

“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.

13781 Grandeur Ave
Shelby Twp, MI 48315

For Sale

List Price
\$309,900

Initial Investment ⓘ: \$316,999

Make an offer

Buy now for \$309,900

Learn more about the purchase process.

Purchase Price ⓘ	\$309,900	Total Return ⓘ	\$90,437
Down Payment ⓘ	100%	Annualized Return ⓘ	5.7%
Rent	\$2,500	Cap Rate ⓘ	5.4%
		Gross Yield ⓘ	9.7%
		Cash Flow ⓘ	\$16,128
		Appreciation ⓘ	1.4%

SUMMARY FINANCIALS ANALYSIS BUY PROCESS SIMILAR LISTINGS

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.

Buyer Information
How would you like to hold title?

Individual Ownership
Co-buying with another individual
 LLC, Trust or a Fund

First Name Last Name Country USA America

+1 Phone Number

Email


Address Line 1*
 Address Line 2*
 City
 State* Zip Code*

Roofstock values the privacy of our users and we'll never share your personal information.

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“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.”



11781 Grandeur Ave,
Shelby Twp, MI 48115

Your Offer

LIST PRICE: **\$300,000** YOUR OFFER PRICE: **\$300,000** MARKETPLACE FEE: **\$1,500**

[Close Offer X](#)

Enter Buyer Information Select Funding Source **Authorize Marketplace Fee** Review & Submit

Marketplace Fee Authorization

Marketplace fee of \$1,500 will only be charged once your offer is accepted. This fee covers our comprehensive certification and transaction support services.

Use existing card
 Visa XXXX XXXX XXXX 1111

Add a new card


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“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.

[Close Offer X](#)



13791 Grandeur Ave, Shing, Trp, MI 48315

Review & Submit


Enter Buyer Information

Select Funding Source

Authorize Marketplace Fee

Review & Submit

LIST PRICE **\$309,900**

YOUR OFFER PRICE **\$306,000** 



[Add a note to the offer](#)

BUYER INFORMATION [Edit](#)

Olive Holmes
 111 Main St
 Sacramento, CA, 95828
 +1 (555) 555-5555
 olive@scmc.com

FUNDING & DOCUMENTS [Edit](#)

Cash & Finance


-  PreApprovalLetter.pdf
-  ProofOfFunds.pdf

CREDIT CARD [Edit](#)

Visa: Ending in 1111

There is no charge to your credit card when you submit this offer. A Marketplace Fee of \$3000 will be charged once your offer is accepted.

LIST PRICE **\$309,900**

YOUR OFFER PRICE **\$306,000** 

Offer note to the seller

I hope you accept my offer. My grandmother grew up in that house.

I acknowledge that this offer screen is intended to allow the parties to negotiate the price of the property, but it cannot be used to create any other legally binding terms or conditions. Any such discussions in this state system will not be reflected in the transaction documents.

What happens after I submit my offer?

Seller Review

The seller will review your offer and may accept, decline or counter your offer. Sellers typically respond within 2 days, but offers expire.

Note: you may cancel at any time before the seller accepts your offer and incur no fees. You can also be going to your cart and canceling the offer.

Accept Offer

When the seller accepts your offer, the property is taken off the marketplace and your credit card is charged the marketplace fee.

Sign Purchase and Sale Agreement

You will receive a buyer questionnaire via email to obtain additional information needed for the PLSA. The PLSA will be sent to you through DocuSign.

Close Purchase

You will be assigned a Transaction Coordinator to assist you throughout the closing process.

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[Submit Offer](#)

“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.”

Congratulations! Your offer has been sent.

You will receive status updates by email.
You can view your offer progress in Cart at any time.



[View your offers](#)

Give \$250, Get \$250

Happy with your Roofstock experience?
Invite your friends and earn \$250 to use however you like
when you refer a buyer or seller to Roofstock.
Your friend will also get \$250.

[Invite friends](#)

“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.