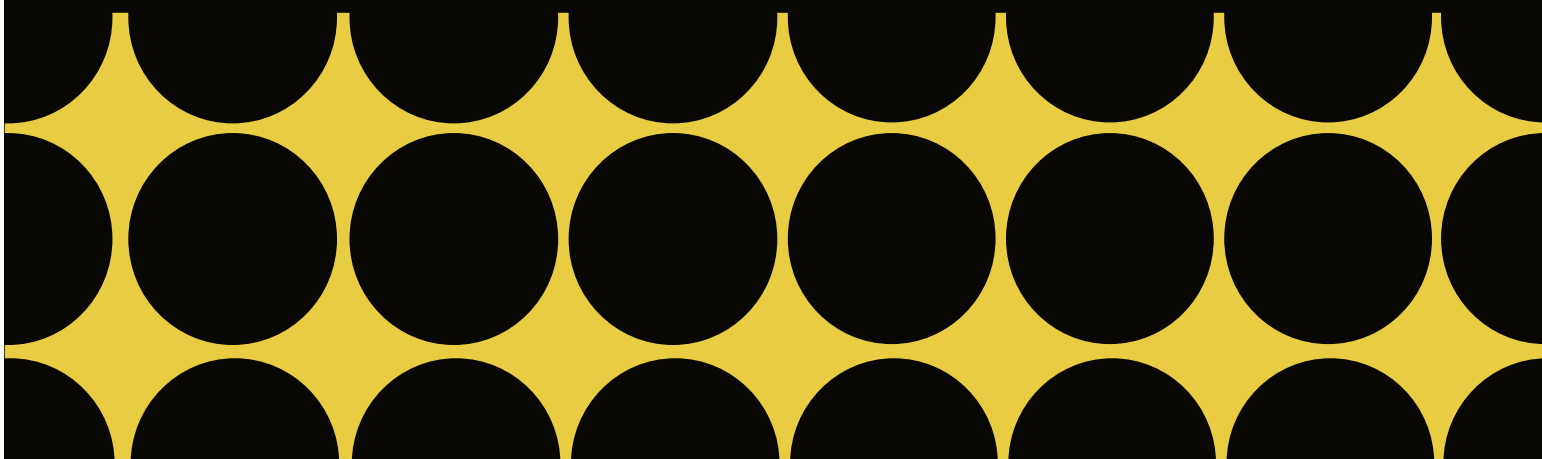


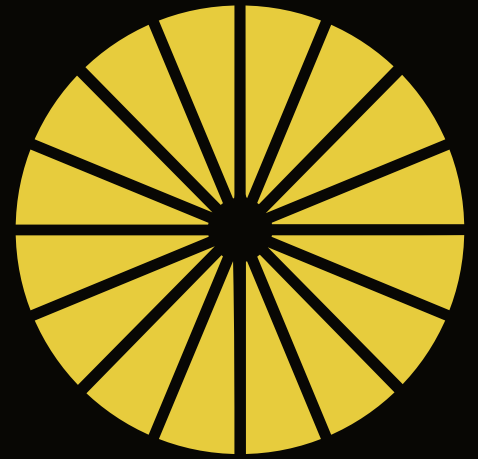
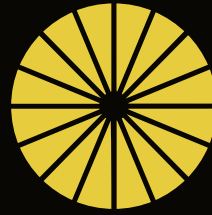
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the serious buyer method™

**a structured approach
for architects who
want fewer enquiries
and better projects**





Most practices are one referral away from an empty pipeline.

Instead of pushing every visitor to make contact, the method gives homeowners clear guidance first, helps them understand fees, process, and decisions, and then uses a short project review to determine readiness.

Clients who are not ready are directed to practical advice, while those who are a good fit arrive at the first call informed, realistic, and prepared.

The result is fewer enquiries for you, better briefs, and more productive projects.

Referrals dry up. A key contact moves on. A client network stalls. The phone stops ringing.

Ads without a system fail. Traffic lands on a general website, nothing is captured, nothing converts.

Time spent qualifying the wrong people. Long calls with homeowners who were never serious buyers.

The problem we actually solve

Architects don't struggle with design.

They struggle with:

- enquiries that go nowhere
- long conversations with people who aren't ready
- budgets that don't match ambition
- projects arriving too late in the decision process
- Most studios rely on referrals and reputation. That brings work, but it's unpredictable and inefficient. Serious buyers spend months educating themselves on planning, feasibility, cost, and timelines before they ever make contact. If you're not part of that process early, you're competing late.

The result is wasted time and missed opportunities.

What the Serious Buyer Method does

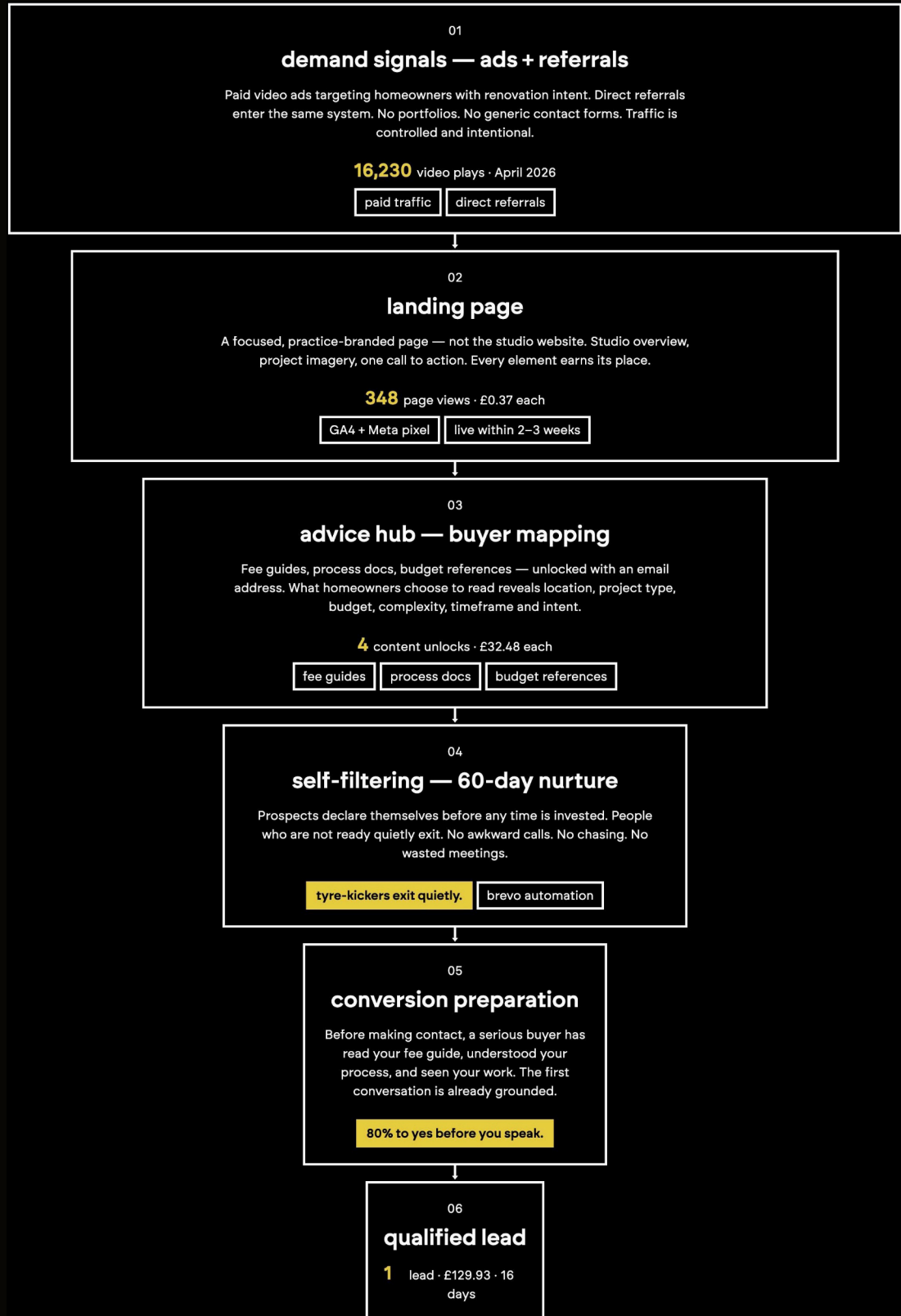
The Serious Buyer Method is a system that:

attracts people with genuine intent

- lets them filter themselves before you invest time
- prepares them for a productive first conversation
- It replaces hope and chance with a working mechanism.
- The outcome is simple: more viable commissions, faster,

How It Works

A wide net. A tight filter. The only people who reach you are ready to have a real conversation about a real project.



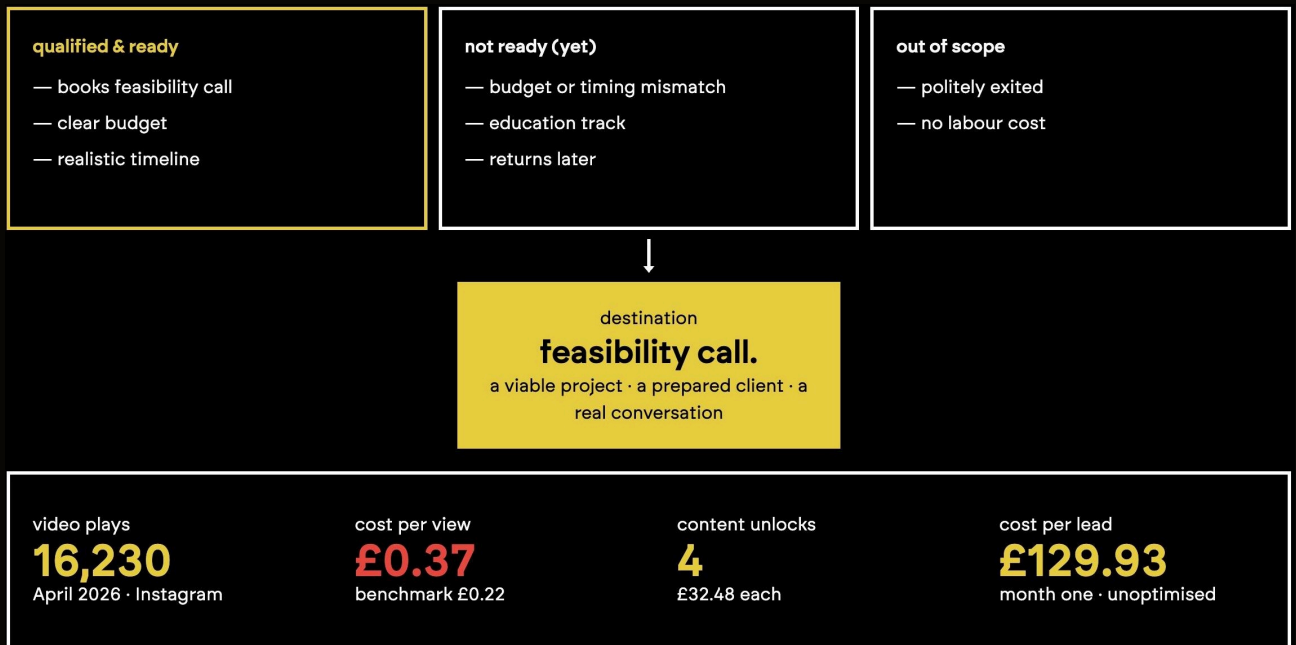
Only viable projects progress

Live campaign data:

London residential architecture practice — April 2026.

Single creative, no prior optimisation. At benchmark CPV of £0.22, the same spend produces roughly 2× the leads.

Ad spend figures are media cost only and exclude management fees.



What this replaces

1. generic contact forms
2. portfolio-only websites
3. endless discovery calls
4. explaining the same basics on every call

The result

- Fewer enquiries
- Better conversations
- More viable commissions

If you want a predictable flow of serious projects without wasting time on the wrong ones, this is how you do it.

Book a call to discuss whether it's right for your studio.

The cost

£750/month

Includes:

- Serious Buyer Method setup
- Hosting and maintenance
- Advice hub + quiz logic
- Gating and filtering
- Ongoing optimisation
- Reporting on enquiry quality

We would recommend using paid ads for traffic. starting with a controlled test budget of £300-£500 per month.

Total: £1,050