

AD WRITING *Tips*

Seven seconds is the average length of time you have to make a first impression... both in person and in print advertising. Improving your ad writing skills to clearly, concisely and effectively present captivating property details will intrigue more buyers and lead to an increase in the volume of sales inquiries. If you don't grab their attention in 7 seconds/2-3 lines, buyers are moving on to the next advertisement and you missed a sales opportunity.

Typically, the strength of the message is what sells. Craft your ads to include pertinent benefits about the house and be sure to put the buyer in the ad story by using words like you, your and yours. Here are some examples of powerful ad copy centered on the 5 hot buttons that usually create enough interest and leave the potential buyers wanting more.

VALUE

- Build your wealth with this smart investment.
- Save your gas money...short walk to shopping and schools.
- Priced well below comparables.

COMFORT

- Take a break from yard work with this low maintenance landscape.
- Light and bright floor plan.
- Split bedroom floor plan offers privacy.

LIFESTYLE

- Generous outdoor patio is perfect for entertaining.
- Easy access to hike and bike trails.
- Grow your own salad! Plenty of room for a garden.

PRESTIGE

- Are you a good candidate for this elegant home?
- Enjoy your own private resort!
- Rarely available executive home in sought-after neighborhood.

SAFETY

- High and Dry! No flood insurance required.
- Quiet cul-de-sac with no thru traffic.
- Peace of Mind! Home Warranty included.

Conclude your ad by making a statement that gives your reader a powerful reason to take action.

- Stop looking, this is it! Be the first to schedule an appointment.
- Don't miss your chance! Only house available on this secluded tree-lined street.
- Seller's tax assistance offer expires in 30 days!



**First American
Title Insurance Company**