

Landing Page Structure

1. HERO SECTION (Above the fold)

This is the MOST IMPORTANT section.
Visitor decides in **5 seconds** if they stay or leave.

Layout

Left side: Text
Right side: Dashboard animation, a human holding a phone to their ear.



This image is okay but could be better.

Headline

Option A (recommended):
Stop Calling Dead Leads. Talk only to motivated ones.

Subheadline

Our AI calls your real estate leads, analyzes every conversation, and shows you exactly who to call first.

Primary CTA buttons (big)

- ◆ Book a Live Demo
- ◆ Start 2-Day Free Trial

Trust strip under buttons

Small text:

Used by real estate teams across the US
No contracts • Cancel anytime • Setup in 24 hours

2. PROBLEM SECTION (Pain)

Title:

Real Estate Teams Waste Hours Calling The Wrong People

3 columns with icons:

- ◆ Calling dead leads every day
- ◆ No way to know who is serious
- ◆ CRM filled with messy, outdated data

Short punch line under:

Most teams talk to 50 people to find 3 serious prospects.

3. What we have brought

This is where you introduce the machine. Add the logo of Voicium

Title:

How the Lead Qualification Machine Works

Step 1

Upload your leads

CSV or Excel. Done in seconds.

Step 2

AI calls them daily

Buyers or sellers are contacted automatically.

Step 3

See motivation scores

Only call people who actually want to talk. (add screenshots of our dashboard here, ask me or Tuhin for that)



Add small diagram arrows here.
people can't focus. Should be a title in each block as I said.

like this. But here,

4. DEMO VIDEO SECTION

Title:

See It in Action

Embed your video.

CTA below video:

Then Book Your Demo (A Highlighted button with my booking link)

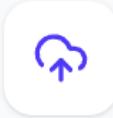
5. FEATURE SECTION (Dashboard explanation)

Title:

Everything In One Dashboard

Use screenshot + bullets:

- ◆ Upload leads (CSV / Excel) ([Screenshot of this page from our dashboard](#))



UPLOAD NEW LEADS

Drag & Drop CSV or Excel files here. We will sanitize the data and begin outreach immediately.

INSTRUCTIONS / NOTES FOR AGENT

e.g. 'Please focus on the rows marked High Priority' or 'This list is for the Texas campaign'

If you don't have leads, we generate for you (An ADDON)

- ◆ Automatic daily calling ([Add the SS](#))

ACTIVITY LEDGER

QUALIFIED LEAD PIPELINE

STATUS	LEAD DETAIL	OUTCOME	TIMESTAMP	TIME
LEAD NOT LISTED	FOLLOWED UP ④ (UNDISCLOSED ADDRESS), ARLINGTON TX 76011 +19725918315	HUMAN	FEB 3, 12:48 AM	216s
LEAD NOT LISTED	④ 635 E MANHATTAN DR, TEMPE AZ 85282 +14883591997	HUMAN	FEB 2, 11:58 PM	304s
LEAD RIVER RETREATS PROPERTIES	④ 5137 N HALL ST, DALLAS TX 75205 +14692113440	LEAD STATUS CONFIRMED; AWAITING FOLLOW-UP ON SUBLISING PERMISSION.	JAN 30, 10:27 PM	131s
LEAD MELISSA PROPPS	④ 326 N 17TH DR #1, PHOENIX AZ 85007 +13213166260	LEAD CONFIRMED, FOLLOW UP NEEDED.	JAN 30, 1:00 AM	121s
LEAD NOT LISTED	④ 1307 NORWALK LN APT 201, AUSTIN TX 78703 +15124729100	LEAD QUALIFIES AS A HIGH-VALUE OPPORTUNITY.	JAN 30, 12:52 AM	164s
LEAD NOT LISTED	④ 7720 WOODROW AVE, AUSTIN TX 78757 +16192109473	LEAD SUCCESSFULLY QUALIFIED	JAN 30, 12:51 AM	245s

◆ Call transcription + summaries (ss)

FORENSIC REPORT

▷ AUDIO RECORDING

▶ 0:00 / 2:13

🔊 ⏰

ⓘ AI EXECUTIVE SUMMARY

"Reed confirmed that the property at 2211 Lexington Avenue, unit A, is available, furnished, and potentially open to a two-year lease and subleasing for corporate guests. The rent is twenty-six hundred dollars with a seven hundred fifty dollar deposit, all utilities included, and immediate availability. The owner agreed to a group chat handoff and requested to speak with a real person, so the call was transferred to an associate."

📄 DIALOGUE TRANSCRIPT

User: Hello?
AI: Good afternoon. This is Reed. I'm calling about your rental listing at 22 11 Lexington Avenue, unit a in Indianapolis. Do you have a moment to chat?
User: Sure.
AI: Thank you. Is the property at 22 11 Lexington

◆ Motivation score and Lead status management

MICHELLE ROMANOMOSS

📍 2211 LEXINGTON AVE #A, INDIANAPOLIS IN 46203

📞 +11 75

MOTIVATION: 9/10

👁 PIPELINE STATUS

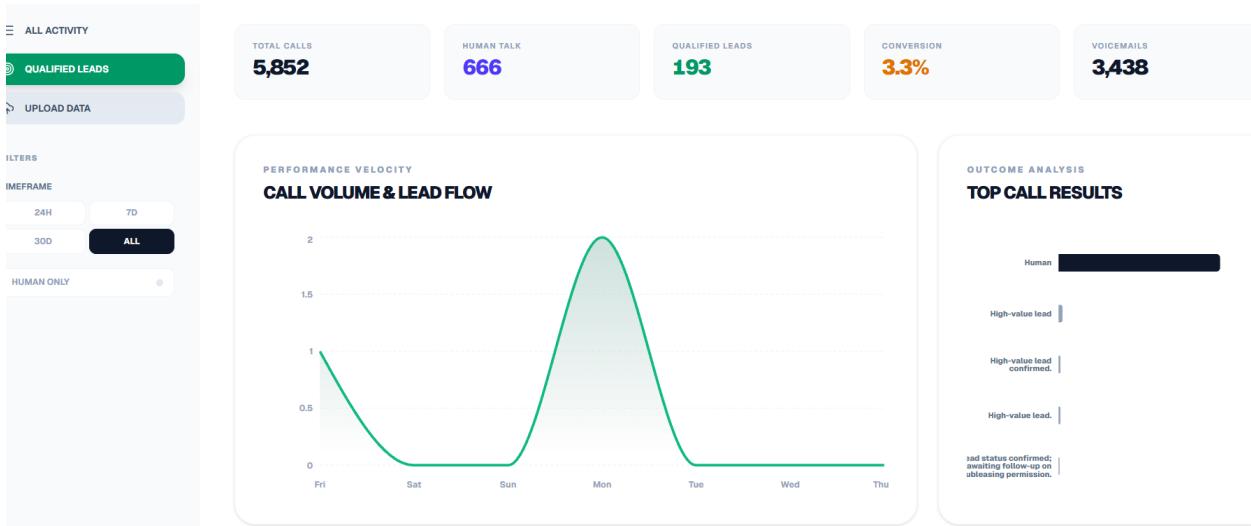
New

Interested

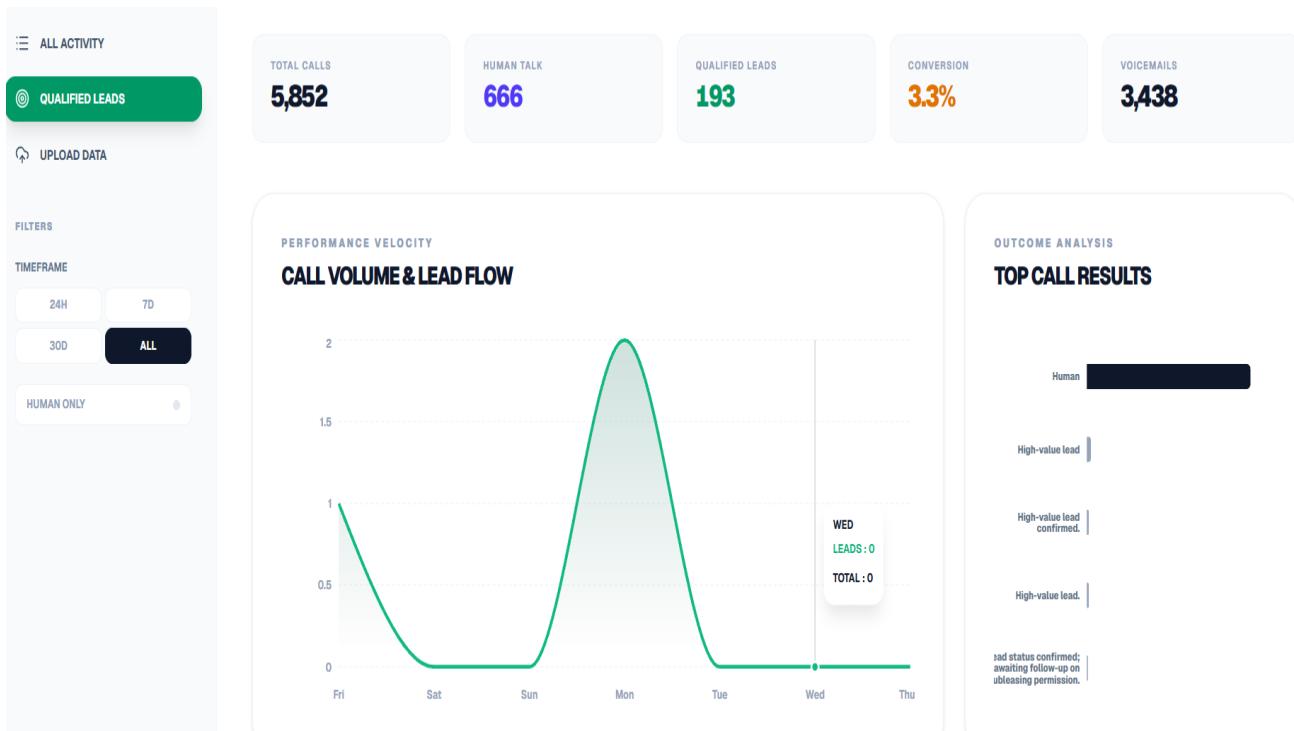
Followed Up

DNC

◆ Built-in CRM and pipeline (add SS)



◆ Call analytics and conversion graphs (Add SS)



6. BENEFITS SECTION (Outcomes)

Title:

What Changes After Using This

3 blocks with icons

- ◆ **No more cold calling all day**
- ◆ **Only real conversations**
- ◆ **Clear pipeline. Real data. More deals.**

This section sells results, not features.

7. PRICING SECTION

Keep simple. 3 cards.

Starter – \$990/mo (\$1980 kete)

AI calling engine
Unlimited calls (Mon–Sat)
Call transcription will be sent through mail after each day

Growth – \$1770/mo (Most Popular) (\$3980 Kete)

AI calling engine
Unlimited calls (Mon–Sat)
Lead scoring + dashboard
CRM + analytics
Full automation workflow

Enterprise

Custom workflows
Dedicated setup

Email → Call → Follow-up sequence
Email if call missed
Multi-team usage

Priority support
Custom integrations
Book a call

Important: highlight the middle plan.

8. OBJECTION HANDLING

Title:
Frequently asked Questions

Is this legal in the US?

Yes. The system is designed to follow standard outreach safeguards used by real estate teams. Calling windows are restricted to appropriate hours, opt-out requests are respected, and suppression rules can be applied to prevent further contact when requested. You remain in control of how your outreach is used and which leads are contacted.

Do I need technical skills to use this?

No technical experience is required. The workflow is simple: upload your leads, choose your settings, and start the automation. The platform handles calling, logging, scoring, and reporting automatically, so your team can focus on conversations and deals instead of setup or technical tasks.

How quickly can I get started?

Most teams are ready to launch within 24 hours after onboarding. Once your account is set up and your lead list is uploaded, the system can begin calling and populating your dashboard right away.

The answer would be hidden first, if clicked to the dropdown the answer will be shown.

9. FINAL CTA SECTION

Dark background.

Headline:
Stop calling cold leads. Start talking to real prospects.

Buttons again:
 **Book a Live Demo**
 **Start Your Free 2-Day Trial**

Short line:
No contracts. No setup headaches. Get started today.

