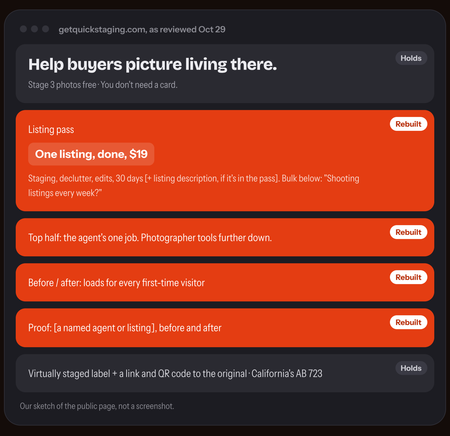
← Teardowns · invited

QUICKSTAGING. TORN DOWN.

An agent-language headline, three free photos with no card, and real disclosure handling (labels, original-photo link and QR, AB 723).

> **"Roast my landing page. It's for real estate agents... Be brutal. I'd rather hear it here than from a realtor who bounced."**
>
> Kadirhan Yilmaz (@heykadirhan on X), the maker · X, Oct 24, 2026 · see the invitation

Own site · Reviewed Oct 29 · Not seen: sales, traffic, checkout



Our sketch of the public page, not a screenshot.

Demolition order — 4 / 4 cracks cleared

Hit 1 · highest impact

The hero offer looks like the worst deal

$0.76 — a photo for the $19 hero pass, shown beside $0.45 for the credit pack and $0.48 on the monthly plan. The headline offer reads as the worst deal on the page.

Your hero offer looks like the worst deal on the page. The headline price is "$19 for 25 photos", but the pricing block shows it as **$0.76 a photo** right next to the 100-credit pack at **$0.45** and the monthly plan at $0.48. An agent with one listing now wonders whether they're overpaying, and the comparison does the doubting for them. Keep the Listing pass as the default and stop showing it per photo: present it as "one listing, done, $19" with what an agent gets (staging, declutter, edits, 30 days), and put the credit pack and monthly plan below as "Shooting listings every week?", which you already have as a heading. Also, your post promised listing copy. The Description Generator only appears in the footer's tool list. If it's included in the pass, add it as a line in the pass ("+ listing description"); that's extra value an agent will feel.

CONDEMNED

Hit 2

Pick one buyer for the top half

The page speaks to agents and to listing photographers and shows many tools (Day-to-Dusk, Sky Replacement, Bracket Merge, Straightener). Lead with the agent's single job and move the photographer tools lower or onto their own page.

CONDEMNED

Hit 3

Make sure every example loads

The page text includes "Couldn't load the result" placeholders; if a visitor ever sees one, the proof disappears. For this product, the example image is the pitch.

CONDEMNED

Hit 4

Show one real listing

The NAR stat says staging helps; a real listing says QuickStaging helps.

CONDEMNED

Four cracks. Four rebuilds. That's what a teardown does to a page.

What still stands

The headline, "Help buyers picture living there.", is written in the agent's language about the agent's goal, not about the technology.

The free start is right for this buyer: three photos, no card. An agent can test it on a real listing before paying anything.

The disclosure handling is a genuine edge. Labelling staged photos and linking the original (with a QR code), and naming California's AB 723, answers the first worry a careful agent or broker will have.

Your next task

Rework the pricing block so the $19 Listing pass stands alone as "one listing, done" and the per-photo maths sits with the bulk plans. Then send the page to three agents from your replies and ask: "Would you pay $19 for this on your next listing?"

Case file

Product	Maker	Price as reviewed, Oct 29	Proof on the page
QuickStaging (AI virtual staging and photo edits for listing photos)	Kadirhan Yilmaz (@heykadirhan on X)	3 free photos (no card); $19 Listing pass (25 photos, 30 days); 100 credits for $45; $29/month for 60	no customer reviews shown

In 30 seconds: **Strength:** An agent-language headline, three free photos with no card, and real disclosure handling (labels, original-photo link and QR, AB 723). **Fix first:** The $19 pass shows as $0.76/photo next to $0.45 bulk credits, so the hero offer looks like the worst deal; reframe it as 'one listing, done'. **Then:** Add the promised listing copy to the pass, lead with one buyer, make sure every example loads, show one real listing.

No promises. These are the changes we'd make first, from the public page alone. None guarantees a sale; most first digital products sell modestly or not at all, and traffic matters as much as the page. Are you the maker and want this taken down or updated? Tell us through our contact form (topic "Other") and we'll do it the same day.

YOUR PAGE HAS CRACKS TOO.

You can't see them from inside. We can. Send the link and get a written teardown with a prioritized fix list, by email within 2 business days.

Launch Teardown: $97 →

No calls. Every review comes back in writing.

first sale, on purpose.

revenue operator

A playbook, free tools and written reviews for your first digital product. No calls, no hype.

Products
- The Pack
- Teardowns
- Guided Build

Free
- Free tools
- Etsy fee calculator
- Guides
- Free 6-page guide

Company
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