

PROPERTY ADVERTISING TECHNIQUES

Advertising in Print

Source: Realtor Magazine

Print—especially newspapers and home magazines—remains the mainstay of property marketing.

10 Tips for Terrific Newspaper Ads

1. Start with a strong opening statement about the home.
2. Mention the key one or two benefits that will attract buyers' attention and spark their interest in the first 10 words of the ad.
3. Include the salient facts about the property, such as the number of bedrooms and bathrooms and the asking price.
4. Include your name, your telephone number, your e-mail address, and your Web site.
5. Use words that appeal to the emotions and senses (e.g., feel, see, enjoy).
6. Avoid abbreviations and real estate jargon that the average consumer won't understand.
7. Be accurate. Prospective buyers are bound to feel disappointed or manipulated if the home doesn't match your description.
8. Focus on the home's strongest selling points, instead of packing your ad with too many details.
9. Close with a statement encouraging the prospect to contact you (e.g., "Call today.").
10. Keep a notebook of attractive home descriptions from remodeling magazines and other property ads so you'll have a ready reference for writing your own blurbs.

Consider these factors in making your media-buying decisions.

- Reach means conveying your message to as many prospects as possible in your market area. For the best reach, use several media.
- Frequency means the number of times your message is delivered in a particular time period. Frequency should be emphasized for building name recognition or promoting a quick sale. Emphasizing frequency usually means using fewer media more often.
- Continuity indicates how long a particular promotional effort will run. Emphasizing continuity usually means using fewer, tested media for a long period.

Display Ads That Pop

Keep these ideas in mind when writing and designing a display ad.

- Most people read ads from the upper left to the lower right. Put your headline and photo near the top.
- One large house photo is more effective than several small ones.
- Don't use more than two typefaces in an ad; avoid very decorative faces as they are often hard to read, especially in smaller sizes.
- Short words are more powerful than long words; short sentences are more powerful than long sentences.
- White space around a headline or main point draws the reader's attention. Don't fill every bit of space in your ad.
- Always include contact information and the company logo.

Adapted from [Power Real Estate Advertising](#), by *William Pivar and Bradley Pivar*, Real Estate Education Co.

TIP: 80 percent of the value of your ad is in the headline, says Ian L. Price, author of *How to Get Supergreat Results from Your Real Estate Advertising*.

TIP: You can still mention two or three properties in one display even if you don't have room for several photos. All properties will benefit from the pull of the photo.

Questions to Ask Yourself about Your Ad

- Does the visual take advantage of a demonstrable benefit of the property?
- Does the headline involve the reader emotionally?
- Does the headline work with the visual?
- Does the copy persuade the reader with facts, not puffery?
- Does the copy close with a call to action?

Top 10 Things Buyers Want to Know About Real Estate

- 1 Location and neighborhood
- 2 Price or price range
- 3 Picture of the house
- 4 Layout of the house
- 5 Total number of rooms
- 6 Number of bedrooms and bathrooms
- 7 Size of lot and square footage of house
- 8 Details about the community
- 9 Amenities and features
- 10 Phone number for more information

Source: Newspaper Association of America's 2001 Newspaper Advertising Planbook

TIP: The NAA suggests that you keep contact information simple to make it easy for prospects to reach you. Three or four different phone numbers will only confuse most people.