

Ask the seller what they like best about their home and go from there!

Before you tackle the grid sheet to write your ad copy, there are some steps you should take. Make a list of the “pluses” of the property - beginning with the ones the seller gave you.

Make the list as long as possible so you have lots to choose from when you’re selecting the ONE feature you will focus on in your ad copy.

The examples shown are ads written to highlight one specific item and the heading defines the interest of the potential buyers the writer had in mind while writing the ad.

There are certain facts you must include in your ad- number of bedrooms, location, map coordinates, price, (for Open house ads), your name, phone numbers, etc. Therefore, you owe it to your seller and yourself to give a lot of thought to what feature you want to emphasize.

Write your ads as soon as possible after getting the listing. After writing the ads, put them aside. Reread them later to see if you’ve actually written ads that will appeal to the interests of the potential buyer.

AD WRITING DON'T'S

1. Do not name a specific school, church, synagogue, country club, golf course. Township school system may be stated.
2. Do not name a specific interest rate, down payment, monthly payment, closing costs, buy-down, etc. The only specific figure allowable is the list price.
3. Do not use the words “exclusive or discriminating”

Suggestions:

Don't include the number of baths, unless it is unusual for the number of bedrooms.

Eliminate the 2 car garage if the price range and/or area usually has a 2 car garage.

Words With Appeal

accessible	dominating	gleaming	masterful	sparkling
appealing	dramatic	glistening	matchless	spectacular
acclaimed	elite	glowing	mellow	splendid
advanced	eminent	graceful	memorable	staunch
aristocratic	enchanting	gratifying	meticulous	stirring
artistry	endearing	harmonious	noteworthy	sturdy
authentic	endorsed	hearty	novel	substantial
brilliant	endowed	impeccable	pace-setting	surpassing
bewitching	enduring	impervious	painstaking	tantalizing
captivating	enhanced	imposing	picturesque	tempting
chic	enticing	ingenious	precious	thrilling
cherished	exquisite	immaculate	prudent	traditional
classic	fascinating	innovative	radiant	tranquil
commendable	fashionable	inspiring	refined	treasure
contrasting	avored	inviting	refreshing	unique
convincing	flawless	jewel-like	regal	unrivaled
culmination	friendly	lavish	resplendent	unsurpassed
delicate	futuristic	lustrous	revelation	vast
delightful	galaxy	magic	satisfying	vogue
dignified	galore	massive	sensible	wholesome
distinctive	gay	mammoth	serene	winning
distinguished	genuine			

LIVING ROOM/GREAT ROOM

- Dramatic sunken living room
- Entertainment size
- Ideal for dramatic furniture arrangements
- Cheerful center for everyday activities
- Large enough for your grand piano
- Plenty of room for big, comfy furniture
- Big window with woodsy view
- Small enough for easy care, large enough for entertaining
- Whole wall of book shelves (fireplace)
- Impressive vaulted/cathedral/beamed ceiling

LOCATION

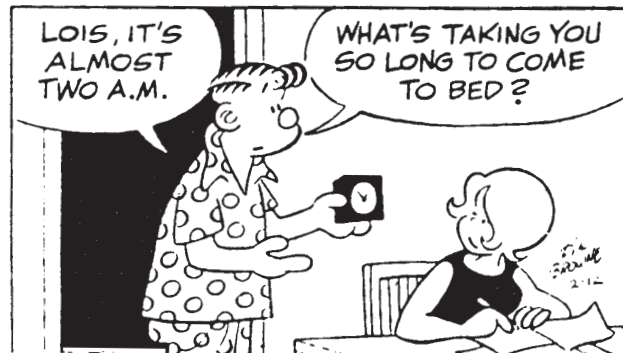
- A golden spot
- Sparkling shore front
- A winding stream
- 5 minutes from ...
- 7 miles from ...
- Accent on view
- Across from ... (public) park
- Excellent address
- Century old trees
- Children can romp here
- Choice home in choice location
- Near transportation
- Commuter's special
- Near transportation
- Commuter's special
- Deluxe country living
- Enchanting retreat
- End of the rainbow
- Facing golf course
- Gorgeous river front home
- Head for the hills
- Go home for lunch
- Quiet suburb
- In a valley
- Low taxes - in the country
- Inside the city but out of this world
- Just far enough away

- Gracious setting
- Spectacular view
- On a hilltop
- Overlooking the fairways
- Rustic privacy
- Plantation home in city
- Robins and roses
- Romantic address
- Walk to stores
- Fashionable neighborhood
- Tucked away
- View of ...
- Vistas of paradise
- Window wonderland
- Wooded ravine
- Your own little world

LOTS

- On a winding lane
- Framed by evergreens
- Grass is greener on your side
- Manicured garden (lawn)
- Artfully landscaped
- Sunlit, walled garden
- Privacy without isolation
- Delightful golf green lawn
- Deep lot with lots of play area
- Extra wide lot
- Huge oaks & beautiful

HI and LOIS



By Dik Rowae



- perennials dot this lawn
- Compact yard makes lawn & shrub care a pleasure
- Artistically landscaped

MODEST PRICE REASONS TO BUY

- A place to hang your heart
- Already financed
- Are your rental slips showing
- Be independent
- Be your own landlord
- Buy today for tomorrow's happiness
- Comfortable rent-beater
- Diamond in the rough
- Do it yourself, double the value
- For a Mr. or Ms. Fix-it
- For the thrifty
- Live better in your own home
- Live rent free
- Paint brush special
- Underpriced
- Charm with economy
- Expansive, not expensive
- So much for so little
- Well-trimmed shrubs with a price to match
- Rent money is gone

forever

- Rent money never comes back
- Lock the door against high rents
- Smashing value
- A key to your own home gives you a great feeling
- Children are happier in their own home

NEIGHBORHOOD

- You'd have loved to live here as a child
- Happy young families radiate neighborhood pride
- An address of importance
- Playmates galore for your children
- A community where people really care
- An executive area of prestigious homes
- A community with spirit
- Choice area you'll be proud of

PORCHES/PATIOS/POOLS

- Breezeway easily enclosed
- Screened patio lets sun and breeze in
- Day & night patio lighted & screened-in for privacy
- For family breakfast or party dinners you'll enjoy this patio
- For family breakfast or party dinners you'll enjoy this patio
- Pool & bath house your children will adore
- Resort luxury in your own backyard
- Tree-shaded patio
- Built-in barbecue/patio
- Vine covered porch adds charming character to this older home
- Flagstone patio edged with flowering loveliness
- Delightful porch for just sittin' & rockin'

Ad Writers Headline & Copy Guide:

ARCHITECTURAL

- White Colonial arches border a brick wall
- Atmospheric old coach house
- Provincial styling lends charm to this....
- Decidedly Early American farm home on rolling....
- A garrison house with a picture-book look
- Avant-garde living at its best
- Rambling Colonial
- Spanish Colonial red tile roof with wrought iron balcony
- Disarmingly different ranch
- Sparkling 3BR English Tudor
- Stately Georgian brick
- The New Orleans French touch
- Ageless beauty in this English manor house
- Cozy as only true Cape Cod can be
- Snow white Cape Cod
- Soft soothing lines of French Provincial
- Ivy-covered chimney
- Handsome white pillar Virginian Colonial
- One floor ranch makes life easier
- New concept in Contemporary design
- Just right for a young couple
- Passers by stop to admire
- A house that says "come in"
- Look mom, no steps
- Smart split level that almost eliminates stair climbing
- Long sloping gables with extended overhand lend charm

BASEMENTS

- Wet bar including all appointments
- Lounge with elegant bar of handset tiles
- Extra basement room can be converted to
- Handy outside entrance to daylight basement

BATHS

- Two showers
- Bath down & up

- Clever decorating ideas in the ...
- Built-in hamper
- Splash proof shower
- Colorful powder room
- A bath for everyone
- Imagine... 3 full baths
- Full bath with vanity for extra storage
- Kid-proof tile bath

BEDROOMS

- Includes a study alcove
- Man-size closets
- Luxury size bedrooms
- No trouble arranging your furniture here
- BR overlooks...
- Sun deck off master BR
- Private deck off...
- Sleep like a baby
- Bedroom and bath on first floor
- Three bright, cross ventilated BRs
- Dormitory-style rooms will provide fond memories for your children
- Bedrooms face quiet street
- Luxury size master BR
- King size master w/elegant bath
- BRs grouped around center hall
- Sundeck off master
- Private balcony off master

BREAKFAST ROOMS

- Spill-proof area for eager little eaters
- Watch spring burst out all over from your breakfast room
- Bright breakfast nook starts your days on cheery note
- Adds pleasure to family meals

CLOSINGS

- A beautiful opportunity for...
- All and for \$...
- The answer to your home hunting efforts
- As close as your telephone
- Ask to see this beautiful...
- Atyou'll agree it's a bargain
- Brighten your future for \$...
- Call now for an appt
- Dial _____ right now, ask for...
- Enjoy Christmas in your new home

- This is maximum value
- Learn how simple it is to buy this home
- Owner has written off the cost make an immediate decision
- Price for quick sale
- There are always more buyers than really good buys - call now.
- Worth your careful consideration
- A good buy at \$...
- See this home today.

CONSTRUCTION

- Older, but good looking
- Built to last
- Cleverly designed compact house gives more living space
- A story-book home
- An enduring older home gracefully remodeled
- Beautiful brick, solid and warm
- Lifetime copper gutter & downspouts
- Carefree aluminum siding

DEN FEATURES

- Ideal den for you to relax quietly
- A homework haven for Dad and kids
- Perfect "office at home"
- Becomes a guest room in minutes
- A sanctuary surrounded by your favorite books
- Restful room to escape in a book, solve a problem or enjoy TV

DINING ROOM

- Open living/dining arrangement
- Dining room opens onto...
- Meal-time is a happy occasion in this...
- This dining room puts graciousness back into entertaining
- Step-saving dining "L"
- Room for your buffet and china cabinet, too.
- Enjoy a great view while you dine
- Sparkling crystal chandelier
- Dining "L" doubles as coffee nook or cocktail bar
- Entertain in uncrowded comfort in this spacious dining area

ECONOMY/VALUE

- Careful buyer's dream
- Terrific buy
- Accent on value
- Best buy in (area)
- Big home, bigger value
- Bonafide bargain
- Get the most for your money
- Handyman's haven
- Little cash needed
- Live better for less
- Lock the door against high rents
- Low-down payment
- More for your money
- "Must see" opportunity
- Price for quick sale
- Today's buy, tomorrow's security
- Value packed offering
- Weighing values
- Within your means
- Home work is easy here
- A most tempting buy

ENTRY

- Colonial-curved stairway
- Gracious entry
- Flagstone entry
- Enduring soapstone floor in entry
- 2 story entry w/clerestory windows
- Dramatic two story foyer
- Office-at-home for busy executives
- Built-in workshop
- Bonus room in basement, on main level, (etc.)
- Extra playroom

ELECTRICAL

- Unusual lighting, beautiful fixtures
- Silent mercury switches
- Lots of electrical outlets
- Old gas post lantern welcomes you and visitors
- Musical door chimes

FAMILY ROOMS

- Great for teenage party fun
- Kid-proof where little ones can "live a little"
- Ideal for children's parties and your too
- Tiled floor/panelled walls make it "family proof"
- Keeps the rest of the house neat
- This family room is big enough for almost any activity

FAMILY TIES

- A family delight
- Mother's dream house
- Brand new cure for cramped style
- Elbow room
- Enjoy family life to the fullest
- Family retreat
- Family size w/country style
- For a tired father
- For young moderns
- Give your loved ones luxury
- Go where the growing's good
- Have a full house?
- A home that grows with your family
- King-size family home
- Where family fun begins
- Room for family laughter
- Children are happier growing up in their own home

FIREPLACES

- Antique fireplace with slate hearth
- Raised hearth fireplace
- Massive stone fireplace for cozy winter get-togethers
- The kids will love hanging their stockings on this fireplace
- Imagine two fireplaces
- Authentic colonial mantelpiece
- More than decorative,

this fireplace has a heating insert

FLOORS

- Elegant hardwood trim and solid oak floor throughout
- Glowing wood floors
- Glamorous parquet floor
- Dark oak floors enhance
- Lustrous hardwood floors
- Old pine floors in an ageless house
- Carpeting that invites you to go barefoot
- Pegged, random width floors
- Maximum beauty, minimum care stain finish floors

FURNACE/HEAT/COOLING

- This house promotes healthy radiant heat
- Comfort all winter with...
- Dial individual room temperatures
- Energy-saving heat pump
- Attic ventilator fan, cools like magic
- Relax in air-conditioned comfort

GARAGES/CARPORT

- Neat storage for yard tools
- Finished garage interior is a mark of quality
- Automatic opener adds convenience and safety
- Room for mower, bikes and family car(s)
- Neatly arranges storage in this oversize garage
- Heated garage is a real pleasure on cold mornings

HALL-CLOSET FEATURES

- Extra wide halls accentuate the spaciousness
- Center hall that's a model of convenience
- No groping in these

lighted closets

- Cedar-lined closet
- King size walk-in closets
- Kitchen broom closet neatly stores cleaning equipment
- Built-in linen closet in the bath
- Closets for all the "family skeletons"
- Custom closets provide a place for everything

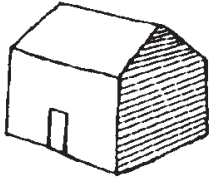
IMMEDIATE OPPORTUNITY

- Available today
- Best we've offered this year
- Buy today, move in tomorrow
- Buy, move before school starts
- Don't wait
- Houses like this are scarce
- Quick possession
- Sizzling buy
- To settle estate
- Unusual opportunity

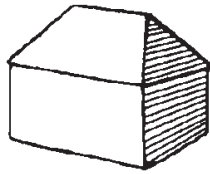
KITCHENS

- No roller skates needed, everything in arms reach
- Preparing meals is a breeze in this ultra modern kitchen
- All electric kitchen
- Gleaming countertop surrounds the double sink
- Step saver kitchen without a crowded feeling
- Nearly twice the normal cabinet space
- "Copper kettle" styling
- Terrific kitchen breakfast nook
- Sun drenched breakfast area
- Huge, old-fashioned kitchen w/pantry
- Eye-level appliances
- Kitchen with gadgets galore
- A wonderland of glass, stainless steel and tile

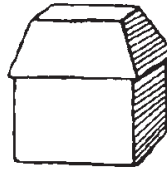
ARCHITECTURAL CHARACTERISTICS & STYLES



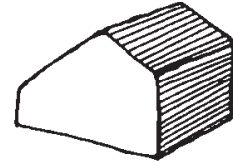
Side Gabled



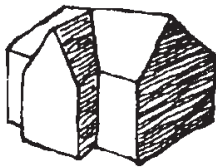
Pavilion-hipped



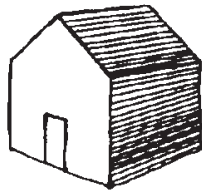
Mansard



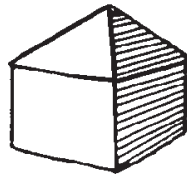
Salt Box



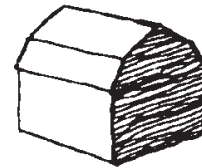
Cross-Gabled



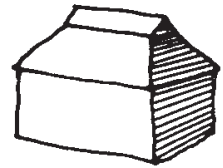
Front Gabled



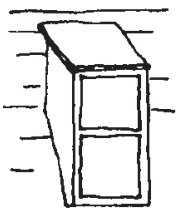
Hipped



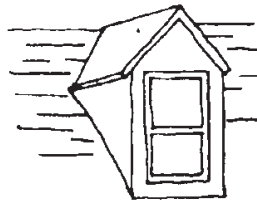
Gambrel



Bonnet



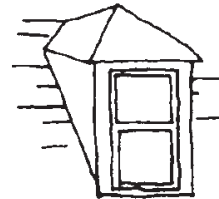
Shed Dormer



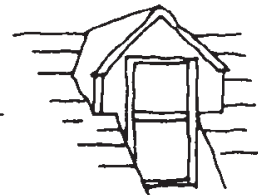
Gabled Dormer



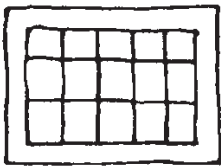
Eyebrow Dormer



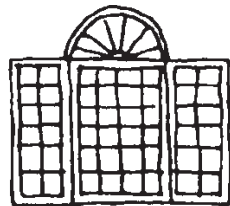
Hipped Dormer



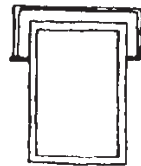
Inset Dormer



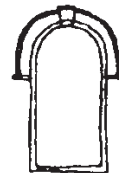
Casement



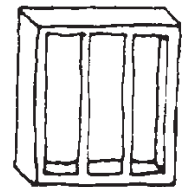
Palladian



Label Mold



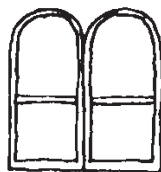
Hood Mold



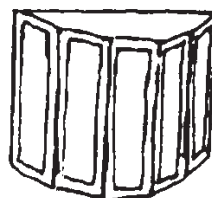
Box-Bay



Ribbon Windows
(three or more)



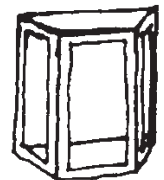
Paired Windows



Circle Bay



Oriel



Bay