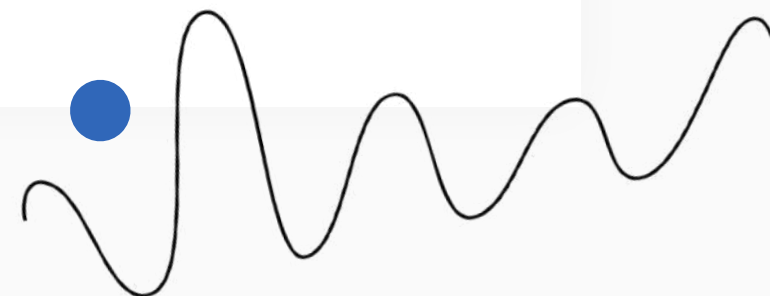
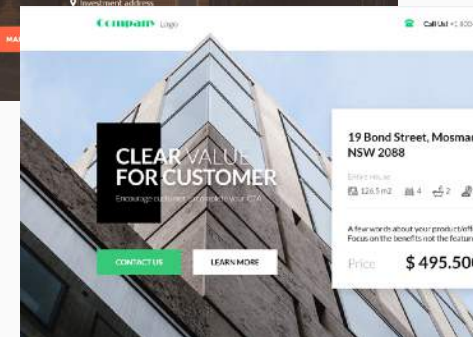
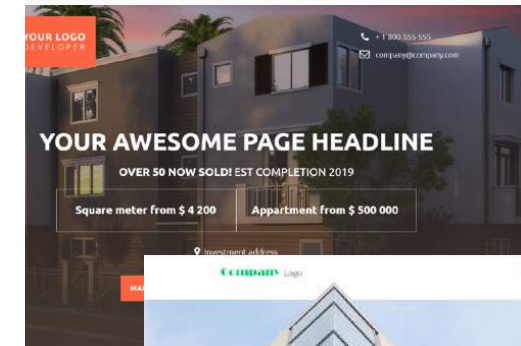


What is a real estate landing page?

As a real estate company, getting someone's contact information can be immensely helpful. With it, you can follow up with the potential customer to qualify them as a lead and sell them on the benefits of going with your company. However, it all starts with being able to talk with them one-on-one. That's where real estate landing pages come in.

A landing page, sometimes referred to as a "squeeze page", is a web page used to collect information from leads or in other words, potential customers.

From the ad, you entice the viewer with an offer and send them to a landing page where they need to fill in their contact information in order to receive the offer (e.g. a PDF, a free offer, a free consultation, a free eBook, etc.). With this information, you can follow up with the person in order to qualify them as a lead and potentially move them forward in your sale process. If you send the person to your homepage, there is a lot of information to distract the visitor and you likely won't get their contact details. Thus, you could be spending a lot of wasted money on advertising with limited results.

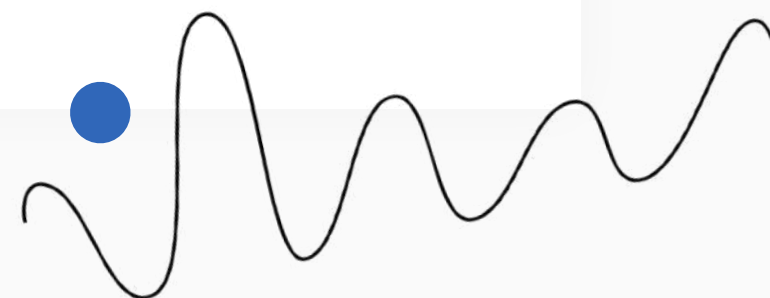
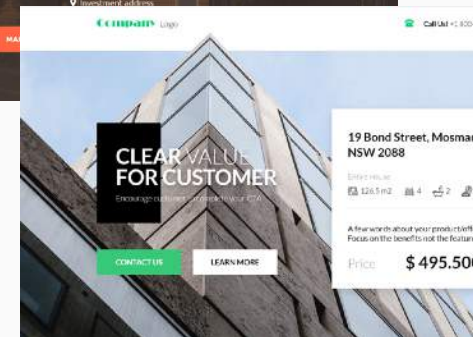
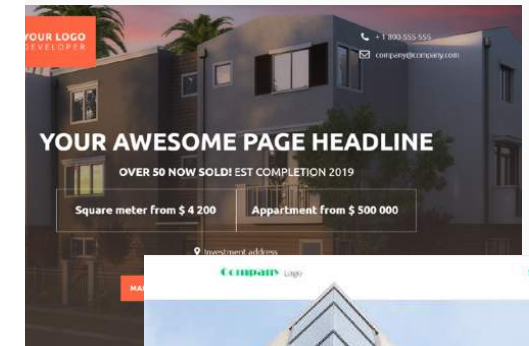




Why should you use a landing page?

To summarize, using a real estate landing page offers the following benefits:

- Landing pages reduce distraction. Thus, leading the visitor to an action (in this case, their contact information in exchange for the offer).
- You can A/B test different landing pages as well as real estate website templates to discover the most effective designs and marketing copy for your offers.
- You can use real estate landing pages for offline advertising too. For example, you can tell people to go to a specific URL on your website (e.g. mywebsite.com/landingpage) from a flyer, business card, postcard, etc. You can also include a QR code that sends them directly to the landing page. With either of these methods, you can find out which offline advertising campaigns are most effective (by creating separate landing pages for each advertising method and seeing which page gets the most hits).





The three main types of real estate landing pages

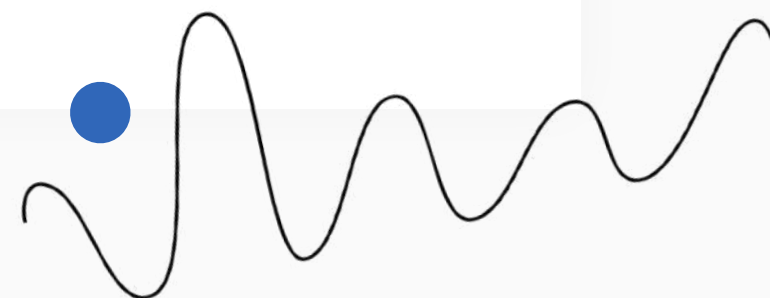
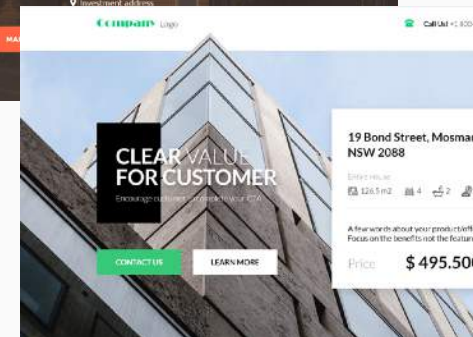
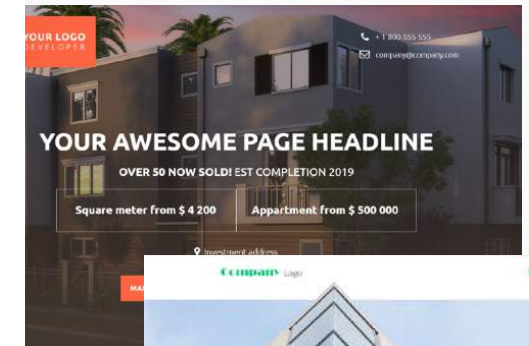
A landing page can be used for many purposes. However, in almost all cases, they are used to collect contact information from the visitor. With this in mind, we've identified three main types of landing pages real estate companies use to do this:

Home value landing pages

The home value landing page allows the visitor to look up the value of their home. In most cases, in order to receive the estimate, the visitor needs to enter in their email and/or other contact information. The estimate may be instant or an associate may need to contact the person directly in order to provide a custom estimate.

Free content landing pages

The free content landing page is used to provide the visitor with a free piece of content. Most often this is a PDF, an eBook, a checklist, or any other type of content that might entice the visitor to input their contact information.



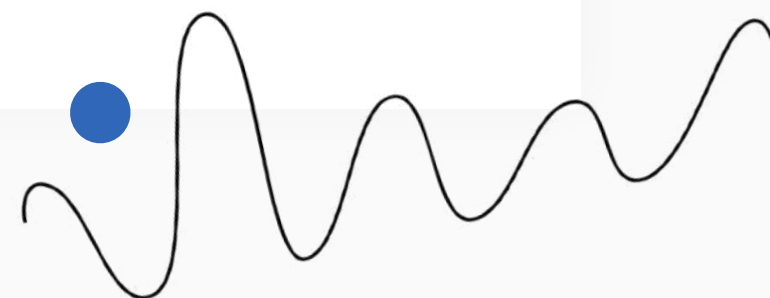
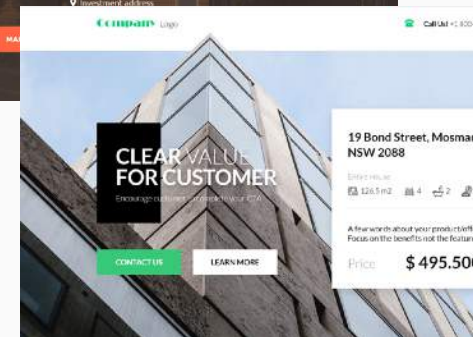
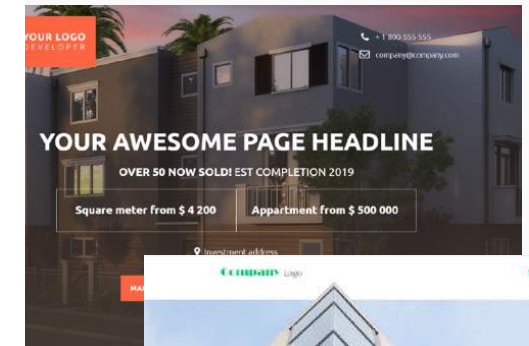


The three main types of real estate landing pages

Home search landing pages

This last landing page allows the visitor to search for new homes in their desired area. In this instance, this type of page isn't really a "landing page". The person may "land" on it from an ad, however, they can navigate the site freely and search for home listing results. Some companies may decide to completely limit the search by having visitors enter in contact information before they can even look at any of the listings. Most often, however, other methods are used to collect contact information such as timed popups (a popup shows up after a certain amount of time on a page) or a limited number of searches may be allowed before the visitor has to enter in their contact information to continue.

Let's now take a look at different examples and learn more about their pros and cons.





1. Lesko to the Beach

Pros: The page forces visitors to enter in their contact information in order to view the listings, allowing the company to follow up.

Cons: While gating the listings upon arrival allows the company to collect contact details, doing so right away may cause visitors to leave before browsing the site.

find houses for sale

NEW \$2,050,000 1110 Bay Ave Lewes, DE 19958 4 Bed • 3 Bath Listed with BERKSHIRE HATHAWAY

NEW \$450,000 16231 John Rowland Trl Milton, DE 19968 4 Bed • 4 Bath Listed with ACTIVE ADULTS REALTY

NEW \$235,900 33536 Cleek Way #3315 Long Neck, DE 19966 3 Bed • 2 Bath Listed with BAYWOOD HOMES INC

NEW \$285,000 56 B October Glory Ave Ocean View, DE 19970 3 Bed • 3 Bath Listed with KELLER WILLIAMS REALTY

NEW \$419,990 30074 Sanctuary Dr Ocean View, DE 19970 3 Bed • 3 Bath Listed with KELLER WILLIAMS REALTY

NEW \$469,990 30094 Sanctuary Dr Ocean View, DE 19970 3 Bed • 3 Bath Listed with KELLER WILLIAMS REALTY

View 1920 Listings

Location: 19966|19968|19958|19971|19975|19970|19944|19945|19967

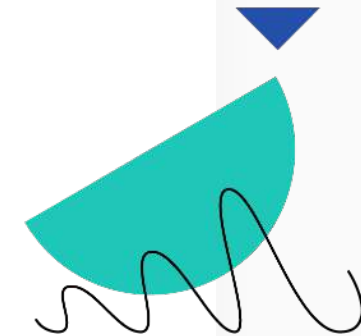
Full Name

Email Address

Phone Number (Used as password)

VIEW LISTINGS

OR

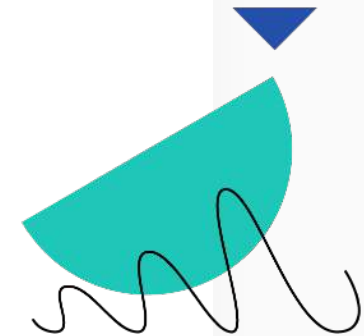




2. YHM Property Solutions

Pros: The layout of the copy and form is well-constructed. It assumes the appearance of a literal funnel (the layout gets narrower as it drops down to the form) so you can't ignore its call to action.

Cons: It isn't apparent to visitors that they should enter their details in the form if they are indeed selling houses in the area.

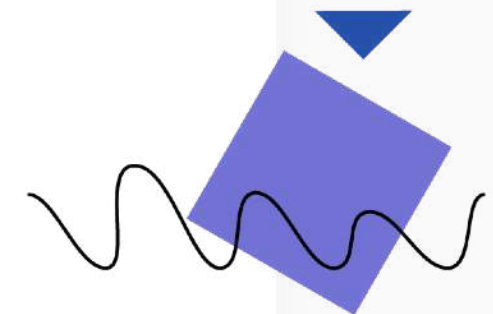
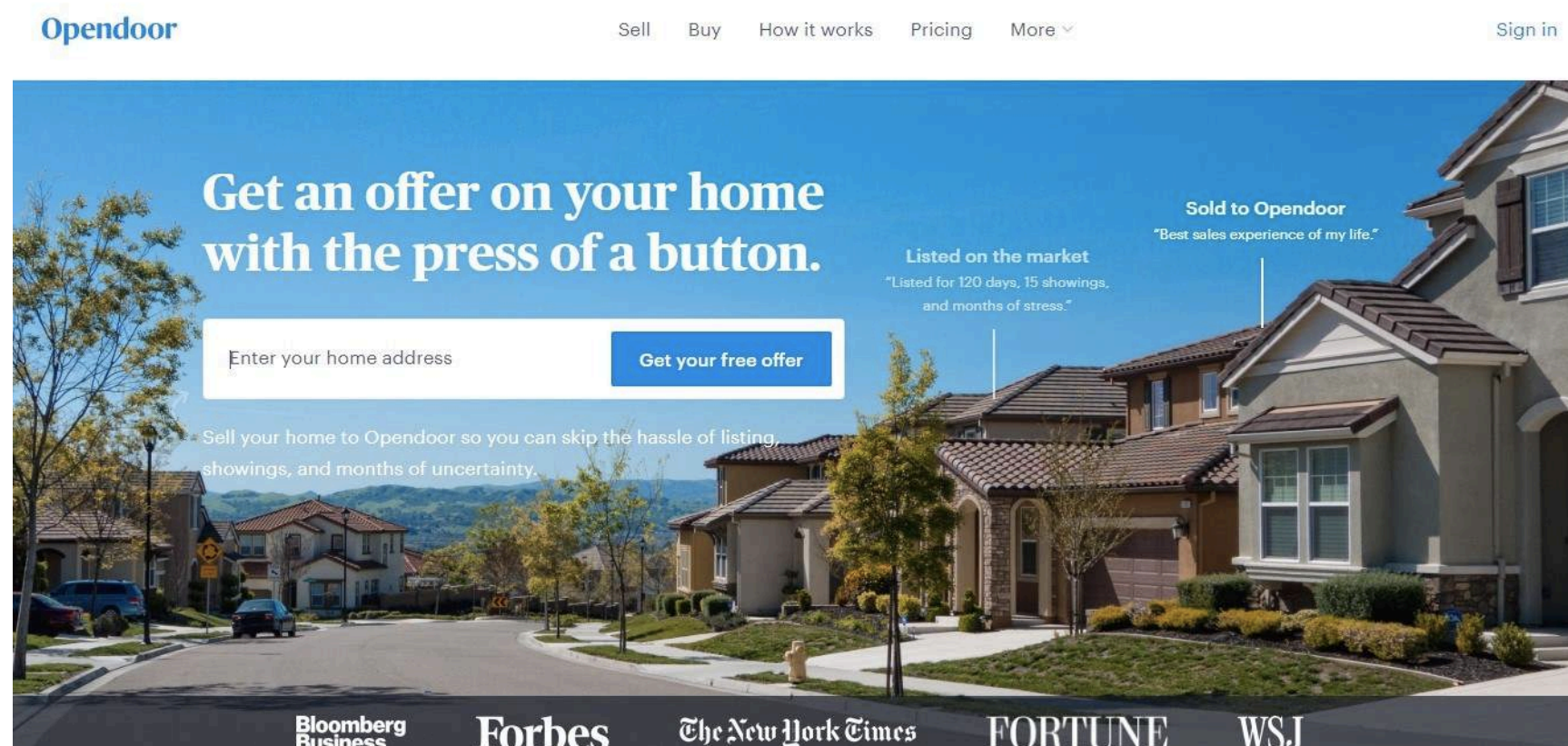




3. Opendoor

Pros: The CTA is clear and to-the-point: “Get an offer on your home with the press of a button.”

Cons: The other text over the background image is tough to read and may distract the visitor.

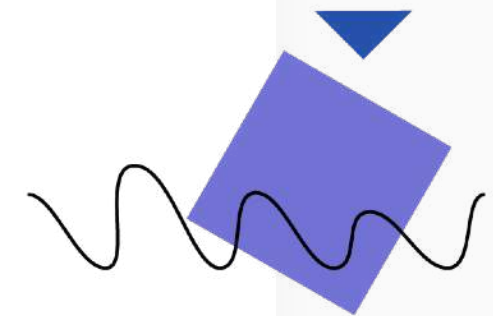




4. Real Estate Webinars

Pros: The page includes social proof in the form of reviews and testimonials.

Cons: The page is too busy with too many CTAs and elements. As a result, it confuses visitors on what action to take.

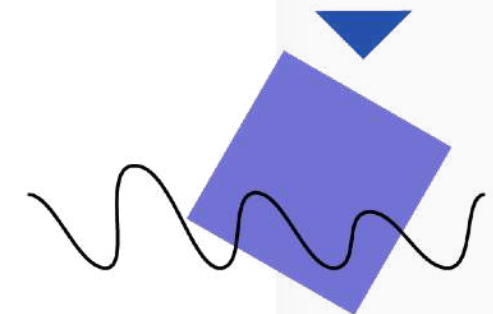
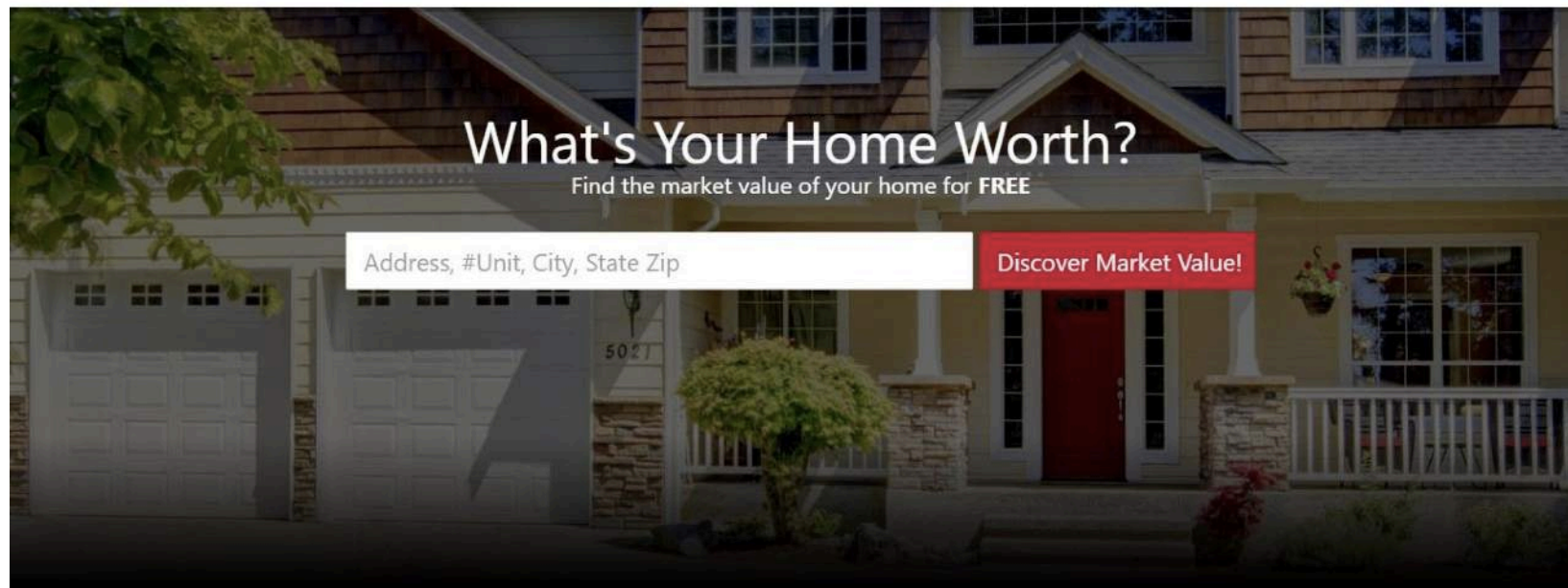




5. Remax

Pros: Very clear and straightforward landing page with a clear-cut value proposition.

Cons: The page could benefit for a one to two customer testimonials or the advantages of getting a free home evaluation.





6. Xome

Pros: The page design is clean and modern. It provides a few key benefits but keeps the design simple in order to reduce distraction.

Cons: The menu could be removed to ensure the only action the visitor can take is to provide their address to get started.

value your home powered by xome About Contact

What's your house worth?

Get a free lender-grade estimate of your home's value*

Enter full property address to get started Continue

An Instant Online Estimate

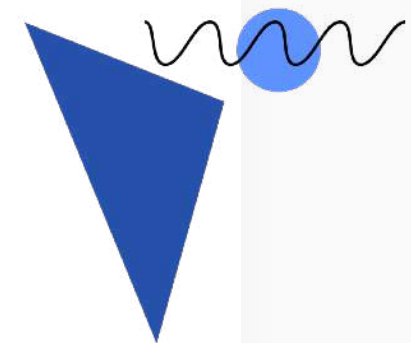
Our award-winning home valuation engine produces a custom report that you can view just seconds after you've filled out this online form.

Lender-Grade Technology

The proprietary algorithms that power our home value estimate are the same ones used by many of the nation's top lenders to determine house values.

Your Detailed Home Value Report

Your online report will present the Xome Value® for your home along with the data used to arrive at the estimate such as comparable homes, market trends, etc.



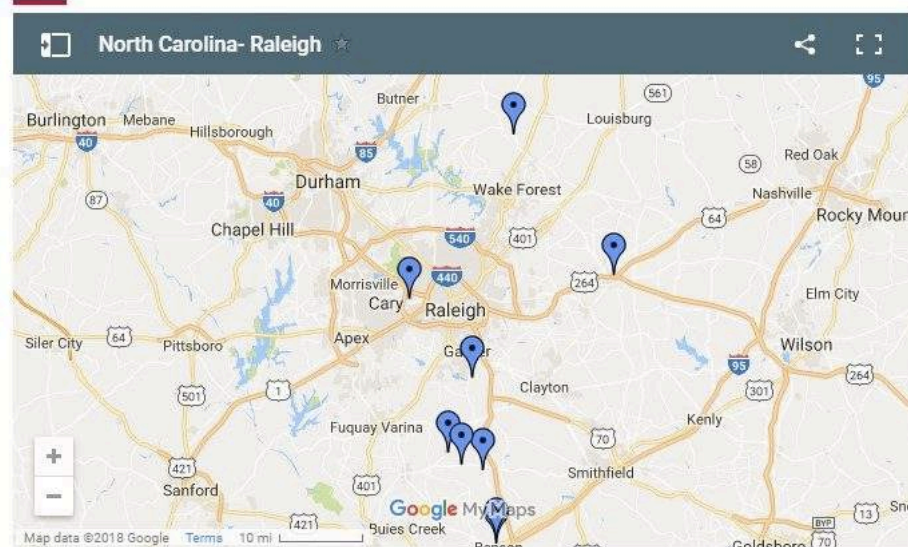


7. Adams Homes

Pros: The map with pins on properties is a nice touch to show the specific location of each property. The bullet list gives an overview as to what people can expect after filling out the form.

Cons: The page would benefit from a larger heading to compel visitors to get more information.

Raleigh, North Carolina - New Homes

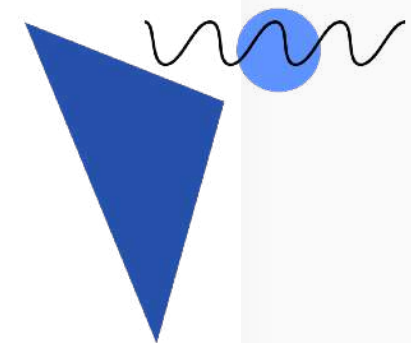


New Homes for Sale in Raleigh, North Carolina

Raleigh NC real estate is competitive and valuable on a national level. Read on to learn more.

Learn More Today

- ✓ Request Additional Information
- ✓ Inquire About Financing
- ✓ Schedule Home Tour

☐ I'm not a robot[Get More Information](#)[CHAT SESSION IS MINIMIZED](#)



8. Beazer Homes

Pros: The page shows the steps necessary to complete the offer of the landing page.

Cons: The overall layout and design of the page is too busy. There are too many elements crammed in a single page, causing distraction and possibly moving visitors away from the CTA.

The screenshot displays the Beazer Homes landing page, which is a complex form designed to capture user information. At the top, there is a blue header with a 'Special Offers (1)' link. Below this, the Beazer Homes logo is on the left, and the text 'Looking for a new home in Raleigh-Durham?' is in the center. A phone number '919-669-8295' and a 'Questions?' link are on the right. The main content area is divided into two columns. The left column, titled '1. Select The Communities You Are Interested In', contains a search bar with filters for 'Select Neighborhood', 'Select Home Type', 'Price Min.', and 'Price Max.'. Below the search bar, it says 'Showing 11 Results'. A checkbox 'I'm interested in this community.' is present. The first result is for 'Wildwood', a 'Single Family Homes' community in 'Holly Springs, NC'. It lists 'From \$450s', '4 - 6 Bedrooms', '3.5 - 5 Bathrooms', and '3,044 - 3,990 Sq. Ft.'. There are icons for 'QUICK MOVE-INS', a house, a car, and a person. A 'VISIT US' button and an 'EXPLORE COMMUNITY' button are at the bottom. A banner at the bottom left says 'Get Up To \$4,000 on Closing Costs!'. The right column, titled '2. Get Information', contains a form with fields for 'First Name*', 'Last Name*', 'Phone', 'Current Zip*', 'Email*', and 'Questions/Comments'. A 'Why Zip?' link is next to the 'Current Zip*' field. A blue square with a black wavy line is overlaid on the right side of the page.

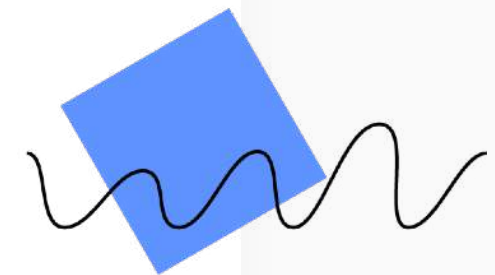


9. Wells Realty & Law Groups

Pros: The offer is straight to the point. The visitor knows that by entering in their information they will receive a custom estimate.

Cons: The copy and design could use improvement as it looks a bit dated. When it comes to real estate landing page design, clean and modern look usually helps lead the visitor's eyes to the copy. This company might also consider removing the navigation menu to decrease distraction.

The screenshot shows a landing page for Wells Realty & Law Groups. The background is a photograph of a house. At the top, there is a navigation bar with links for 'CALCULATOR', 'ABOUT US', and 'CONTACT US'. The Wells Realty & Law Groups logo and the Keller Williams (kw) logo are in the top left. The main content area features a 'Home Profit Calculator' section with a video player showing a couple and a 'FOR SALE' sign. To the right of the video, there is a text block explaining the calculator's purpose and a form titled 'STEP 1: YOUR PROPERTY INFO'. The form includes input fields for 'Street Address and Unit #', 'City and State' (with a dropdown menu showing 'AZ'), and 'Zip Code'. An orange button labeled 'Find My Home Value' is at the bottom of the form.

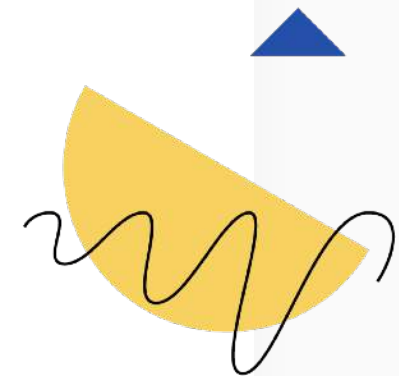
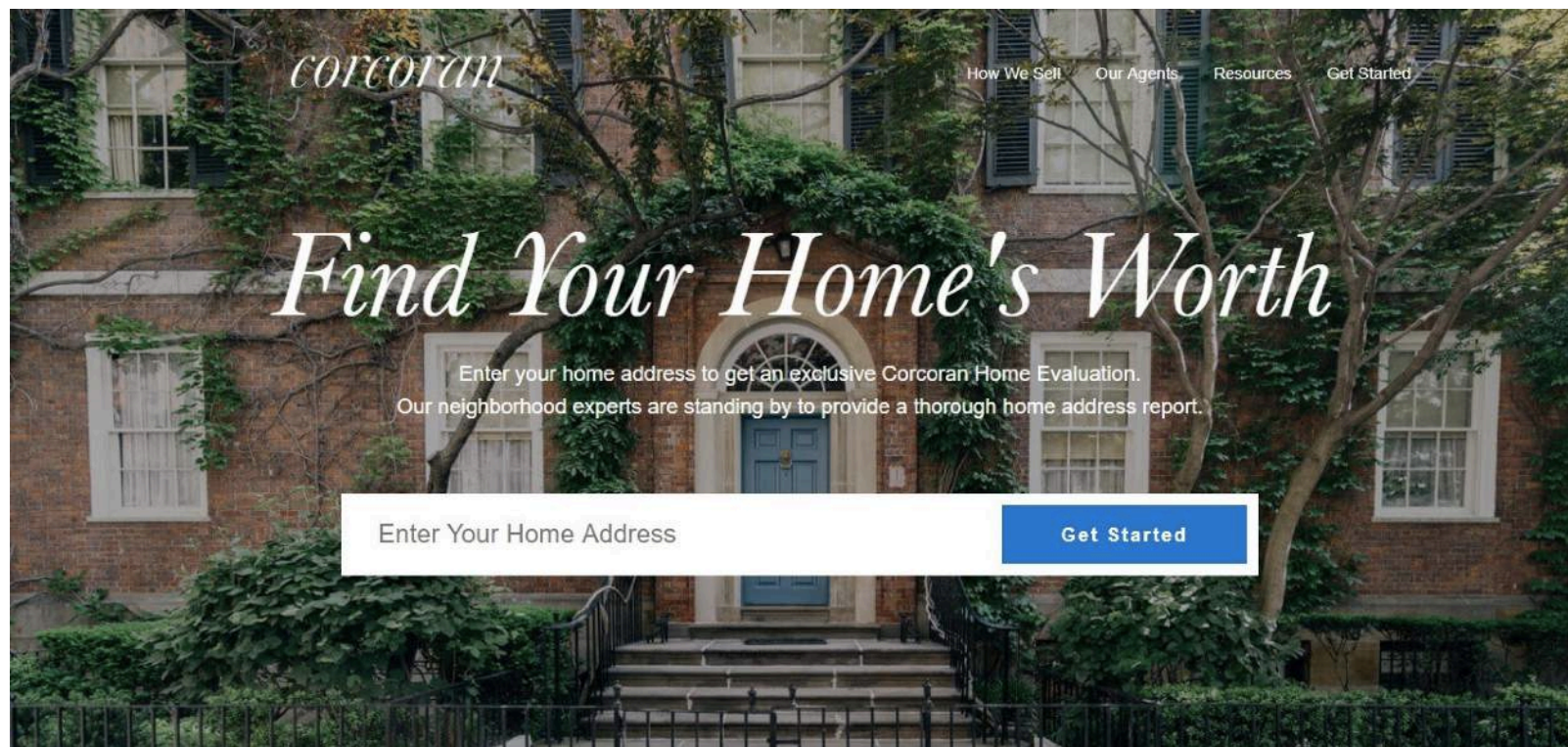




10. Corcoran

Pros: The page explains the benefits of getting an evaluation. By answering “why,” the visitors are reassured and gain a better understanding of what the site is offering.

Cons: The menu links should be removed to prevent visitors from veering away from the page’s CTA. By getting rid of potential distraction on your landing page, you are one step towards creating a real estate landing page that converts visitors into leads.





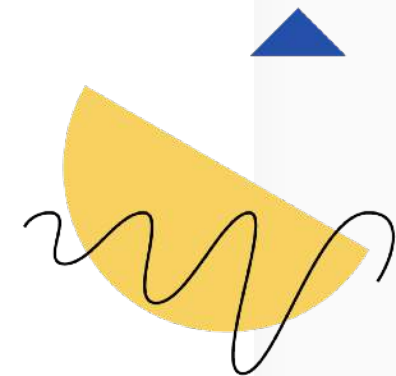
11. AgentHomeValues

Pros: The page design is simple and the menu has been removed to reduce distraction.

Cons: The copy needs improvement. Instead of just mentioning “Three Easy Steps!”, the page should discuss the value that users will get upon submitting the filled-out form.



The screenshot shows a landing page for 'AgentHomeValues' with a 'Home Value Estimator' form. The form is titled 'Home Value Estimator' and 'Three Easy Steps!'. It contains four input fields: 'Enter Street Address', 'Enter City', '- Select State -', and 'Enter Zip Code'. A 'Next' button is at the bottom. The background is a photo of a house.





12. ExpertHomeOffers

Pros: The landing page sets a clear expectation for users. There are three steps involved in this process. Users know what comes after filling out the form and what happens after the last step.

Cons: The presence of the menu bar and the chat widget in the bottom right corner can distract people from completing the form.

The screenshot shows the ExpertHomeOffers.com landing page. At the top is a navigation bar with the logo, contact information, and a menu. Below the menu is a dark banner with the text 'Free Home Value Report'. The main content area is titled 'Step 1 of 3 HOW MUCH IS YOUR HOME WORTH?'. It includes a sub-header 'PROPERTY ADDRESS' and a form with fields for Address, City, State, and Zip. A 'Next' button is at the bottom center. A chat widget is in the bottom right corner.

ExpertHomeOffers.com

Contact Us Agent Login 844-REEXPERT (844-733-9737)

SELL MY HOME FAST BUY A HOME MORTGAGES RESOURCES TESTIMONIALS REALTORS / INVESTORS

Free Home Value Report

Step 1 of 3 HOW MUCH IS YOUR HOME WORTH?

Get an Instant property value report for FREE. Learn how much your home will sell for in todays dynamic real estate market. When determining your homes value it is important to consider all aspects of your unique home.

PROPERTY ADDRESS

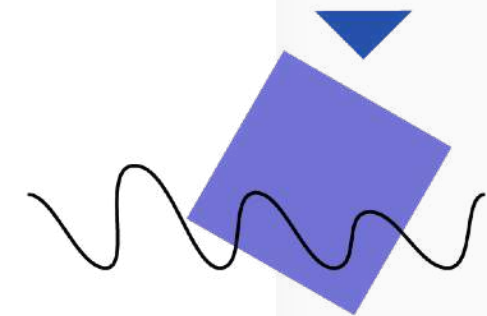
Address *
Enter a location

City * State * Zip *

--Select One--

Next

Chat with us
Need help? click here.





13. Jameson Brinck

Pros: The copy contains everything you need to know about the landing page in just one sentence: “If you would like to know the value of your home, enter your information below!”. The copy is clear and visitor knows what to expect.

Cons: The menu bar could be removed to eliminate distraction.

JAMESON BRINCK REALTOR
Representing Keller Williams: Selling and Buying Homes on the Eastern Shore (Sell for More, Buy for Less!)

[Home](#) [Contact](#) [About](#) [Buyers](#) [Sellers](#)

If you would like to know the value of your home, enter your information below!

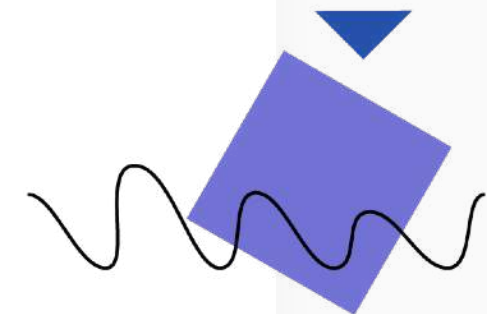
Name

Email

Phone Number

Address

box2018.temp.domains/~houseso5/





14. Lennar

Pros: The page immediately draws your eye to the form thanks to the great use of color. The copy explains everything you need to know before filling out the form.

Cons: There are too many elements going on the page. Aside from the needless menu links and social media buttons, the chat widget is partially covering the form.

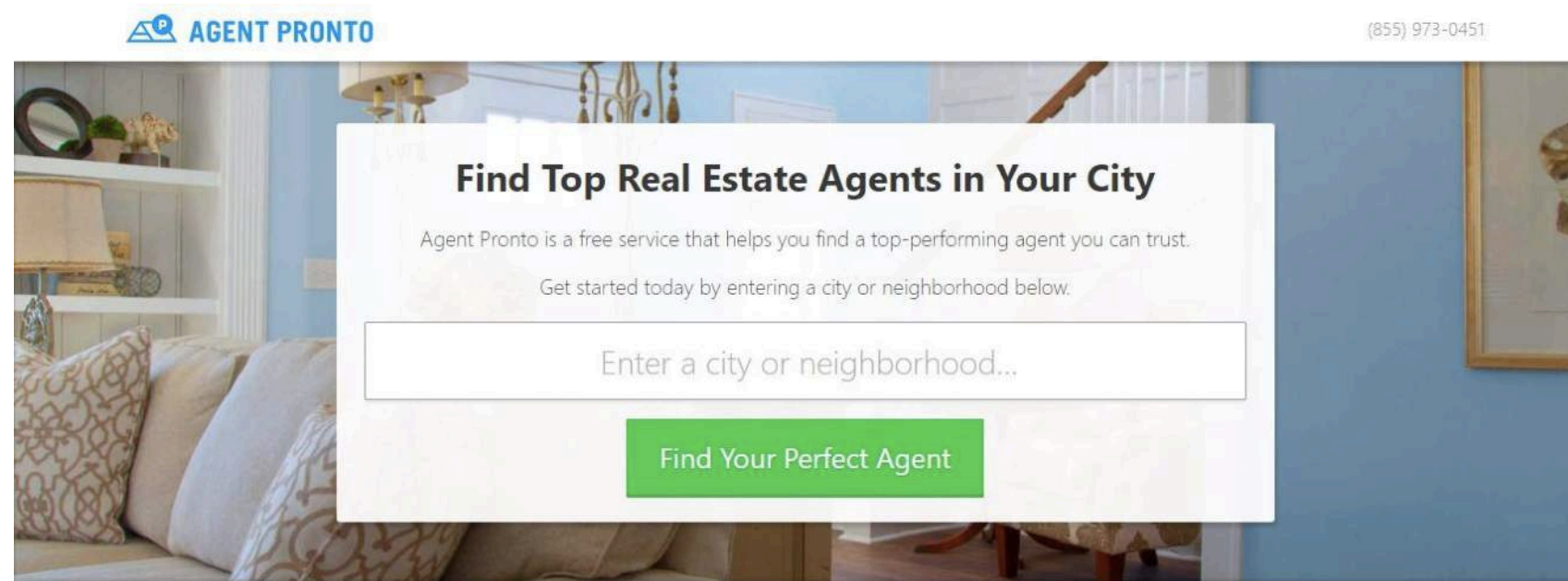




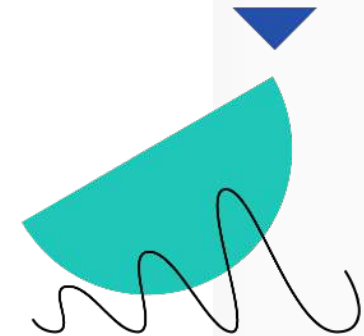
15. Agent Pronto

Pros: This page benefits from having a header with no menu links and a simple form with only one field to fill out. The copy and value prop are clear. The visitor knows exactly what to do and what they'll get by submitting the form.

Cons: The subheading text could be larger as it is a bit difficult to read.



Here's how we've helped over **150,000** home buyers and sellers find their perfect real estate agent...





16. Ten-X Commercial

Pros: The text is easy to read, the value prop is apparent (“Get FREE Commercial Listing Alerts”), and the form is straightforward – perfect for a commercial real estate landing page.

Cons: There is too much use of the same color. The use of more contrasting colors, particularly for the form background and submit button, could help to draw the visitor’s attention to the form.

Ten-X COMMERCIAL

SIGN UP FEATURED LISTINGS WHATS NEXT HOW IT WORKS ABOUT US

x COMMERCIAL PROPERTIES FOR SALE

Sign up to get the latest list of commercial real estate properties for sale, delivered weekly to your inbox.

Questions? Call 888-770-7332

Get FREE Commercial Listing Alerts

*Required Field

FIRST NAME * LAST NAME *

EMAIL *

PASSWORD *

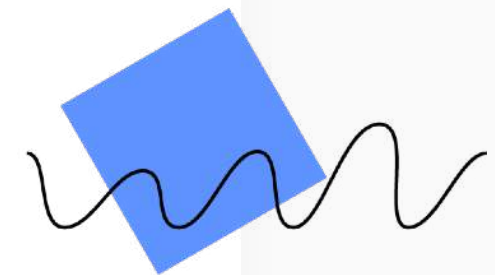
PHONE

SIGN UP

Already have an account? [Log In](#)

By clicking 'Sign Up' you agree to Ten-X's [Website Terms of Use and Privacy Statement](#).

You will receive product updates and promotions from Ten-X Commercial. [Learn more](#) about how we may contact you.





17. The Kingdom Real Estate

Pros: The page features clear copy, reasons why the visitor should download the guide, and a brightly-colored submit button.

Cons: The page could benefit from a few key testimonials or reviews.

FREE GUIDE: Investing in Real Estate for Beginners

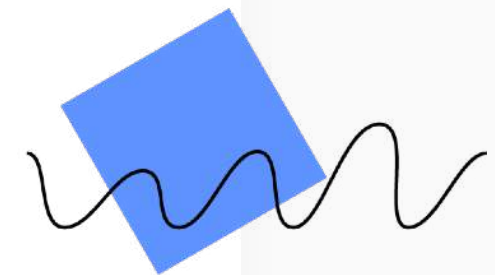
Jordan's ebook reveals his early experiences that launched him as an expert real estate investor. Perfect for anyone looking to get started investing in real estate!



Get Jordan's step-by-step examples of exactly what he did and things that helped him (and will really help you)

- ▶ Don't just live and work - CRUSH it
- ▶ Wholesaling: the beginning of an empire
- ▶ Buy and hold: create recurring wealth
- ▶ Master your mindset: the key to success
- ▶ Power team: who to recruit
- ▶ Finding deals: offer value and get the deal

[Download Your FREE Guide](#)



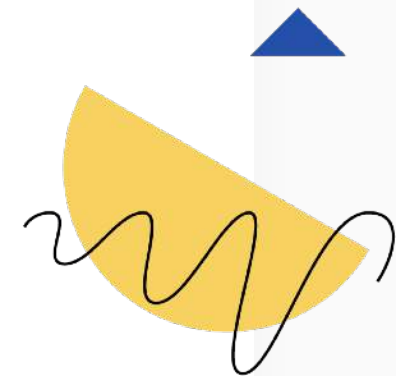


18. Placester

Pros: The layout and design of this real estate landing page sample work well together. The contrasting colors (the blue background and red buttons) help draw the attention to the form.

Cons: The navigation links and CTAs (“Buy Now” and “Request Demo”) in the site’s menu are a distraction. They should be removed to emphasize the goal of the page (to have the visitor complete the form).

The screenshot shows a landing page for Placester. At the top, there is a dark navigation bar with the phone number 800-728-8391 and a Login link. Below this, the Placester logo is followed by links for PRODUCTS, PRICING, and RESOURCES. Two prominent red buttons, 'BUY NOW' and 'REQUEST DEMO', are positioned to the right of the navigation links. The main content area has a teal background. On the left, a large graphic of a book titled 'The Ultimate Guide to Buying a Home' is displayed, with a '28 PAGES' badge. The book's cover shows 'CHAPTER ONE' and '1' in a black circle, along with icons for 'BUILD UP YOUR SAVINGS', 'IMPROVE YOUR CREDIT SCORE', 'GET MORTGAGE PRE-APPROVAL', and 'BEGIN THE HOME SEARCH'. On the right, a white form titled 'Get Your Copy' asks for contact details. The form includes fields for First Name, Last Name, Email, and Job Title. Below the fields, a red 'Submit' button is visible. A small red badge with the number '2' is next to the button. A disclaimer text states: 'By completing this form you agree to receive relevant content from Placester. You may unsubscribe from our communications at any time.' A speech bubble with the text 'What are you looking for today?' and a play button icon is also present.





19. Kapre

Pros: Unlike the previous example, the landing page makes it a point to emphasize that the eBook is “free”.

Cons: The sidebar and its elements are a distraction. It should be removed. The body text is also difficult to read.

FREE EBOOK: LAUNCHING YOUR REAL ESTATE CAREER

Start Your Real Estate Career with Confidence

As a new or aspiring real estate agent, wouldn't it be great if you could sit down with a room full of successful real estate pros and ask them for their advice?

Brightwood Real Estate Education has partnered with a select group of successful real estate agents and brokers to develop this exclusive eBook for new and aspiring real estate pros.

- What advice would you give someone considering a career in real estate?
- What skills are essential to success in real estate?
- Where do you often see unsuccessful agents fail?

We asked each of our hand-selected contributors these questions, and have combined their responses along with our commentary into this one-of-a-kind free resource. If you are thinking about earning your license and beginning your career in real estate, you need this eBook.

Download Your Free Copy of this eBook

STEP 1: Enter your information in the form below, and click "Submit Form."

STEP 2: You will receive an email from Brightwood Real Estate Education with a link to the eBook.

STEP 3: Click the link in your email to access your free eBook.



Resource Center

- + Real Estate Agent Articles
- + Appraiser Articles
- + Contractor Articles
- + Home Inspector Articles
- + Career Tips Video Library
- + Additional Information Articles



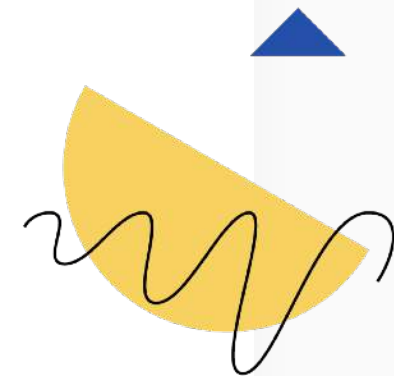
Fill out this form with Facebook

Name

First Name Last Name

Email*

Choose Your State*

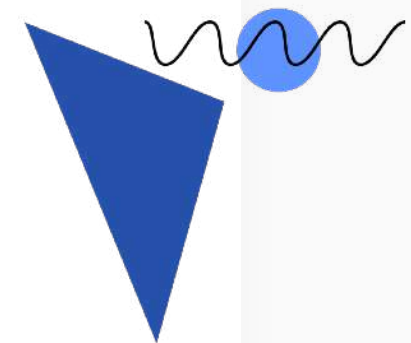
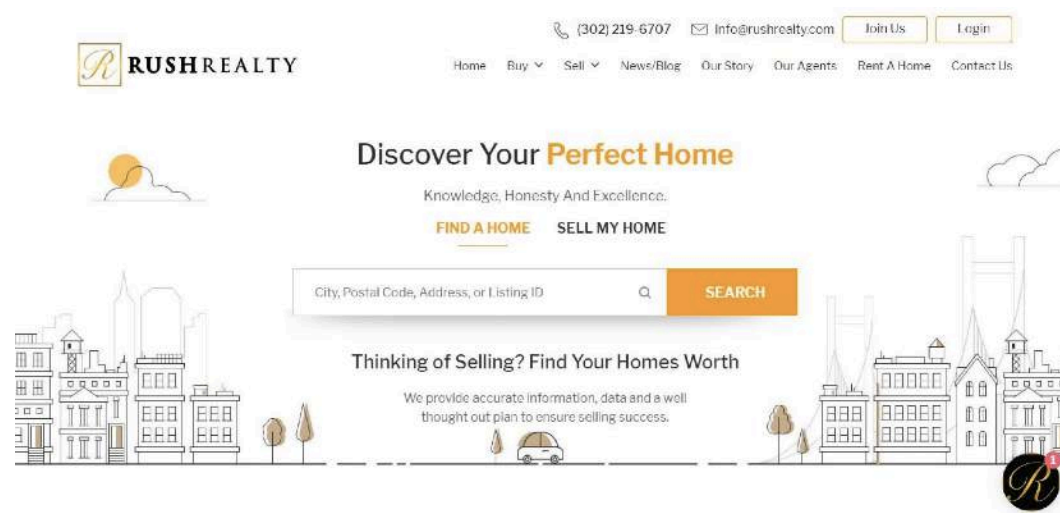




20. Rush Realty

Pros: This is one of great real estate landing page examples with a functional background. Also, there is a great use of color to accentuate the most important elements of the page (like the “Search” button).

Cons: The menu links are too busy and could be a distraction. The page itself is also quite busy with a lot of text going on. A bit more spacing between the elements (the text and form) would help create a cleaner look.

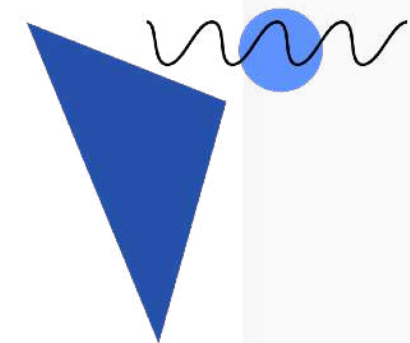
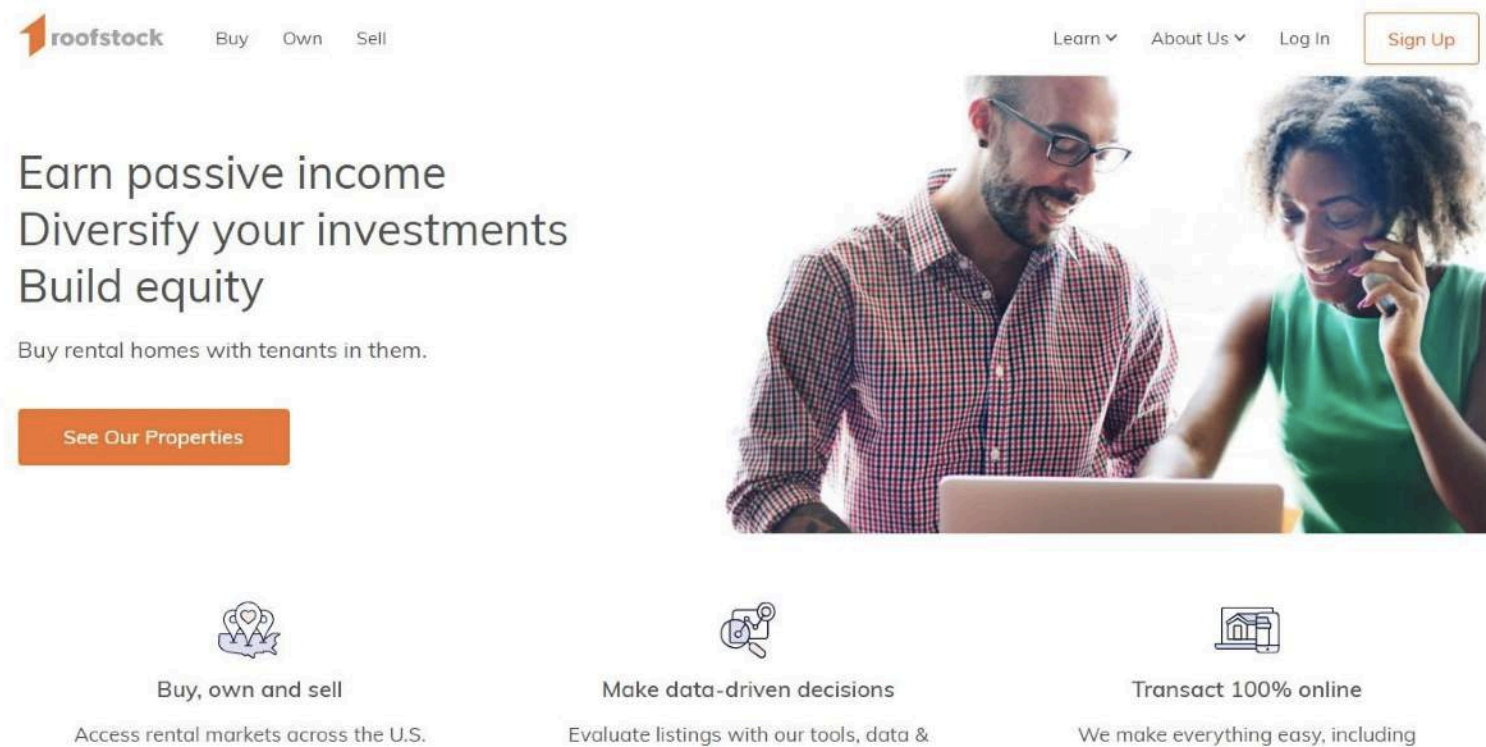




21. RoofStock

Pros: The headline focuses on the benefits of buying or selling properties. It further breaks down these points below the offer to make a more compelling case.

Cons: The image is high-quality but looks generic that can be used on other businesses. It doesn't say anything about selling or buying a home.





22. HomeBay

Pros: The layout is clean and simple.

Cons: here are two CTA buttons that serve different purposes which can confuse visitors as to which action to take. The body text is also small and difficult to read.



Save Thousands on Your Next Home Sale

Get your copy of the ultimate resource for California home sellers - and stop paying realtors tens of thousands of dollars!

Our 25-page Guide Provides You With:

Step-by-step instructions on how to sell successfully without an agent

Information on what to expect throughout the selling process

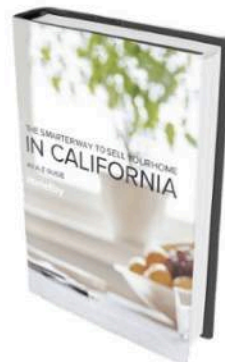
Advice on how to price your home

Details on California-specific market trends and regulations

Tips on how to reach motivated buyers

And much, MUCH more!

Complete the form for your free copy.



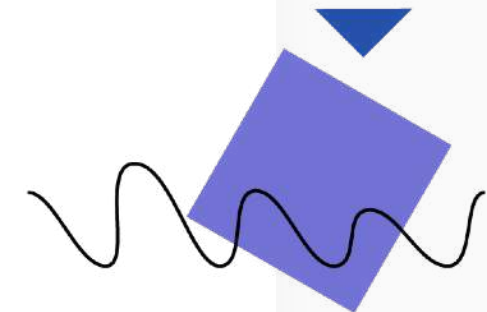
[Learn More About Selling With HomeBay](#)

Download the Free eBook

Email*

How soon do you intend to sell your home?*

[Get My Copy!](#)

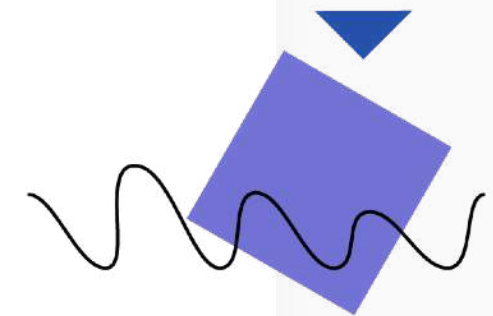




23. HomeLight

Pros: The use of actual shots of the eBook helps to illustrate the value that the visitor will get by filling out the form. The brightly-colored orange submit button also helps draw the visitor's attention.

Cons: The form is a scrunched together. More spacing between the element (the text, email field, and submit button) would help to create a cleaner look.





24. Karen Kitzmiller

Pros: Text discussing the eBook's learning points, as well as the eBook cover graphic, help illustrate the benefits of filling out the form to get the free download.

Cons: The text and elements are all crunched together. More spacing could help to create a cleaner look.

Free Resource for Home Sellers:

eBook: 6 Steps to Selling a Home

All a Seller Needs to Know to Move it Fast

No matter WHO sells your home or WHEN, there are important steps to take to reduce your days on market AND maximize your return. This guide will walk you through the different steps of selling your home and what is involved with each.

You will learn about:

- ✓ The pros and cons of a pre-inspection
- ✓ The financial planning mistake many sellers make
- ✓ Tips from the real estate pros for every aspect

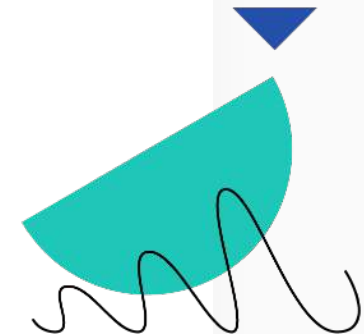
Fill out the short form to start your download now!



Please complete:

First Name*	Last Name*
<input type="text"/>	<input type="text"/>
Email*	
<input type="text"/>	

[GET MY EBOOK](#)





25. FirstPoint

Pros: The “What you’ll learn in this eBook” clearly defines the lessons and benefits that the visitor will learn by downloading the eBook.

Cons: The design is distracting and looks dated.

Home ▾ Find A Home! ▾ For Buyers ▾ For Sellers ▾ Loan Programs ▾

FIRSTPOINT
Real Estate LLC

Selling One, Buying Another
Avoid the pitfalls

About the author

Janet Nelson is a Real Estate Broker with FirstPoint Real Estate in Puyallup, WA. Janet has been a life-long resident of Puyallup and Pierce County, giving her invaluable experience in the local home communities and marketplace.

What you'll learn in this eBook:

- The most cost-effective way to time your home selling and purchasing

First Name
John

Last Name
Doe

Email Address
name@example.com

How soon are you willing to buy?
1 mo, 6 mo, a yr?

Download Book

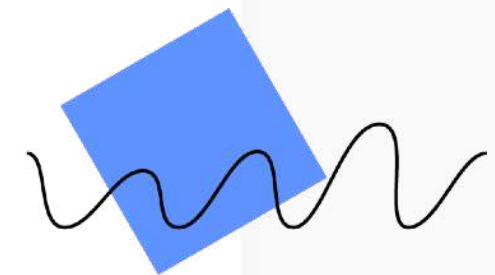
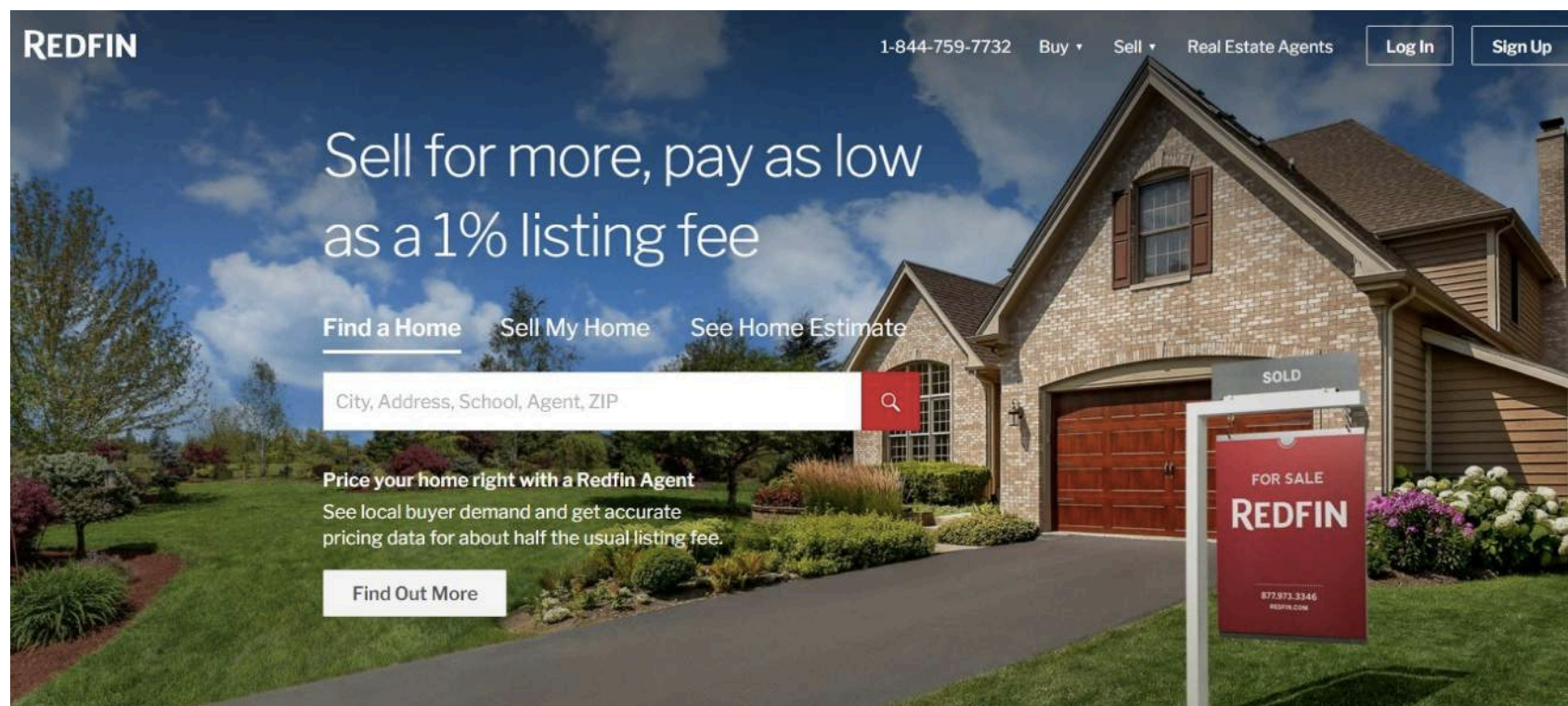




26. RedFin

Pros: The value prop is clear: “Sell for more, pay as low as a 1% listing fee”. The visitor knows by going with this company, they can expect low listing fees.

Cons: There are three CTAs on this page: find a home, sell my home, and see home estimate. Since the copy pertains to selling the home, it creates a bit of confusion for the visitors as to why the other choices exist.

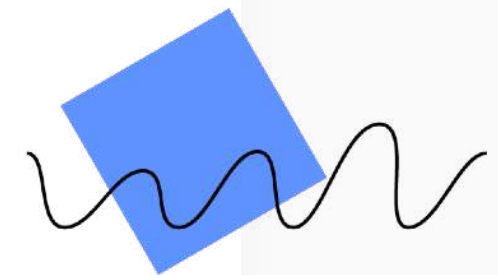
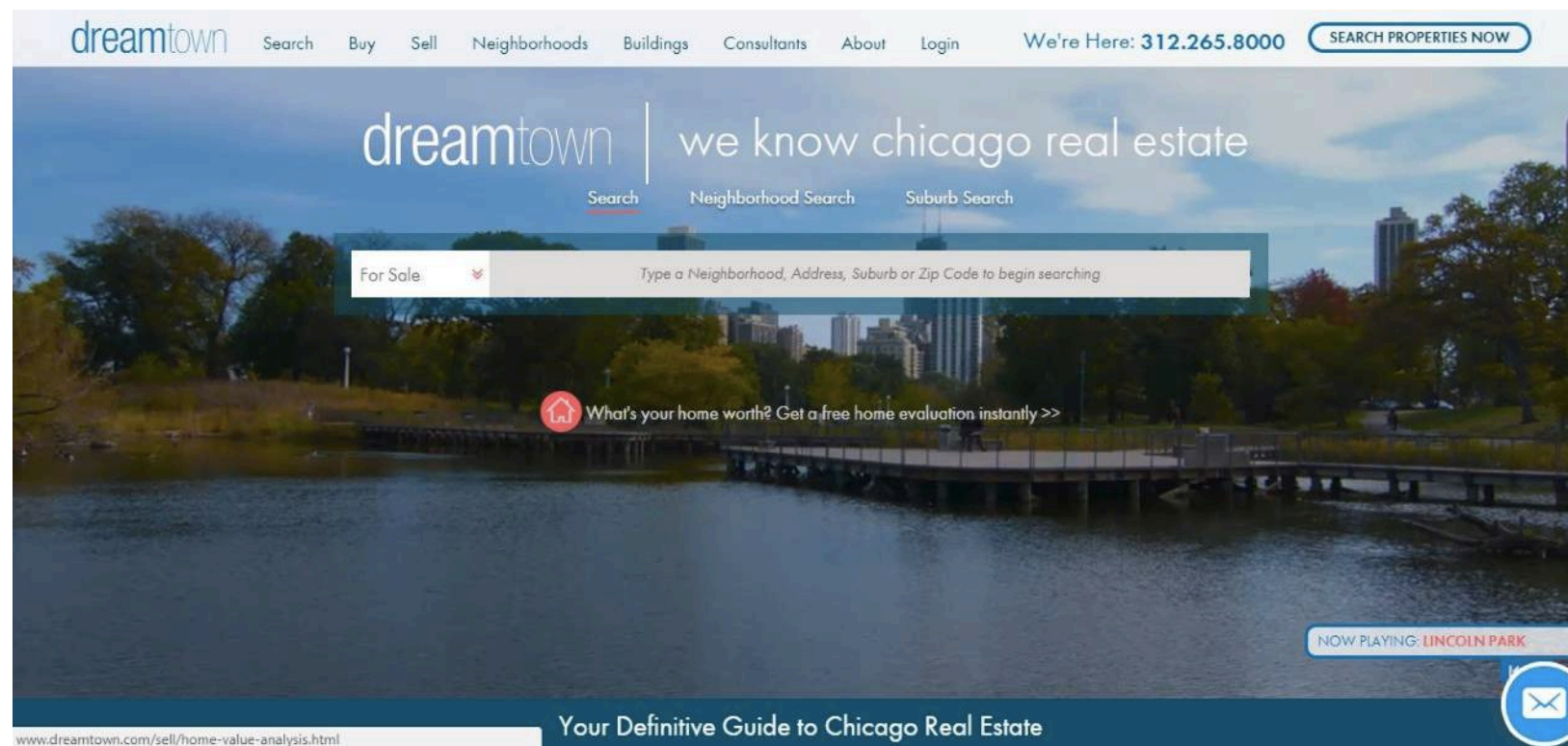




27. Dream Town

Pros: The page includes a simple form that allows visitors to search for homes in their area.

Cons: The text is small and difficult to read. The page could benefit from a more engaging CTA and a less distracting background image.





28. Market Leader

Pros: The page copy gets right to the point: “Get More Buyer and Seller Leads”. Visitors know immediately how the company can help them.

Cons: The page could use more color, particularly in a few key places such as the form background or submit button. This helps to draw the visitor’s attention.

market leader.



Get More Buyer and Seller Leads

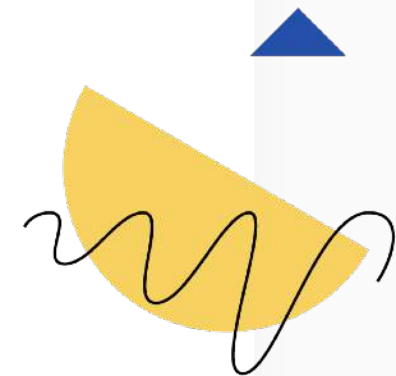
With Market Leader, you can get a guaranteed number of buyer and seller leads in your desired areas every month to help you hit your transaction and commission income goals. These leads are exclusive to you – not shared with other agents. Lead inventory is limited, so check availability today!

Check Lead Availability
in Your Area!

Fill out this form or call us at
800-988-4703

(All fields are required.)

I am a(n) ...

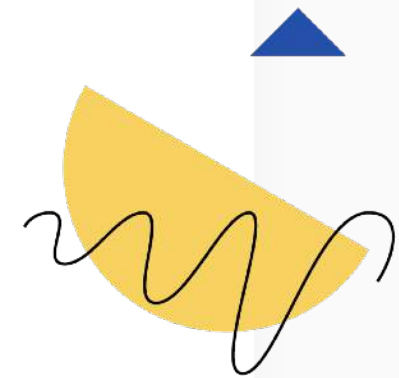
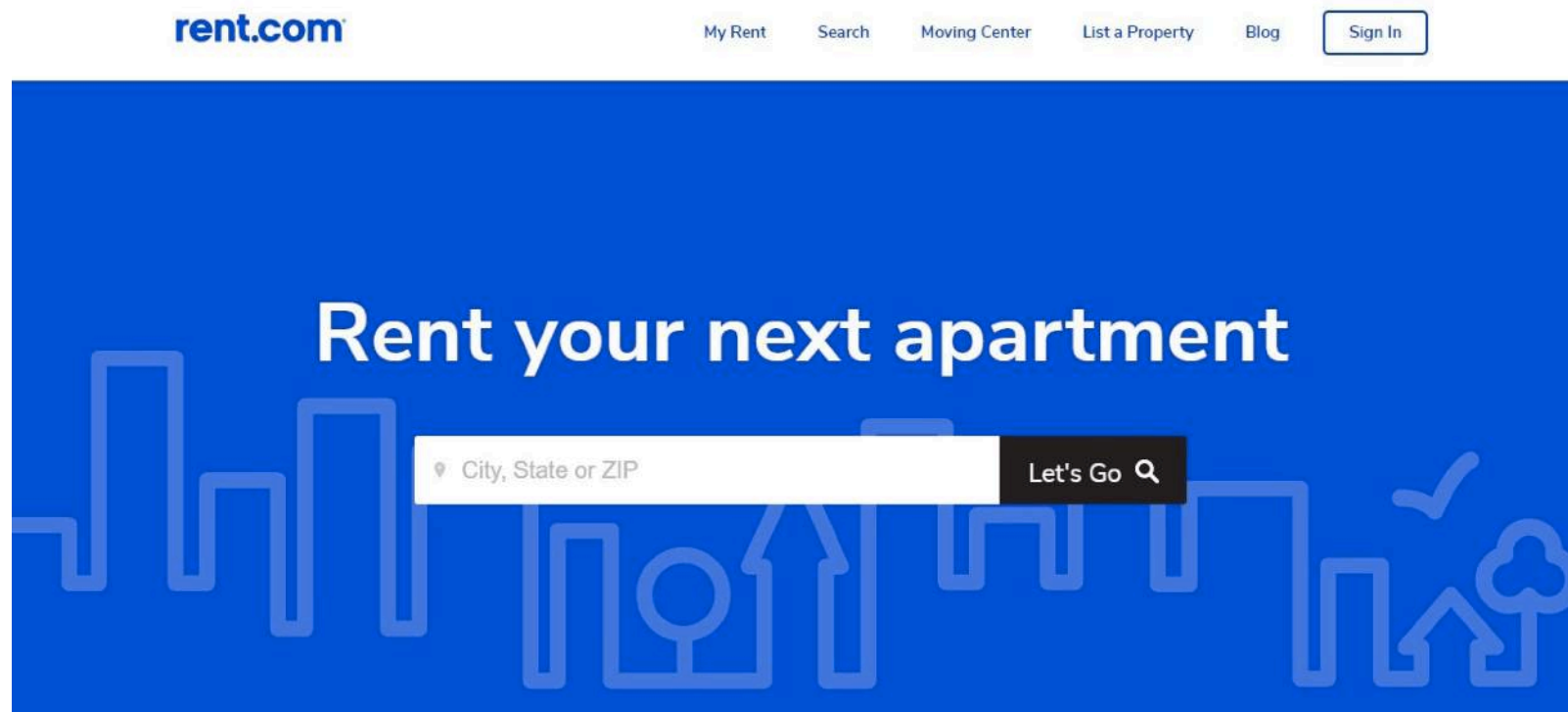




29. Rent.com

Pros: Less is more as seen in this landing page. The copy is short but clear: “Rent your next apartment”. In addition, the background is clean and the text is easy to read.

Cons: The menu bar is the only sore point of this page. If the page is meant to be used solely as a “landing page”. The menu could be removed to ensure the only action the visitor can take is to use the search form.

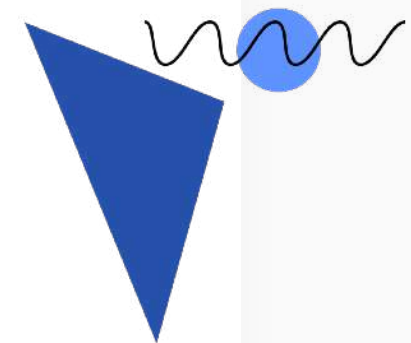
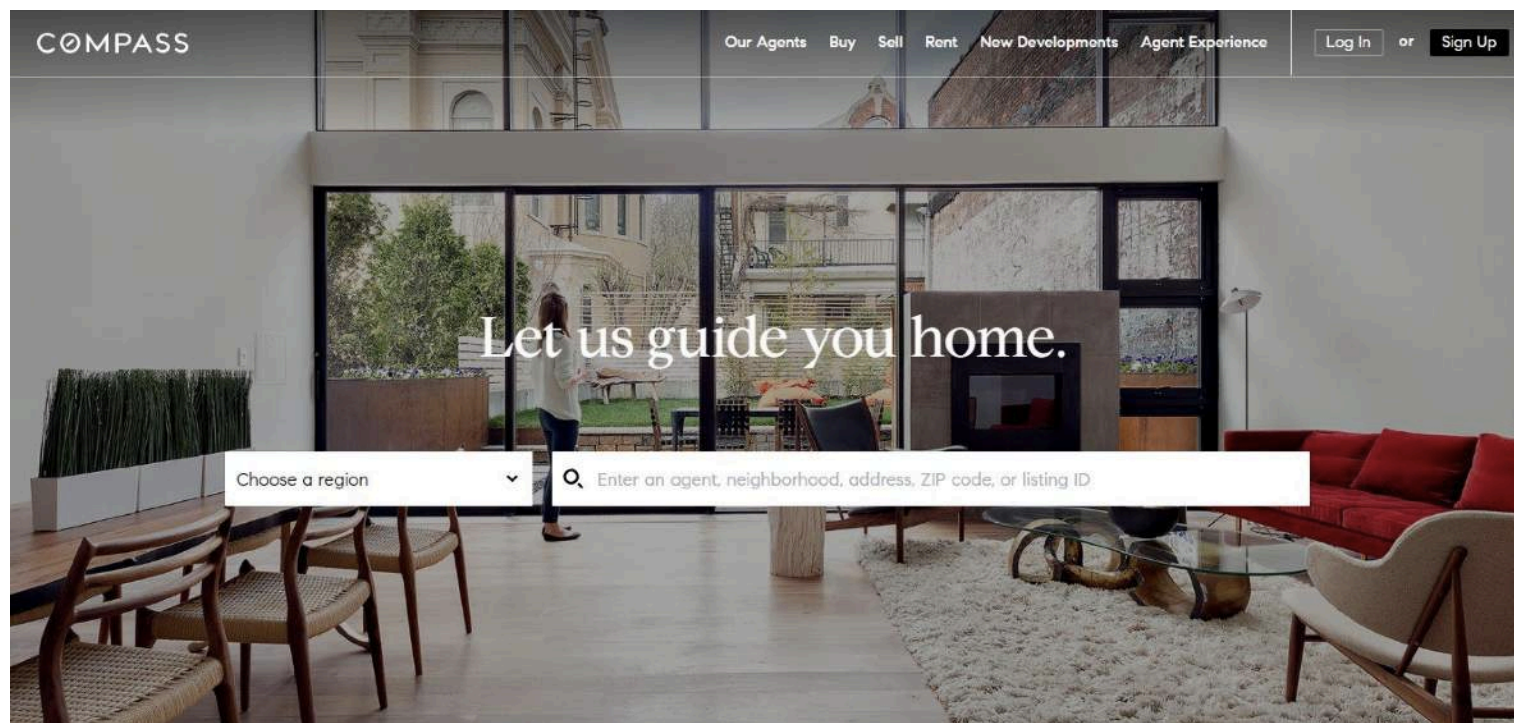




30. Compass

Pros: Similar to Rent.com, the simplicity of this landing page make its intended purpose more apparent. The clever web copy “Let us guide you home” sets the tone for the page. The background also helps convey the message of finding a property that you can comfortably call home.

Cons: The form lacks an actual search button which may be confusing to some. Including a button would make the search form more user-friendly.

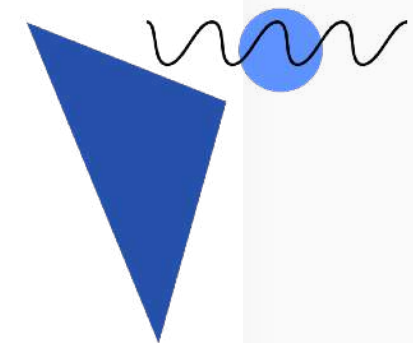
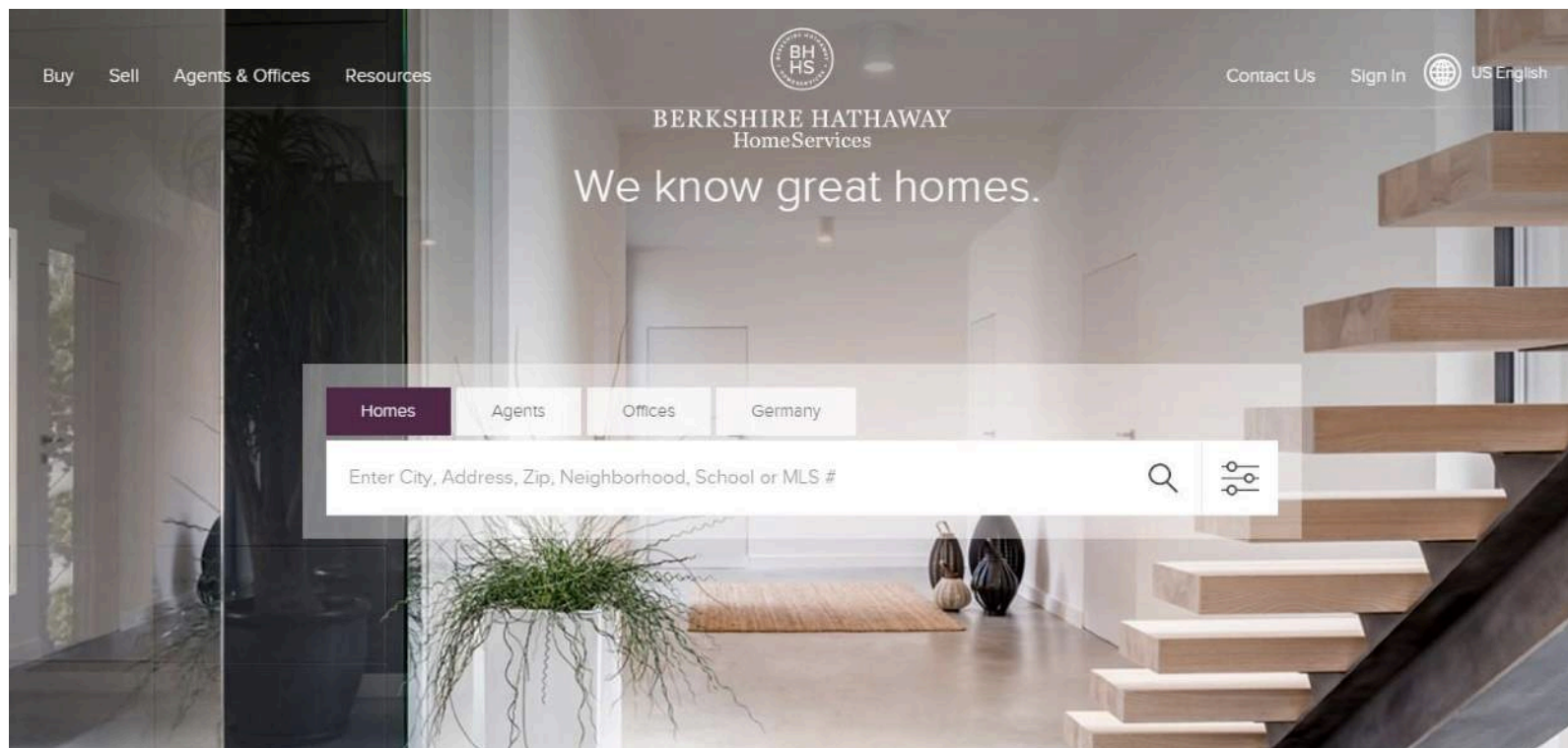




31. Berkshire Hathaway

Pros: The past two landing pages, including this one, follow the same effective blueprint. All elements on the page, from the background to the copy, help communicate the message of helping visitors find great homes.

Cons: Unlike the previous two, however, this landing page suffers from having multiple calls to action. You can search other things aside from home (agents, offices, etc.) which could confuse some visitors.

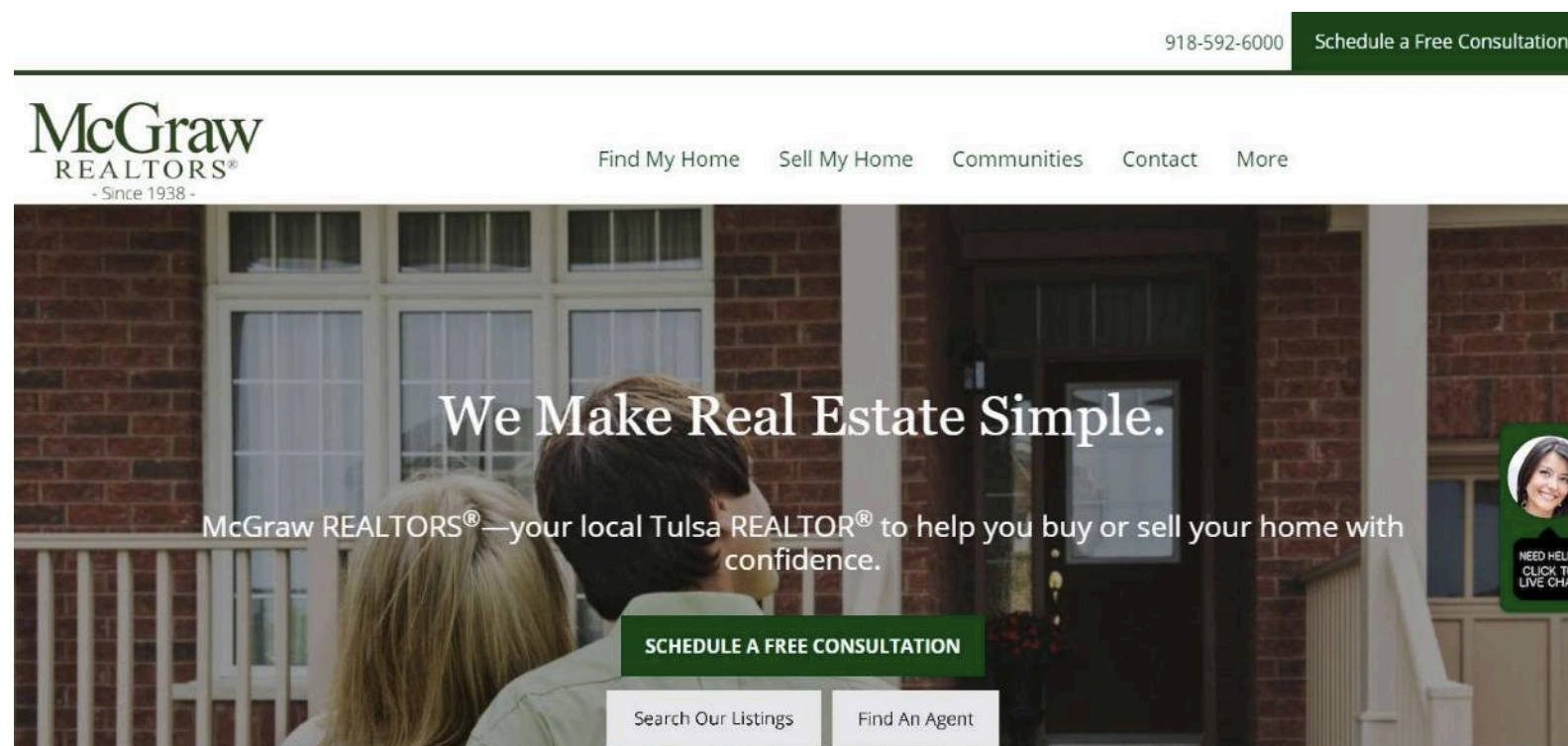




32. McGraw Realtors

Pros: The page uses straightforward copy that resonates to people tired of the red tape involved in real estate.

Cons: The menu links and the chat widget are distractions. Thus, they could be removed. The other buttons ("Search Our Listings" and "Find an Agent") should be removed as well to put the focus on encouraging people toward the page's free consultation offer.





33. Colorado HomeFinder

Pros: It's simple, easy-to-understand, and clear – everything you could ask for in a landing page.

Cons: While the menu is compressed to not become a distraction from the initial offer, the truncated elements that looks like portions of a map are.

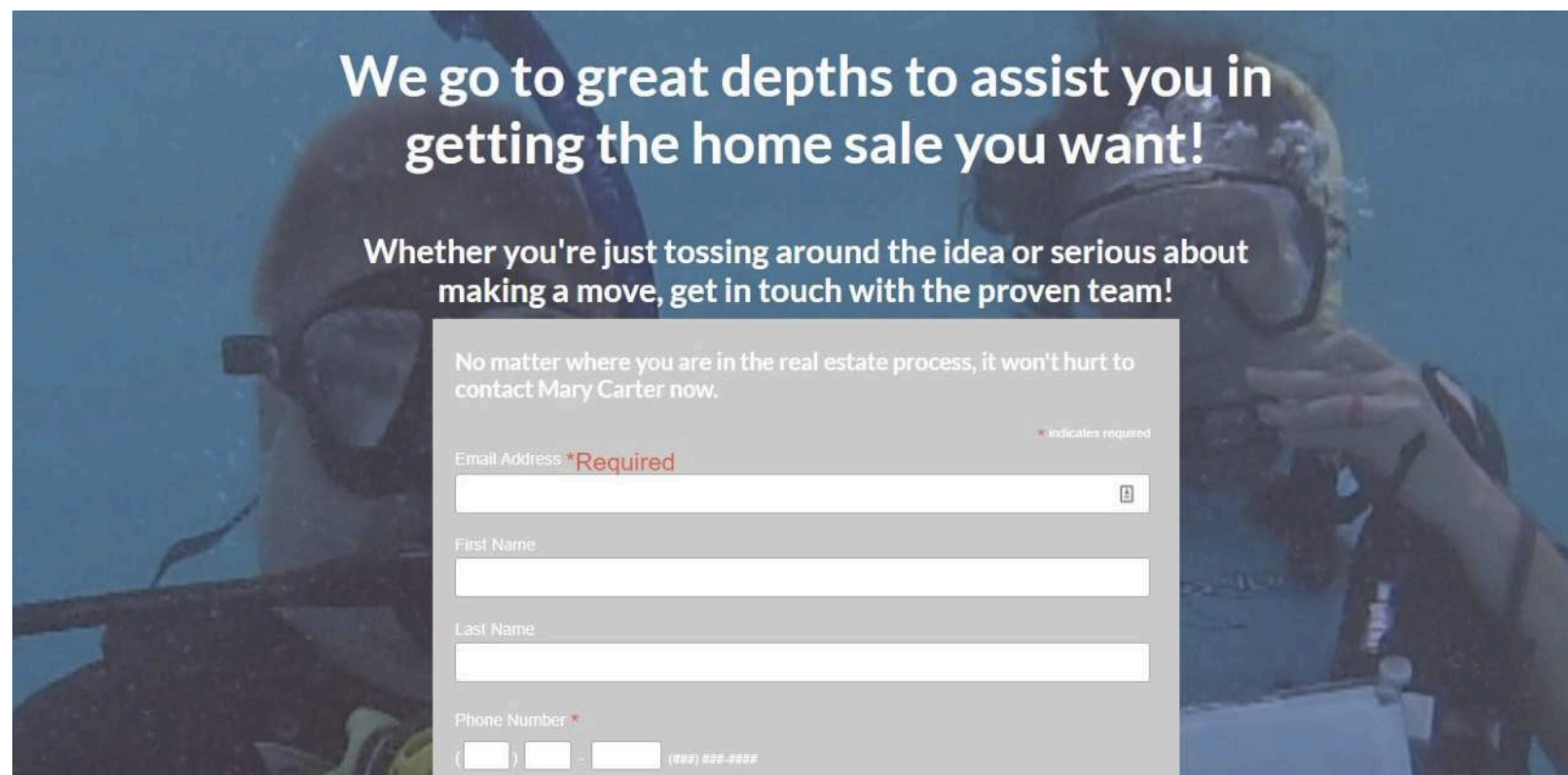




34. Team Carter NC

Pros: The form also has contrasting colors to the background, thus attracting the attention of visitors.

Cons: The background is a play on words in the headline (“We go to great depths...”) but it doesn’t have anything to do with buying homes. The copy could be more compelling.



We go to great depths to assist you in getting the home sale you want!

Whether you're just tossing around the idea or serious about making a move, get in touch with the proven team!

No matter where you are in the real estate process, it won't hurt to contact Mary Carter now.

* indicates required

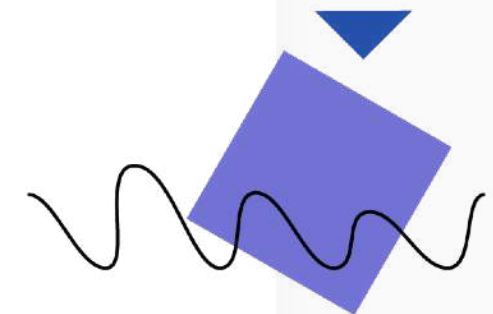
Email Address ***Required**

First Name

Last Name

Phone Number *

() - (902) 888-8888

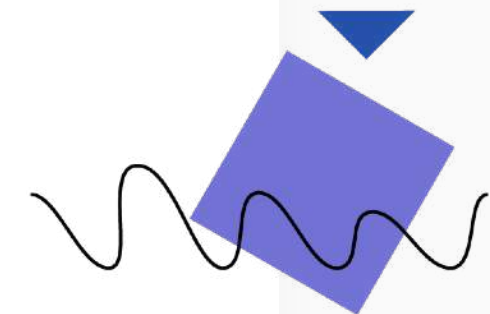
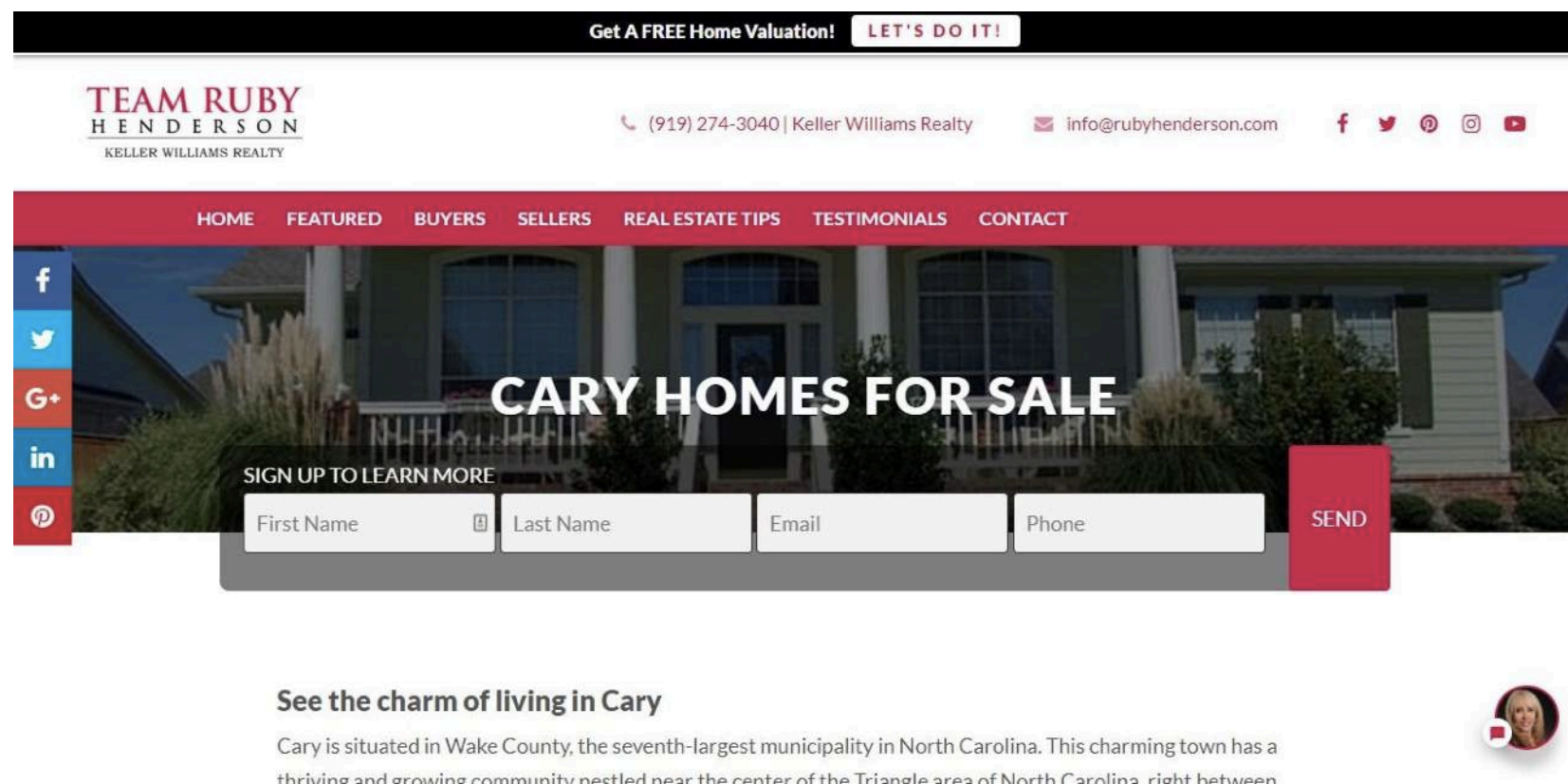




35. Team Ruby Henderson

Pros: The headline and offer form are front and center on the page so that you can't miss them.

Cons: The heading and menu sections of the page take too much space and attention away from the page's offer. The social media sharing buttons and the chat widget also don't need to be on the page.



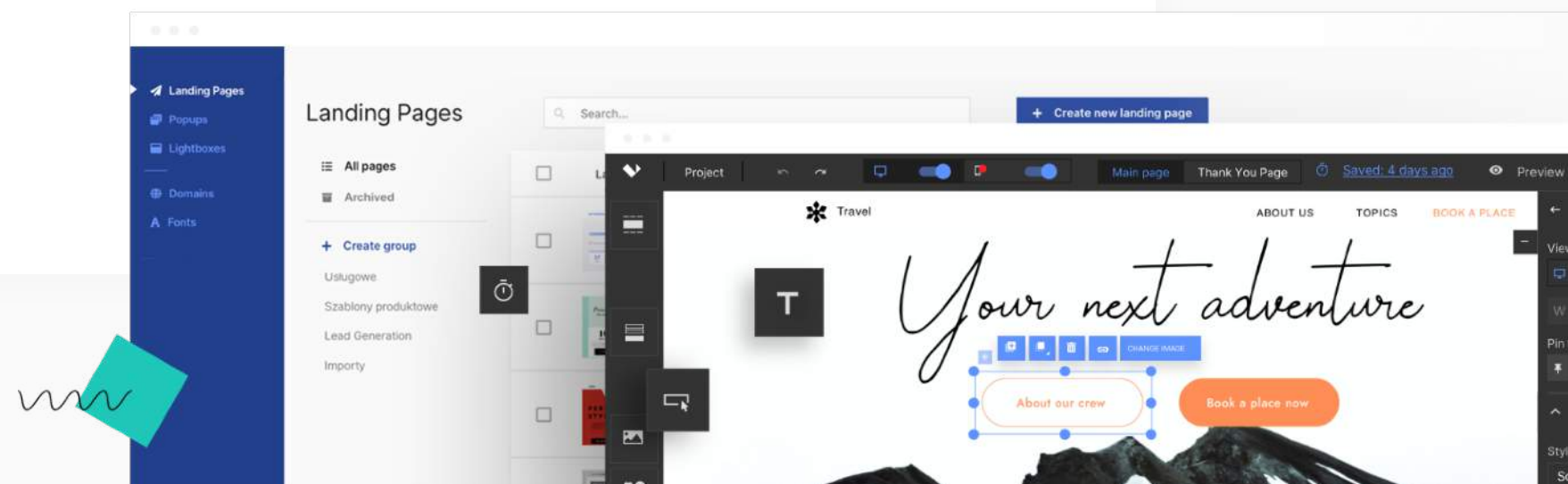


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