

Jason McBride

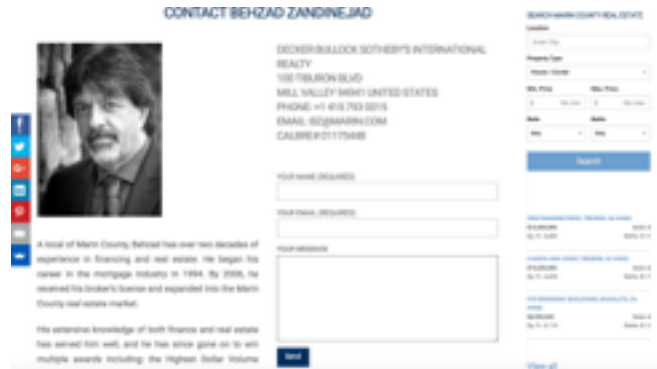
real estate **web copywriting**

Subject: Marin County California Real Estate
Type: Web Content for marin.com
Objective: SEO, Client Attraction & Conversion

This real estate website was designed to provide information about the real estate market in Marin County, to give useful information to sellers and buyers, to position the broker as both a real estate expert, and as an expert on Marin County generally. The site includes helpful descriptions of each community in the area as well as allowing visitors to search available listings.



The home pairs an inviting description of Marin County with images of some of the beautiful homes in the area. The home page focuses on the things that make the area unique. Marin County is one of the most expensive real estate markets in the U.S. The website is selling a lifestyle, not real estate. Ideal clients could afford to live anywhere. This site explains why Marin is best for them.



The contact page also includes a bio of the real estate broker. This bio not only outlines his extensive real estate experience, but also positions him as an expert dealmaker in Marin County. This makes him different from competitors who are just “real estate brokers”. He can get you what you want.

There is a short blurb for each major community in Marin County. This helps attract people looking at specific communities as well as demonstrating this broker’s knowledge of the area. It reinforces the idea that he will help clients find the best fit for them.



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