



Massive Templated Hooks for high conversions and sales! (Based on backed database)

INTRO:

First identify the Property **First** USP (Unique selling point)

- Location (Central, quiet part of town)
- Amenities (Near MRT, food courts)
- Investment (High growth, future projects)
- Size (Large space, multiple floors)
- Luxury (High floor, ready to move in, etc)

Then identify a **second** USP

- Rarity (How often does a property like this appears? For default just go with “super rare”)
- Inspired design (Was the house inspired by a country?)
- Furnish (At what level of Furnish? Fully ready to move in?)
- Views/ventilation (Does this property have good views or breeze?)

Combine them with a **trigger**:

- Scarcity (This is the only unit left that...)
- Kiasu (This is unit much better than other units ...)
- Anchor (Usually go for \$1.2M. This one is listed at \$950k)
- Imagination (Ever wondered how it look like?)

End with video with **Physical action**:

- Camera zooms out
- Realtor opens door
- Realtor does a “follow me” action

Using the basic Hook Formula:

Trigger + First USP + Secondary USP + Physical Action

Today I will show you how a super rare Japanese inspired home just 2 minutes away from the MRT station with Paranomic views looks like, follow me!

For just 2.1 million, this super large penthouse with Paranomic sea views, could be yours! **Pan out camera movement**

Notice: You can have more than 2 USP for your properties, as long as it is mentioned and you able to read without issues!

Below are 30 templates Intros for you to choose from, fit them with your USP for the ultimate introduction!

"Forget waiting for a BTO. This freshly MOP flat near Woodlands feels brand new, but you can move in by next month."

"Why pay a premium for a new launch when this condo is 4 minutes away from the MRT at a much better entry price?"

"Yishun isn't just about the food. Hidden in the heart of Chong pang is this 5-room HDB that's actually larger than most modern executive condos."

"This is high floor HDB is easily the most spacious unit in the area."

"Newly launched, beautiful facilities, and under market value, this is how you get the luxury lifestyle without the luxury price tag."

"Rarely do Novena units hit the market at this price. It's modern, it's freehold, and it's priced like a leasehold."

"Remember that record-breaking sale at this block? This unit is just as high and just as nice but listed for significantly less."

"There's a reason units in this project never stay on the market for more than a week."

"Stop looking at the PSF and start looking at this view. This high-floor unit is the best-kept secret in the estate, and the breeze is free."

"This neighborhood is outperforming its neighbors by a mile. You're not just buying a home; you're buying a investment property with a huge upside."

"This is the neatest and cleanest unit of the year. It's so well-kept you can skip the \$100k renovation cost and move your luggage straight in."

"Tired of viewing overpriced 3-bedroom units with dead space? This layout was built specifically for large families who need actual breathing room."

"High floor, generous size, and literally a stone's throw from the MRT. This is the definition of golden standard of Singapore living."

"Mall downstairs, MRT a short bus ride away, and a price point that makes sense. If you are looking for a property that value convenience."

"This is the Golden Triangle of the North. One stop from the hub, walking distance to amenities, and 100% ready for move-in."

"Most buyers are overlooking this stack, but it's the only one in the entire development with a completely unblocked pocket view and priced so well."

"If you're looking for a european feel on an HDB budget, this ground-floor unit with a private patio space is your best bet."

"Stop paying for 'dead space' in hallways. This unit maximizes every square foot so you're paying for every usable area possible."

"This is the lowest entry price for a freehold 2-bedder in District 15. It's an investment play that actually pays for itself and its super hot,"

"The mortgage on this undervalued gem is lower than the current market rental rate in the same block, and you can still resell it at a much higher value."

"This is high ceiling unit that you just don't find in modern builds anymore. It changes the entire vibe of the home and its high luxurious view is worth every money spent"

"Don't buy into the hype of the new launch next door until you see the maintenance fees, this resale unit gives you the same perks for half the monthly cost."

"This is one of the few stacks that avoids the afternoon sun entirely, keeping your home and family cool all year round in the sunny and hot Singapore."

"If you've been hunting for a dual-key unit for rental income or multi-gen living, this is the most functional layout I've seen all year in this district."

"The owner spent \$150k on a designer overhaul just two years ago for this gallery standard living."

"Everyone thinks this project is old, but the en-bloc potential and land size here make it a 'gold mine' waiting to happen."

"This is the only 4-room flat in the cluster with a balcony large enough for an outdoor dining setup for your alfresco dining or family reunion."

"If you want to be within 1km of the top primary schools but don't want to pay 'school district' prices, this is your loophole."

"This unit just had a significant price adjustment, making it the most competitive 3-bedroom unit currently available in the West."

"I've sold many units in this block, but this high-floor corner unit is the quietest and brightest one I've ever stepped into."

OUTRO:

End the hooks with a thank you and **Introduction + CTA**

Thank you joining me in this walkthrough, I am XXX from XXX group, Do reach out to me to schedule your view