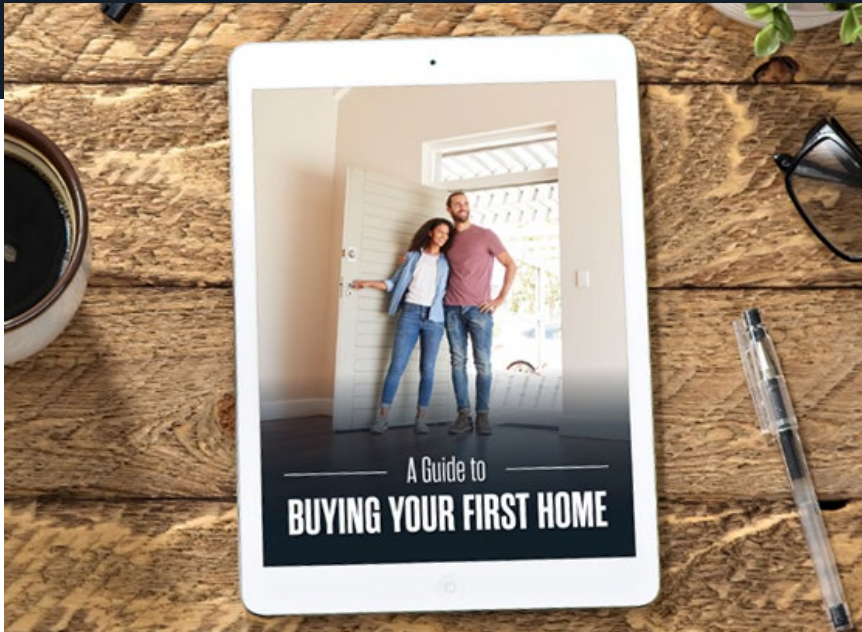


FIRST TIME HOME BUYER LEAD MAGNET



As an agent, you know the struggles and questions that first time home buyers have. Send this guide out to future buyers in your area to introduce yourself as a knowledgeable resource that can guide them to buy their first home!

WHAT'S INCLUDED:

EDITABLE-GuidetoHomeBuying.pdf

Edit this file with your contact information, then send it to buyers.

SOCIAL-IMAGE-GuidetoHomeBuying.jpg

Share this image on social media to attract new prospects!

DIRECTIONS:

1. Open the PDF file in Adobe Acrobat. Simply click in the text areas to start typing your contact information.
2. To add images such as your logo or headshot photo, click the gray boxes and a pop-up box will show up prompting you to upload an image. Jpeg files work best.
3. Make sure to save your PDF file before closing it. Now you are ready to email this file to new leads. *Tip: Rename the file to include your name for a professional touch.*
4. Try sharing the enclosed social media image on Facebook or Instagram to attract people to want this guide from you. Caption idea: "Know someone who is looking to buy their first home? Tag them below and I will send them this free, helpful guide!"
5. If you plan to use this as a Facebook ad, you can create a lead form in your ad that will require them to submit their email address. If not, you can reach out to everyone who comments on or likes your post and ask them for their email address so you can send it to them!



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