

The Real Estate Niche Site That Gets Leads (Even While You Sleep)

Generate qualified leads without relying on Zillow, referrals, or generic broker websites.

HOW TO USE THIS GUIDE

This isn't about building a 10-page masterpiece. It's about building **one damn page** that does its job — get you leads. Each number below is a section of your one-page website. Just follow the order, write the content, and skip the fluff.

- ✔ Start at the top and work your way down
- ✔ Treat each number like a section on your page
- ✔ Don't overthink — clarity beats clever every time

The Guide: Real Estate Niche Website Blueprint

1. Niche Down First

Pick **ONE** niche. First-time buyers? Divorcees? Veterans? This guide doesn't work for "everyone."

✔ Pro tip: Riches are in the niches. Generalists get ignored.

2. Identify the #1 Pain

What's your avatar struggling with the most?
Write that pain in bold on the top of your homepage.

3. Make Them the Hero

Donald Miller 101: you're the guide, not the star.
Your site should be about their journey, not your bio.

4. Clarify Your Promise

"I help first-time buyers get into a home with less stress and more support." That's better than "Top 1% Producer."

5. One Call-to-Action

Not five. Not seven. **One**.

"Book a free call."
"Download this guide."
"Start your search."

Pick one and hammer it.

6. Show Proof

Add 2–3 reviews from people just like your niche. Not generic fluff.

7. Add a Lead Magnet

Offer a free checklist or guide that solves the #1 problem from step 2. Build your list, build trust, build business.

Why this matters

Most agent websites are pretty — but useless.
They look good and convert like crap. This guide fixes that.

By focusing your message and following a proven structure, your website stops being a digital brochure...

...and starts becoming a **lead generation machine that works while you're out showing homes.**

Want us to build your niche lead-gen website for you?



square1grp.com/brainstormsession

and we'll show you how to turn this **blueprint into booked calls.**