* 1. **what is your business:** We are a tech real-estate marketplace company.
  2. **what is the business ethos:** We value what each person needs and strive to treat everyone with respect, empathy and appretation.
  3. **what do you produce/make/offer/sell:** We
  4. **who is your target audience:** We are looking for home buyers, homeowners, and real estate professionals.
  5. **what are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein:** We are building a community that will make it easily accessible to a large audience to be able to find the home for them wherever they desire to move.
  6. **do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)?** They want to get general information as well as any specific details that they desire.
  7. **are they already familiar with the service or product that you offer, or do they need to be introduced to it?:** Yes, it is similar to there businesses where you can choose what you want and then get more information.
  8. **are they looking for time sensitive information, such as the latest news or updates on a particular topic?** They are looking for the most recent pictures that were uploaded onto the site.
  9. **do they want to discover information about a specific product or service to help them decide whether to buy it or not?** Yes, they can filter which type of house they want and just about any specific detail as well.
  10. **Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details:** They need to contact the person who posted the house that they want. They can contact the owner with whatever contact that the owner displayed.
  11. **Will visitors be familiar with your subject area / brand, or do you need to introduce yourself?** Visitors will be pretty familiar on what the subject area is because there are similar ones out there and has become very popular in the past few years.
  12. **Will they be familiar with the product / service / information you are covering, or do they need background information on it?:** There is no need for background information because once you get onto the site you will immediately understand that there is a website designed for people that are looking to buy a house.
  13. **What are the most important features of what you are offering?** The most important feature that we are offering is the ability to view homes without having to leave your house until you know it’s the one or want to check it out in person.
  14. **What is special about what you offer that differentiates you from other sites that offer something similar?** We accepts For Sale By Owner (FSBO) listings. So even if you don't want to work with an agent, you can still list your home on our site. Our FSBO listings are also an advantage to buyers, who can view listings that aren't available on other websites.
* **Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area:**
* How did We get to where it is?
* How do we make money?
* How much do our leads cost?
* Where do we get our data from?
* Are there any risks for homeowners to use our site?