



THE 2 HOURS

A TO Z REAL ESTATE SOCIAL MEDIA ADS CREATION PROCESS

What This Is:

This is a short, useful guide for real estate agents in Singapore who want to attract leads and have real conversations every day — without cold calling, chasing, or sounding like a desperate salesman.

What This Is Not:

This is not a magic trick. But it is the beginning of a system that can consistently get you leads — without relying on luck or referrals.



**IF YOU WANT
PEOPLE TO
LISTEN, YOU
MUST STOP
SOUNDING LIKE
EVERY OTHER
AGENT.**

Most ads today scream:

**“New Launch! Near MRT!
Freehold! Register Now!”**

And what happens?

People scroll past. They’ve seen it 100 times. It’s noise. It’s generic.

And if your ad could be run by anyone else... you’re already losing the game.



STEP 1:

DIFFERENTIATE OR DIE IN THE SCROLL



To succeed in this market, you need to differentiate yourself.

And no – that doesn't mean posting more listings. It means having a unique voice, view, and value that sets you apart.

Here's how to find your differentiation:



Your Methodology

"I created the HDB-to-Private Progression Plan – a 3-step method to help young families upgrade without selling their flat first."



Your Beliefs

"Not every upgrader should jump straight to a condo. I believe certain older 5-room flats are the best way to preserve capital and yield."



Your Behind-the-Scenes Work

Most agents just shortlist. I reverse-engineer projected exit timelines, cash-on-cash yield, and risk buffers before we even shortlist.



Your Case Studies

"I helped a teacher and her husband in Yishun upgrade into a resale condo with just \$18k cash and zero ABSD using a planning sequence I designed."



UNIQUE VALUE PROPOSITION

Your UVP defines what sets your product or service apart. It highlights the exclusive benefits you offer to solve customers' problems or fulfill their needs. Crafting a strong UVP ensures you resonate with your target audience and establish a competitive edge.



1. How does your lead magnet offer unique insights or solutions that aren't readily available elsewhere?
2. What exclusive information or perspective can you provide that your competitors have not explored?
3. Which format (e.g., home buying checklist, seller's guide, virtual home tour) suits the preferences of your target audience?
4. Does your lead magnet evoke a strong emotional response that gets your leads to take action?

Lead Magnet Format

Ebooks or Whitepapers | Checklists or Cheat Sheets | Templates or Worksheets | Webinars or Workshops | Video Tutorials or How-To Guides | Quizzes or Assessments | Resource Lists or Toolkits

Checklist Guide

- ✓ Innovates the norm significantly.
- ✓ Addresses specific problems
- ✓ Highly pertinent
- ✓ Streamlines for user-friendliness.
- ✓ Digestible and hassle-free.
- ✓ Fulfills its commitment faithfully.
- ✓ Builds expert reputation firmly.
- ✓ Drives deal progression decisively.

Quick Differentiation Exercise:

1. What's something you do that other agents don't talk about?
2. What do you believe that's opposite to most in your industry?
3. What's a transformation story from one of your clients?

Want help turning your story into a clear angle and branded method?

I help agents package their story into frameworks that stand out.

You'll walk away with a unique, marketable message. Ask me for the Differentiation Toolkit during the free coaching session.

STEP 2:

DON'T SELL A PROPERTY. SELL A PROBLEM YOU SOLVE.

Stop running ads that just list units.

Instead, run ads that answer the questions people are quietly Googling at night.



Here's the secret:

Product ads = You look like a pushy salesman.
Problem ads = You look like a trusted guide.

Here's a simple way to build powerful offers:

Problem → Solution → Bait

Problem	Solution	Bait
"I don't know if I can afford to upgrade."	A custom planning framework	Free PDF: "Can You Afford to Upgrade?"
"ABSD makes it impossible to invest again."	Trust, decoupling, dual-loan methods	Webinar: "How to Own 2 Properties Without ABSD"
"I want passive income but don't know how."	Yield planning + exit projection	Free video: "\$3K/Month Rental Blueprint"

What Not To Do



Far East Property Sales
Sponsored

With only 188 exclusive residences, Aurea is a rare blend of timeless elegance and contemporary luxury, with select units offering breathtaking views of the bay and the city skyline. Aurea is seamlessly connected to The Golden Mile which offers retail, offices and medical suites.

Discover Aurea's Limited Collection of 2- to 6-Bedroom Homes
Aurea and The Golden Mile Extra Gallery
10A Central Lane | 1109927
Opposite MRT (Tower 2)
Open From 10am - 7pm daily

FB.ME
Sales Gallery Now Open
Schedule a Viewing Today

Sign up

What You Should Do



Hard Truths - Property Explained With Khalid
Sponsored ·

Hi, I'm Khalid Awang, the author of "Property Manifesto", and I've been featured in Channel News Asia, Berita Harian, Straits ...See more

Want a Larger Home With No Added Top-Ups? Sign up

Imran M... 47 comments 30 shares

Like Comment Share

STEP 3:

TURN THAT INTO CONTENT – EVEN IF YOU’RE CAMERA SHY



You now have a message and a “bait.”

Now you need to communicate it — without sounding like a TikTok agent or another MLM video.

Option A: Record a Short Video (With Your Face)

Use this proven script:

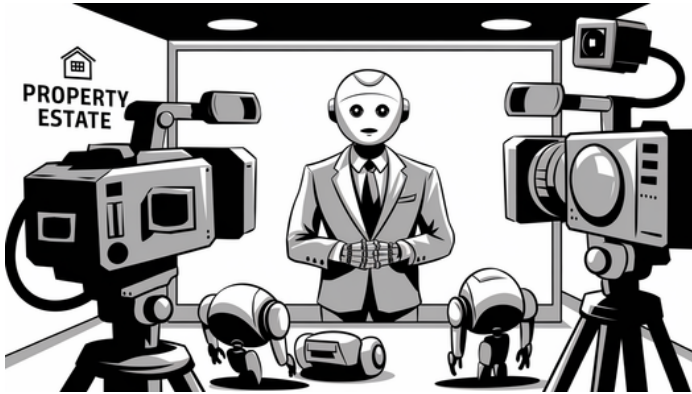
“If you’re thinking of upgrading but unsure if you can afford it — I made a planner that shows how to calculate your budget without selling your flat first.

I’ve used this with several families in Jurong and Punggol.

Want me to send it? Just click below.”

Casual. Helpful. 45 seconds max.

Option B: Use AI Avatars (No Face Needed)



Platforms like HeyGen, Synthesia, or Pictory let you create videos using a script and an AI avatar.

Upload your message, pick your avatar or upload your photo, and you're done.

STEP 4:

COPYWRITING THAT CONVERTS WITHOUT BEGGING



Use this template in your Facebook ad or WhatsApp message:

Problem → Promise → Proof → Path

Here's an example ad for upgraders:

Headline: “Can You Upgrade Without Selling First?”

Text: “Many HDB owners believe they must sell before upgrading.

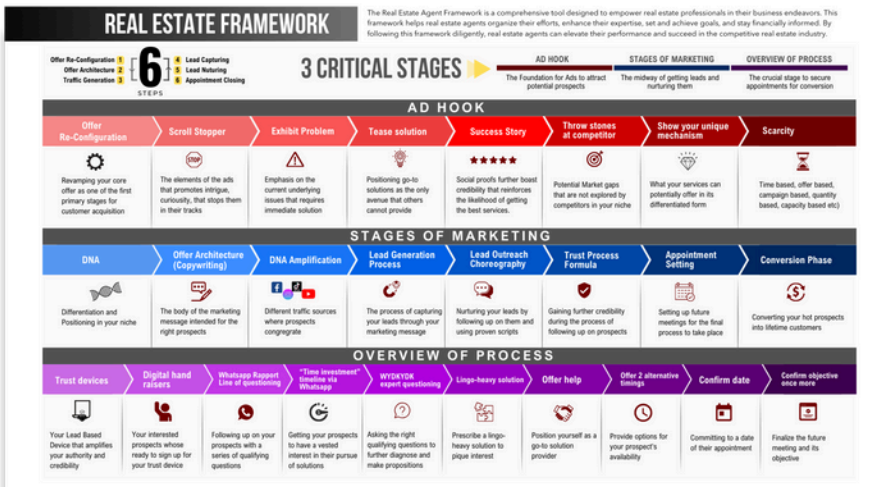
That’s not always true.

I’ve helped 3 families move into private condos while keeping their HDBs — using a 3-step plan that protects their cashflow.

Want the same Upgrade Planning PDF?
Click below and I’ll WhatsApp it over.”

Image Idea: Canva graphic with text: “Upgrade Without Selling?” + smiling family graphic

CTA: Download PDF Now!



STEP 5:

LAUNCH YOUR FIRST FACEBOOK LEAD AD (NO WEBSITE NEEDED)



Here's an example ad for upgraders:

1. Go to Facebook Ads Manager
2. Click "Create" → Choose "Leads"
3. Select "Instant Form" as your lead method
4. Choose a simple image + message (as above)
5. Ask for:
 - Name
 - WhatsApp number
 - Optional: "Biggest property question right now?"

Target by age, income, and interests (property, investing, HDB, etc.)

STEP 6:

LEADS ARE COMING IN. DON'T DESTROY THEM WITH A BAD MESSAGE.



Here's the truth:

You can do everything right — but if your WhatsApp reply is wrong, the lead dies.

Here's what NOT to send

“Hi, I’m a property agent. You requested something?”

“Hi, do you want to view a project?”

That screams “I’m here to sell.”

Instead, reply like a real human. Guide the conversation.



Examples That Work

1. For Passive Income Bait:

“Hey Jonathan, I saw you requested the Passive Income Plan. Quick question — are you looking for something that gives cashflow now, or long-term growth for retirement?”

2. For Upgrade Bait:

“Hey! I’ve got two versions of the Upgrade Planner. The ‘lite’ one most people get — and the advanced version with full cashflow timelines. Want the real one?”

3. For Cold Leads Who Ghosted:

“Hey Sarah — just checking in. Some people realise they can’t upgrade yet. Others discover they actually can with some planning. Want me to check your numbers quickly?”

These work because they:

- Sound natural
- Offer choices
- Create curiosity
- Reframe you as helpful, not pushy

STEP 7:

MEET. PRESCRIBE. CLOSE.



At this point, you've earned trust.
You've educated, not sold.

Now — it's time to convert the conversation into a consult.

Here's the key:

Just like a doctor, you diagnose, then recommend:

“Based on your current flat, budget, and CPF — there are 3 options I can show you. Let me walk you through how each would look in terms of monthly, downpayment, and future returns.”

This kind of breakdown converts like magic — because it makes the client feel safe, seen, and in control.

CLOSING THOUGHTS:

YOU NOW HAVE THE MAP – BUT NOT THE MACHINE.

You've just seen the full overview of what works.

But you're still missing the assets, templates, and cheat codes. There's no need to build it from scratch.



I've already prepared:

- 17 WhatsApp templates
- 21 ad copy angles
- 14 ad images
- AI video scripts
- Facebook targeting setups
- Presentation slides
- Coaching frameworks
- Lead magnet creation sheets

WANT TO SHORTCUT EVERYTHING?

Join my next free webinar or book a 1-on-1 coaching session.

HERE'S HOW TO GET ACCESS

Scan The QR Code below and say "Lead Engine"
OR

GO TO [YOUR WEBINAR/BOOKING PAGE]



- ✓ **Complete Done For You Coaching & Implementation Program**
- ✓ **Complete Done For You Facebook Copywriting Ads**
- ✓ **Complete Done For You Custom Facebook Ads Creative**



Plus, get access to hundreds of proven lead templates that is tailored to your needs followed by our proprietary scripts to follow up and secure appointments for your potential prospects

Get Access To Our Special Bonus
By Scanning This QR Code!



Worth Over **\$40,000** Done-For-You
Real Estate Agent Package!

Stop chasing leads.

Start attracting people who are already thinking about working with someone like you.

Let's build your engine.

– Coach Imran, Realtor Sales Academy