

# Online Real Estate Owned Investment Tools

OREO-IT FOR ALL YOUR REAL ESTATE NEEDS



HONESTY - INTEGRITY - COMMITMENT

## **How To Create Killer Real Estate Ads That Make YOU Profit!**

When you are buying or selling real estate, you will soon need to advertise your activities. Most of this advertising will be in the newspaper, so how can you create compelling copy that will bring your most wanted result?

Decide on your target market. This will influence both your headline and the way you word your ad. If the house has close access to schools, targets could be people with young families. Look at your house and surroundings with a positive attitude. It may front a busy road, but if there is an accident, ambulance access will be quick and easy. It's worth pointing out such things to people who may not be thinking along those lines. Are there schools, a drugstore and shopping mall within easy reach? How about train stations, clubs, gyms, parks? All these will tell you what type of person would be interested in living in that area.

An eye-catching headline is of the utmost importance. A headline has the job of catching a buyer's eye. It must stop him in his tracks and make him want to read the rest of the ad, rather than the rest of the newspaper. House – For Sale, does nothing. Besides, that is the headline your newspaper uses to guide the reader, so don't waste space by repeating it. There are millions of houses for sale every day. What is special about your house? Dream House, Secluded Cottage or even Paradise Lost would be good eye-catching headlines. If your property has several good points, choose the best one and use it as a hook to catch your prospective customer. You have approximately three seconds and five words to grab his attention and coax him into reading your ad.

The body of your ad will deal with the most important advantages of owning your property. Choose strong verbs for descriptions while keeping your sentences sharp and to the point. Remember you are paying by the line, so cut out anything unnecessary or repetitive. For example don't repeat any of the words used in the headline.

Summing up. The end of the ad must be a call to your desired action. Do you want your reader to phone or email you for further information? Say so, give a reason why, but also create a sense of urgency. "This home is sure to sell quickly" is not as commanding as "Snap up a bargain while you have the chance."

Most important of all is to be truthful. If you give an exaggerated description of the property, not only will the buyer be disappointed and not buy, you will have lost credibility which will harm future dealings.

One more point. Make your ad personal. Write it as if you were speaking to your best friend. There is enough cold and cutthroat competition in the world. People appreciate being treated as if they count for something. Remember you are not just selling a house. You are selling a lifestyle and in many cases a cherished dream.

