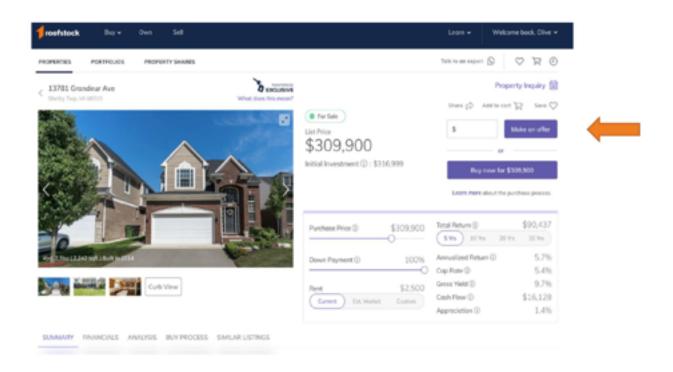
"Make an Offer" Flow

The first two things I'd do as a copywriter:

- Get in touch with customer service to ask whether they've received any complaints/comments about the ease of this process; and then take those findings into account when writing.
- Ask marketing if there are heat maps available for all the pages associated with making an offer. That will also help me figure out which areas to pay more or less attention to.



1st page impression and suggestions: overall I think it's clean, elegant, and straightforward but to make the page even easier to scan I'd make the "Make an Offer" button on the right a different color so it stands out from all the purple. Perhaps orange?

- A/B test to see which copy performs better: "Make an Offer" or "Review Your Bid"

- Perhaps have a link underneath the button ("Review the offer process") that'll take the user to the FAQ on how to make an offer; or at least have one of those chat bots available on the bottom right corner in case the user is unsure about how all this (not just the offer process) works.

Enter Buyer Information	Select Funding Source	Authorite Marketplace Fee	Review & Submit				
	Individual Ownership						
	Co-buying with onethe	r individual					
First Nome Lost N	LLC, Trust or a Fund		America +				
Phone Number		Address Line 1*					
Email		Address Line 1*					
		City					
		State*	♥ Zip Code*				
Rest/stack values the privary of our users and we'll never share your personal information.							
Bock			Next				

"Enter Buyer Information" suggestions:

- If this page is going to ask the user which title he/she would like to hold, there needs to be a glossary of terms on this page that explains what each title means.
- Reiterate up top what the seller's listing price is and what the user's offer is. (I know it occurs in the next step, but a confirmation of the user's bid would be beneficial starting from here).
- Email and/or phone number and the city should be required (have an asterisk).
- Explain why the site needs the user's contact information. Add subcopy like "To start the offer process, please provide the below information."

10781 Grandeur Aus, Shelby, Two, M. 48015	Your Offer UST PRICE \$300,000 YOUR OFFER PRICE \$300,000 MARKETPLACE FEE: \$1,500 ()	Close Offer X
	Ernter Buger Select Funding Aatherize Routerv & Information Source Merkenpilose Fee Submit	
	Marketplace Fee Authorization Marketplace fee of \$1.500 will only be charged ence your offer is accepted. This fee covers our comprehensive certification and transaction support services.	
	Use existing card Vice XXXX 10007 10007 XXXX 1111 *	
	Nome on confl Card number	
	Month * Year * CvV Ø	
Bock	Next	

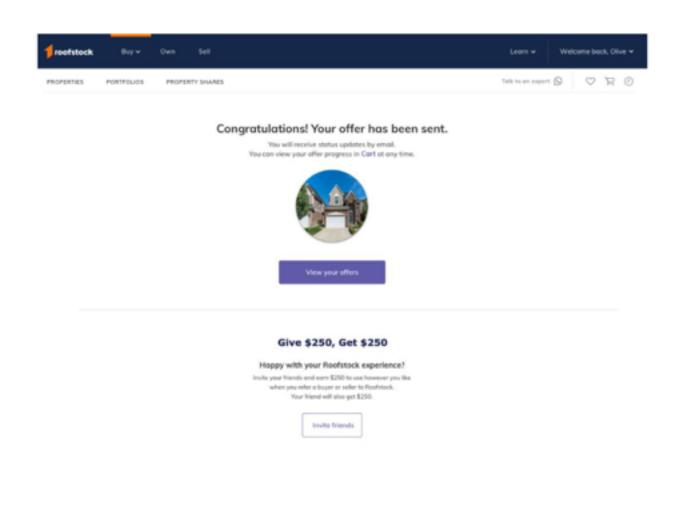
"Select Funding Source" suggestions:

- I'm curious how willing users are to upload bank statements even with the knowledge that it's encrypted.
- If uploading documents is optional, is it necessary for it to be in this step? I think this step should just be "Funding Source" with subcopy "How will you pay for this property?" and then the dropdown menu. That way it eliminates the second "How do you plan to fund your purchase" right above the dropdown.

	13761 Grandeur An, Steel Review & S			Close Offer X	
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What hoppens ofter I submit my Seller Parton	effer? Accept Offer Inter the selfer security in taken with the characteristics and your each spin is taken with the characteristics and your each spin is taken with	Sign Purchase and Sate Agreement	Close Pachase		

"Authorize Marketplace Fee" suggestions:

- If I had data from customer service about users' experience with this page, I'd find out what questions they have regarding adding credit card information. To help customer service from receiving more calls than they need, I'd provide copy that answers FAQ about credit cards on this page. One I can think of off the top of my head is, "How is my credit card information stored?"
- When I submit the security deposit for an apartment I want to rent, it means the landlord has accepted me as a tenant and will pull the apartment off the market. So I'd write something in one of the FAQ like, "Adding your credit card information means Rootstock will remove your property from the marketplace once your offer is accepted."



"Review & Submit" suggestions:

- I'd rewrite the section "What happens after I submit my offer?" to the following:

Sellers typically respond within 2 days, but often sooner. You may cancel at any time before the seller accepts your offer and incur no fees. To cancel, log in to your account, go to your cart, and cancel the offer.

Seller Accepts: When the seller accepts your offer, the property is taken off the marketplace and your credit card is charged the marketplace fee. You'll receive a Purchase and Sale Agreement (PSA) via email for you to securely sign. Then you'll be assigned a Transaction Coordinator to assist you throughout the closing process.

Seller Declines: Your offer wasn't accepted.

Seller Counters Your Offer: You can either make another offer or accept the seller's counter offer.