**How to Write Real Estate Ads That Sell Fast**

Selling in person and selling on paper are two completely different things. You may be able to work wonders once you get a potential buyer through the door, but you need to get them through the door first. In most cases, your ad is your best chance to make a great first impression. By creating the perfect ad, you’ll have eager buyers lining up around the block.

**Start Off Strong**

The headline is what’s going to get everybody – particularly if you’re listing on a site where users have to click on a thumbnail image to open the ad. You need your headline and your opener to stand out among the others. This is your opportunity to get creative – or perhaps even be humorous. Rather than listing a “A Spacious 4 Bedroom Home”, list “The Perfect Family Home”.

**Use the Right Adjectives**

Avoid using words like “small” or “unfinished”. Never call a home old or outdated. Instead, tell readers it’s a “fixer upper” or “blank canvas”.Make sure your choice of adjectives isn’t inadvertently negative. Descriptive homes mean a lot to buyers – and they’re counting on you for that description before they book their appointment. Always being optimistic when describing the details of a home.

**Watch Out For Jargon**

Even though some jargon would be considered common knowledge, such as listing a home as “3 bed 2 bath”, you should avoid shortening terms or creating summaries that are too brief. Outline everything in simple terms, as nobody reading your ad should have to feel inclined to google a phrase, abbreviation, or specific piece of terminology you’ve used in your post.

**Outline The Potential Without Downgrading The Home**

A large, empty backyard is the perfect place to set up a gazebo and a fire pit for gatherings on autumn nights. A partially finished basement is a potential sewing room, man cave or spare bedroom for when relatives come to visit. Engage a buyer’s imagination rather than listing specifics and expecting them to know what they want.

**Make it Easy for Interested Readers to Find You**

If you only list your phone number, there’s no way to know whether or not you’re going to get that call. If a busy professional is browsing for new homes on their lunch break, they may not have time to call. Provide as many contact details as you can. Perhaps they can shoot you a quick email to express interest, or even add you on LinkedIn. Offering versatility in your contact methods will encourage readers to reach out to you immediately, rather than to keep browsing.

If you’re ever in doubt, look at the ads that other agents post. Observe what they’re doing differently in your market. Are they seeing more success by writing in a specific tone? Are they highlighting any particular features of the area like school catchment zones or transport? It never hurts to take a peek at the competition and adjust your strategy to match. If you feel like you’ve lost your touch, consider taking some online [real estate courses](http://www.careerfaqs.com.au/courses/real-estate/) to help you stay ahead of the curve and bring in new sales. It may help you change your ad writing strategy, as well as your in-person strategy!