


# Project Notes

## ASSIGNMENT

Develop a brief introductory message for real estate company and create a list of professional qualities to highlight. For general marketing/visibility purposes.

## CREATIVE SOLUTION

I brainstormed with client to pinpoint the professional qualities that best distinguish company from competitors. Then I wrote the copy in a tone that is friendly and approachable, but also persuasive.



At Westside Realty of California, we know that selling or buying a home can seem overwhelming. Choosing the right realty team is the first step to turning your dreams into a reality. From start to finish, we are committed to making the process smooth and stress-free. Take a look at the top reasons our clients choose us:

**EXPERIENCE:** With 25 years of successful standard, REO, trust, probate, and short sale transactions within the ever-changing market, we have established ourselves as a dependable, strategic, and effective team.

**CONNECTIONS:** We have working relationships with staging professionals, interior designers, architects, contractors and any contacts you may need along the way. We have the resources you need to meet your goals.

**CLIENT FOCUS:** With us, you aren't just a number. As a family-owned business, we take pride in establishing personal relationships with our clients because we want to give you the effort and attention you deserve.

**ACCESSIBILITY:** We go the extra mile to make ourselves available to our clients. Whatever you need and whenever you need it, we always have you covered.