

# Click Contracts Testimonial Framework

## Core Strategy

Show credibility first, then Direct them into ONE of three lanes... then Close strong.

## Who is there?

Team Leader/Leaders and One Top Agent that LOVES Click.

## Three Paths We Care About:

Before filming, decide which path each agent will answer. Each agent gets ONE lane only.

1. **Speed of Offer** (creation, writing, getting it signed fast)
2. **Efficiency** (mobile/desktop, workflow, admin time saved)
3. **Mega Team Impact** (team growth, recruiting, scaling, experience)

## Cold Open (5–7 sec)

No dialogue. Just credibility.

- Team shot
- Animated stats:
  - \_\_\_ Homes Sold
  - \_\_\_ Agents
  - \$\_\_\_ Volume

## Quick Credibility (10–12 sec)

Rapid-fire, 3–4 agents max. Each agent answers ONE of these:

- “Name, team, brokerage?”
- “How many homes did you sell last year?”
- “How big is your team?”

Short. Confidence. One sentence. This confirms: Elite teams use Click.

## PATH 1: Speed of Offer (*Offer creation, writing, speed to contract*)

Ask ONE:

- “How has Click changed the speed of your offers?”
- “What happens faster now because of Click?”
- “What would break in your offer process without Click?”

What we want:

- Faster offers
- Cleaner contracts
- Fewer mistakes
- Win more deals

Example tone:

- We can submit offers in minutes, not \_\_\_\_\_.

- Our agents write clean contracts with \_\_\_\_\_.
- Speed wins in this market, and Click gives us that edge.

## **PATH 2: Efficiency** (*Mobile + desktop, admin, time savings*)

Ask ONE:

- How does Click make your team more efficient?
- What admin work disappeared?
- How does mobile + desktop flexibility help your agents?

What we want:

- 10+ hours saved
- No back-and-forth
- No paperwork chaos
- Less staff needed

Example tone:

- We save 10 hours a week in admin work.
- Everything lives in one place.
- Our agents can work from anywhere.

## **PATH 3: Mega Team Impact** (*Scaling, recruiting, experience, leadership*)

Ask ONE:

- How has Click improved your overall team experience?
- Has Click helped you scale?
- Does Click help with recruiting?

What we want:

- Easier onboarding
- Systems for growth
- Professional image
- Scalable operations

Example tone:

- “It lets us scale without adding staff.”
- “New agents plug into our system instantly.”
- “Serious teams need serious systems.”

## **Group Close (5–6 sec)**

Prompt: “Who should be using Click?”

One strong line:

- “Teams doing real volume.”
- “Anyone serious about growth.”
- “If you’re scaling, you need this.”

## **Simple CTA (3 sec)**

One confident voice: “If you're building a real team, book a Click demo.”

## **FILMING RULES (Minimal, Clear)**

- One sentence answers.
- Numbers > adjectives.
- Specific > generic.
- Confidence > hype.
- 45 seconds max.
- Cut aggressively.