

# Understanding Classified Advertising

Classified real estate ads differ from other forms of advertising in that they are actually sought out by prospective buyers. They are not thrust upon the reader without permission.

Almost every broker feels that he or she writes pretty good classified ads because in “seller markets,” where there is strong seller demand for a limited product, virtually every ad a broker writes will generate a response. However, when the market is less favorable to sellers, responses to mediocre ads will dwindle, while responses to poor ads may all but disappear. In this kind of market an ad has to compete with other ads to generate responses, and competition means it is important for an ad to noticeably stand out among its competitors. A better ad can sometimes mean the difference between the success and failure of a real estate business.

## PURPOSE OF CLASSIFIED ADS

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The purpose of real estate classified ads is to get reader response that will result in a personal encounter and will provide the advertiser an opportunity to sell property. Ads don't sell property; people do. No matter how enticing you make a property appear in an ad, you probably won't sell that property if it isn't a marketable one.

You may remember the character “Joe Isuzu,” from the award-winning automobile advertising campaign in the 1980s. While most everyone loved the ads and identified them with the product, the ads failed because they didn't fulfill their purpose: to sell more vehicles. The reason the ad campaign failed is that at that time the public did not consider the Isuzu product to be competitive with other Japanese automobiles and trucks on the market. The lesson those of us in the real estate profession can derive from the Isuzu experience is that it is not cost-effective to advertise a noncompetitive product. The first step in marketing real estate is to obtain a listing at a fair market price. While advertising can go a long way to assist a salesperson in marketing property, by itself it will fail to meet the needs of the client and the broker.

Every piece of real estate is good in that it has worth. Every home has had an owner and will eventually have another owner. It will be attractive to someone, for some purpose at some price. If a property is overpriced in relationship to what is available on the marketplace, however, it is not a good product to advertise. Not only will advertising dollars be wasted, the prospective buyers who do respond will be “turned off” by what they regard as your attempt to obtain an unrealistic price.

## AIDA

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In advertising, we use the acronym *AIDA*:

- Attention
- Interest
- Desire
- Action

We want the ad to catch the reader’s *attention*, create an *interest*, then a *desire* to know more about the property, and *action*, which is the telephone call or visit to your office, project, or open house. If your ads fail to achieve that last *A, ACTION*, they merely serve as institutional advertisements. While institutional advertising makes a reader feel good about a firm, it does not help sell a product.

## ANATOMY OF AN AD

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### **Ad Heading**

The ad heading is what gets a reader’s attention. To develop a heading, ask yourself what feature or features of a house are likely to be of greatest importance to the type of buyers who will purchase the property. You will find that there are many important features that appeal to different categories of buyers. As an example, 4BR is a very important feature for larger families, so if you want to appeal to a larger family, then the fact that the property has four bedrooms should be emphasized in the heading. Please note: If the strongest feature of the property is its “location” and the *location* is *already* clearly indicated in some way by the newspaper, repetition of that feature in your ad does not serve your needs.

You don’t have to rely on only one feature in your heading. Features can be combined in a heading such as an area and a price, for example, “Shorewood Hills—\$187,500.”

Quite often, the more desirable a feature is, the easier it is to prepare the ad heading. As an example, assume a seller has little equity in a property and a non-qualifying, assumable mortgage in place. Examples of headings would be:

**Low-Down,  
No-Qualifying**

**Almost Nothing Down**

and assume a no-qualifying loan for this . . .

**Bad Credit OK—  
Assume Loan**

after a low down payment.

The first and second headings primarily appeal to buyers with limited down payment resources, while the third heading appeals to buyers who have had credit problems.

It is possible to use two-line headings, although a better approach would be a split heading, where another heading breaks up the text, or body, of the ad. You will see a number of split headings in this book.

When a property does not have a particularly strong feature to generate a creative heading, you should consider using an attention-getting heading, one that leads into the ad, as in the following examples:

**It's Sold!**

or it will be as soon as you've seen this . . .

**Undressed**

and waiting for you to choose the colors in this new . . .

**Ringo Starr**

didn't stay here, but Beatle records were constantly played in the separate teen suite of this . . .

### **Body**

Your ad body should state a limited amount of information, just enough, so that the reader will want to know more about the property.

When designing your ad, keep in mind that potential buyers normally respond to ads that are within a specific price range or are priced slightly higher than they wish to pay.

The closing portion of the ad can be a simple statement reflecting the property's price, but a more effective closing is a call for action, such as the following:

- "Call now, because at [\$189,500] it's unlikely to be available tomorrow."
- "At [\$247,900], it's call now or be sorry."
- "First one to call will be the winner at [\$234,900]."

## GENERAL DO'S AND DON'TS

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Here are some general guidelines for preparing classified ads.

### Do's

- Be honest in your ad (a notable exception: By describing a “fixer-upper” property or problem property worse than it actually is, you’re likely to increase the response to the ad and offer a pleasant surprise to property viewers).
- Designate one person in the office to write the ads. It’s an unfortunate truth that many salespeople will not take the time to write good ads, which can lead to a listings portfolio comprised of mediocre ads. Mediocre ads will result in mediocre responses.
- Try to differentiate your ads from those of other firms. This is of extreme importance when there are a great many ads. (There is a “sameness” to most real estate ads. When there are multiple columns of ads, you want your ad to stand out and grab the reader’s attention. An ad that isn’t read is a wasted opportunity.)
- The ad writer must always see the property prior to writing the ads. By viewing the property, the ad writer will gain a perspective of the benefits offered that would not be fully understood from a few photos and a basic description of the property.
- The heading should highlight the most desirable and sought after feature of the property. If such a distinguishing feature doesn’t exist, use an attention getting heading. (Note: attention getting headings can be combined with desirable features.)
- Concentrate your advertising dollars on properties that *will* probably sell rather than properties that *might* sell.
- Place greater emphasis on advertising properties when you have similar property listings available (substitute properties). In this way, the ad will attract buyers for more than just the property advertised.
- Advertise in various price ranges with a focus on a variety of property types. Properties advertised in this manner will bring responses that can potentially be substituted for other properties. A few ads could actually cover your entire inventory.
- Use adjectives to enhance the ad.
- Change your ads so a property does not appear *shopworn*. The longer an ad appears, the fewer “hits” it receives per insertion. Ads are most effective the first time they run. Consider no more than three insertions of the same ad. The next step would involve rewriting the ad using a different approach. Consider appealing to different readers in various ads.
- Always include your firm’s name in your ads.
- Include an Internet address. If the property is featured on your office Internet site, include a designation so the property can be found.

- Include the number of bedrooms and baths, as well as locations of the properties (if not mentioned in the ad heading). Buyers want to know these kinds of basics.
- Include the price in the ad or indicate the price range.
- Use curiosity to gain readers' responses. The ad should make readers want to know more.
- Consider negative ads—while most advertising books tell us to avoid negative ads, this general rule does not hold true for real estate. In fact, the worse you make a fixer-upper appear to be, the greater the response appears to be. To many property seekers, problems appear to spell *b-a-r-g-a-i-n!*
- Track ad response. You want to know what type of ads and type of properties advertised are bringing better or less than average responses.

### **Don'ts**

- Never include information about an owner or an owner's motivation to sell without express permission from the owner. Such permission should be in writing.
- Never include any indication that an owner might accept less than the advertised price without express permission of the owner. Permission should be in writing.
- Never set advertising limits per property or stop advertising a property because you're not getting responses. Ads from one property can create sales of other properties. Also, you agreed to use your best efforts to locate a buyer. Discontinuing advertising may constitute a breach of your fiduciary duty to the owner.
- Don't use abbreviations in ads or terms that the majority of readers may not understand.
- Never place ads for the purpose of pleasing owners or salespeople. (Once you start letting other people decide how your advertising dollars will be spent, you will have pressure from other salespeople and/or owners. The focus of your advertising must be on anticipated sales.)
- Never advertise properties you do not control with an exclusive-right-to-sell listing.
- Never repeat in the *ad heading* what is in the newspaper *category heading*. (If the newspaper has a *Middleton* ad column heading you would not head the ad "Middleton.")
- Don't just give laundry lists of properties without descriptions. The exception would be multiple units available in a desirable development. Such an ad would show that you have a large inventory to select from.
- Don't put multiple properties in a single classified ad unless all those properties would be properly located under the same classified ad heading.
- Don't advertise the obvious. In most markets people would expect a half-million-dollar home to have a large kitchen, a living room, a dining area, and an attached garage. You should advertise features that add *zing* such as "a private home office," "solarium," or "English rose garden."

- Don't advertise the unimportant. Most readers are not influenced because you advertised the basement as "10-course" or the lot as ".237 acres."
- Don't include words that won't benefit the ad. (For example, if a solarium is unheated, words such as "unheated" or "could be easily heated" don't benefit the ad. In fact they detract from the ad. On the other hand, "window-wrapped" solarium creates a positive image and benefits the ad.)
- Don't insert ads for lengthy time periods in order to obtain lower ad rates.
- Never advertise an overpriced property. If you feel it is overpriced, give the listing back or get the price adjusted. (Overpriced property costs money to advertise, takes salespersons' time, and has little likelihood of being sold. The belief of some agents that "any listing is better than no listing" is untrue. In fact, it is just the opposite.)
- Don't say too much. Paint a picture with details to be filled in by the readers' imagination.

The final rule in advertising is that there is no hard-and-fast rule. We always seem to find exceptions. Doing what others are not doing or doing something in a completely different fashion can, at times, be highly effective. Keep an open mind and be willing to experiment.

Because of the high cost of classified ads in some large metropolitan newspapers, your financial resources and your advertising budget may determine when and how you advertise in these papers. While ad prices vary by the insert day, the number of insertions, and the lines contracted for, several newspapers have rates over \$40 per line for a single insertion. You can readily see that several 10-line ads in such a newspaper can eat up your firm's advertising budget in just a few days. On the other hand, there are many community newspapers that have classified advertising rates of a dollar or two per line.

When a newspaper has a large circulation over a vast area, you will be paying for circulation in areas unlikely to produce buyers. Consider using lower circulation papers where distribution is more closely aligned with your buyer base. As an example, because of high advertising costs, the *Los Angeles Times* has a relatively small classified section for Homes For Sale. Instead of using the *Los Angeles Times* for the majority of their ads, most brokers use more regional newspapers such as the *Orange County Register*, which covers a more limited area. The newspapers that provide the most ads for your area are the papers that will be sought by persons interested in buying within that area.

Nevertheless, large papers with expensive classified sections can be valuable. Less expensive short ads can be effectively used as teasers with references to an Internet site for more information. You will see a number of ads of this type within this book.

As an example, ad number 56 on page 38 (ad heading: "Taurus? No Bull") paints a desirable picture of a property, but the cost of running such an ad in a major newspaper might be a budget buster. The alternate ad directing the reader to the Internet significantly reduces the cost of the ad.

## EVALUATING CLASSIFIED ADS

Despite the dollars involved, many brokers tend to write their ads in a matter of minutes, and if they are too busy, they often recycle old ads. When there is a seller's market with more buyers than sellers, even the weakest ad will generate inquiries and, eventually, sales.

When the market changes and competition for buyers gets tough, telephones ring less often. Real estate salespersons will often pressure their brokers to increase their advertising budgets to regain their sales volume. Increasing advertising expense in a declining market as the primary corrective measure towards generating sales is generally a formula that turns a once-successful broker into a salesperson for a wiser broker.

Very few brokers have been able to successfully increase sales in a declining market by increasing advertising. Those that have expanded in such a market generally owe their success to a reallocation of advertising dollars or a change in advertising approach.

Before you even consider altering your advertising budget, first find out where you are now.

You should determine three things:

1. The source of advertising inquiries:
  - Newspaper or other medium that resulted in the inquiry
  - Type of ad that brought inquiries
  - Day of the week that the ad appeared
2. Cost per inquiry:
  - By different media
  - By different days
  - By type of property
3. Sales of advertised or substitute property:
  - By different media
  - By property type
  - By type of ad

Your three-part analysis could indicate ad categories that appeared effective but in fact resulted in a great deal of wasted energy and wasted dollars. You may also determine that some categories of ads are more effective in eventual sales than the number of responses would indicate.

Your research might indicate greater effectiveness in particular papers, marginal effectiveness in others, and even papers where ad costs resulted in a negative cash flow. You might decide from the responses that your office should concentrate on particular geographical areas, types of properties, price ranges, or buyer groups for more effective operations rather than trying to advertise a wider range of properties to more diverse buyers. Your ad analysis might reveal most effective days for the bulk of your advertising and even indicate effectiveness based on ad size.

You also might wish to modify your advertising budget or relocate advertising dollars for a more effective response. In this way, your advertising can become more effective without improving ad quality.

But ad quality does affect ad response. Ads of identical size written for the same property can result either in general reader apathy or a deluge of calls. The dollar savings in ads that work to maximize response can be tremendous. As an example, assume a \$4,000 per month advertising budget brings in 100 inquiries

per month. The direct advertising cost per inquiry is \$40. If the same \$4,000 could be spent on ads that bring in 200 calls, the cost per inquiry would be reduced to \$20. Professional copywriters have doubled, tripled, and even quadrupled ad response by enhancing ad quality. You can do the same by following our advice. It is important to note that what is or is not considered to be a good ad will vary by geographical area, your particular market, and the type of property. A type of ad or even a specific ad that is effective in a small mid-western community may experience far different results in a large eastern city or even a southern community of similar size. You must continue to evaluate your ads to find out what does and does not work in your market area for the inventory that you are marketing. In this way, you can learn from both successful and unsuccessful ads.

## FAIR HOUSING

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The federal *Fair Housing Act* states that it is unlawful “to make, print, or publish any notice, statement, or advertisement with respect to the sale or rental of a dwelling that indicates any preference, limitation, or discrimination because of race, color, religion, sex, handicap, familial status, or national origin...” Violation of the federal act can result in fines. State laws also provide for disciplinary action against licensees who discriminate in advertising. The federal Fair Housing Act is enforced by the Department of Housing and Urban Development (HUD). You may review the federal Fair Housing Act at [www4.law.cornell.edu/uscode/42/ch45.html](http://www4.law.cornell.edu/uscode/42/ch45.html).

For an overview of the various federal housing laws and executive orders, check: [www.hud.gov/offices/theo/fhlaws/index.cfm](http://www.hud.gov/offices/theo/fhlaws/index.cfm).

This Act specifies that the following phrases, if used in real estate ads, violate the law:

Blacks Only	Able-Bodied Man	Singles Preferred
Adults Only	No Hispanics	Married Couples
No AIDS or HIV	Single Working Male	Christian
Muslims Only	Ladies Only	Gentlemen Only

There are, however, other discriminatory words and phrases that are not readily recognized as discriminatory language. To complicate matters, words have different connotations among different social, ethnic, and economic groups. A location (a particular neighborhood, etc.) can also contribute to how a word or phrase is used and understood.

A number of human rights commissions, real estate organizations, and newspaper groups have generated lists of words that should be excluded from real estate ads because the words are regarded as discriminatory. The lists differ significantly and the Department of Housing and Urban Development (HUD), which enforces the Fair Housing Act, has been reluctant to clarify which terms are classified as discriminatory. This has placed real estate brokers in a vulnerable position.

There was a partial clarification on January 9, 1995, when HUD sent a memo to its staff as to guidelines for investigation of discrimination allegations. The memo addressed a number of points:

1. **Race, Color, National Origin.** Complaints should not be filed for use of “master bedroom,” “rare find,” or “desirable neighborhood.” Some groups had felt that “master” indicated slavery and “rare find” and “desirable neighborhood” indicated areas without minorities.
2. **Religion.** Statements such as “apartment complex with chapel” or services such as “kosher meals available” do not, on their face, state a preference for persons who might use such facilities. Prior to HUD’s memo, groups were advising that any reference in an ad to religion would violate the federal Fair Housing Act.
3. **Sex.** Use of the term “master bedroom,” “mother-in-law suite,” and “bachelor apartment” do not violate the act, as they are commonly used physical descriptions.
4. **Handicap.** Descriptions of properties such as “great view,” “fourth-floor walk-up,” and “walk-in closets” do not violate the Act. Services or facilities such as “jogging trails” or references to neighborhoods, such as “walk to bus stop,” do not violate the Act.

Because many handicapped individuals cannot perform these activities, it was formerly thought that references to walking, biking, jogging, and so on would violate the law. It also is acceptable to describe the conduct required of residents such as “nonsmoking,” or “sober.” You can’t however, say “nonsmokers” or “no alcoholics,” as these describe persons, not barred activities. You can advertise accessibility features such as “wheelchair ramp.”

5. **Familial Status.** While advertisements may not contain a limitation on the number or ages of children or state a preference for adults, couples, or singles, you are not “facially discriminatory” by advertising the properties as “2-BR, cozy, family room,” services and facilities with “no bicycles allowed,” or neighborhoods with “quiet streets.”

The HUD memorandum leaves a great deal of unanswered questions regarding which words and phrases are considered to be a violation of the law when used in real estate advertising.

The authors have discussed the problem of what is or is not discriminatory advertising with several HUD officials. The rule *appears* to be one of reasonableness. If an ordinary person would feel that an ad favored or showed disfavor for a protected group, it would be discriminatory.

In deciding whether a word or phrase is appropriate for use in an ad, you should use a Golden Rule approach. Put yourself in the shoes of the individual reading your ad. Ask yourself if you, as such an individual, would feel comfortable responding to the ad. This in itself might not be enough, as you might not be aware of a word or phrase connotation used by particular groups. You might also check with your local Board of REALTORS® and/or state licensing agencies as well as state human rights commissions as to advertising guidelines that may reflect state laws.

**FIGURE 1.1 Fair Housing Advertising Word and Phrase List (Revised 11/05/02)**

This word and phrase list is intended as a guideline to assist in complying with state and federal fair housing laws. It is not intended as a complete list of every word or phrase that could violate any local, state, or federal statutes.

This list is intended to educate and provide general guidance to the many businesses in the Miami Valley that create and publish real estate advertising. This list is not

intended to provide legal advice. By its nature, a general list cannot cover particular persons' situations or questions. The list is intended to make you aware of and sensitive to the important legal obligations concerning discriminatory real estate advertising.

**Bold = Acceptable**      *Italic = Caution*      ~~Cross-Through~~ = Not acceptable

<p><b>A</b></p> <p>able-bodied Active adult community adult living adult park adults only African Agile AIDS, no Alcoholics, no Appalachian, no American Indians Asian <b>Assistance animal(s)</b> <b>Assistance animal(s) only</b></p> <p><b>B</b></p> <p>Bachelor Bachelor pad Blacks, no blind, no board approval required</p> <p><b>C</b></p> <p>Catholic Caucasian Chicano, no children, no Chinese Christian Churches, near <b>Close to college students, no</b></p>	<p>Colored Congregation <b>Convalescent home</b> <b>Convenient to</b> Couple couples only <b>Credit check required</b> crippled, no Curfew</p> <p><b>D</b></p> <p>Deaf, no <b>Den</b> disabled, no domestics, quarters <b>Drug users, no</b> <b>Drugs, no</b></p> <p><b>E</b></p> <p>employed, must be empty nesters English only <b>Equal Housing Opportunity</b> ethnic references Exclusive Executive</p> <p><b>F</b></p> <p>families, no <b>families welcome</b> <b>family room</b> <b>family, great for</b> <i>female roommate**</i> <i>female(s) only**</i></p>	<p>55 and older community* <b>fixer-upper</b> <b>gated community</b></p> <p><b>G</b></p> <p>Gays, no Gender golden-agers only <b>golf course, near</b> group home(s) no <b>guest house</b></p> <p><b>H</b></p> <p><b>handicap accessible</b> handicap parking, no Handicapped, not for healthy only Hindu, no Hispanic HIV, no housing for older persons/seniors* Hungarian, no</p> <p><b>I</b></p> <p><b>Ideal for . . . (should not describe people)</b> impaired, no Indian Integrated Irish, no Italian, no</p>	<p><b>J</b></p> <p>Jewish</p> <p><b>K</b></p> <p><b>kids welcome</b></p> <p><b>L</b></p> <p>Landmark reference Latino Lesbians, no</p> <p><b>M</b></p> <p>male roommate** male(s) only** man (men) only** Mature mature complex mature couple mature individuals mature person(s) <b>membership available</b> Membership approval required Mentally handicapped, no Mentally ill, no Mexican Mexican-American Migrant workers, no Mormon Temple Mosque <b>Mother in law apartment</b> Muslim</p>
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**FAIR HOUSING ADVERTISING WORD AND PHRASE LIST**

Of the many lists of nonacceptable terms, cautionary terms, and acceptable terms, we were impressed by the Fair Housing Advertising Word and Phrase List developed by the Miami Valley Fair Housing Center, Inc., Dayton, Ohio: [www.myfairhousing.com](http://www.myfairhousing.com); The center has granted us permission to reprint its list in Figure 1.1. We feel that this list is the most reasonable. You might note that many of the terms shown as “Cautionary” are listed by others as being “Not Acceptable.” How the caution term is used in the ad determines if it is discriminatory or not.

Note: The list is not intended as legal advice but to provide general guidance.

All cautionary words are unacceptable if utilized in a context that states an unlawful preference or limitation. Furthermore, all cautionary words are “red flags” to fair housing enforcement agencies. Use of these words will only serve to invite further investigation and/or testing.

<p><b>N</b></p> <p>Nanny's room Nationality Near Negro, no <b>Neighborhood name</b> Newlyweds <b>Nice</b> nonsmokers # of bedrooms # of children # of persons # of sleeping areas <b>Nursery</b> nursing home</p> <p><b>O</b></p> <p>Older person(s) one-child one-person Oriental</p> <p><b>P</b></p> <p>Parish <b>perfect for . . . (should not describe people)</b> <b>pets limited to assistance animals</b> pets, no <del>Philippine or Filipinos, no</del> physically fit play area, no preferred community Prestigious <b>Privacy</b></p>	<p><i>Private</i> <b>Private driveway</b> <b>Private entrance</b> <b>Private property</b> <b>Private setting</b> <b>Public transportation (near)</b> Puerto-Rican</p> <p><b>Q</b></p> <p><b>Quality construction</b> quality neighborhood <b>Quiet</b> <b>Quiet neighborhood</b></p> <p><b>R</b></p> <p><b>references required</b> religious references <b>Responsible</b> Restricted retarded, no Retirees Retirement home</p> <p><b>S</b></p> <p>safe neighborhood school name or school district <b>se habla espanol</b> <b>seasonal rates</b> <b>seasonal worker(s), no</b> Secluded <b>section 8 accepted/ welcome</b> section 8, no</p>	<p>Secure <b>security provided</b> senior adult community* senior citizen(s)* <del>senior discount</del> senior housing* senior(s)* sex or gender** Shrine <b>single family home</b> single-person single woman, man** singles only sixty-two and older community* Smoker(s), no <b>Smoking, no</b> Snowbirds* <b>sober</b> Sophisticated <b>Spanish speaking</b> Spanish-speaking, no <b>Square feet</b> Straight only <b>student(s)</b> Students, no Supplemental Security Income (SSI), no</p> <p>* Permitted to be used only when complex or development qualifies as housing for older persons. ** Permitted to be used only when describing shared living areas or dwelling units used exclusively as dormitory facilities by educational institutions.</p>	<p>Synagogue, near</p> <p><b>T</b></p> <p>temple, near tenant (description of) <b>Townhouse</b> traditional neighborhood <b>traditional style</b> tranquil setting two people</p> <p><b>U</b></p> <p>Unemployed, no</p> <p><b>V</b></p> <p><b>Verifiable Income</b></p> <p><b>W</b></p> <p>walking distance of, within Wheelchairs, no White White(s) only <b>winter rental rates</b> winter/summer visitors* woman (women) only**</p>
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## TRUTH IN LENDING

The Truth-in-Lending Act is part of the Consumer Credit Protection Act. It is a disclosure Act that applies where there will be more than four installment payments for an owner-occupied residence. Therefore, most home sales are covered by the Act. The Truth-in-Lending Act applies to real estate advertising because full disclosure of the finance terms must be made if an ad includes any of the following “trigger” terms:

- The specific amount or percentage of down payment

- The amount of any installment payment
- The amount of finance charges or a statement that there shall be no finance charges
- The number of installments
- The period of repayment

The use of the interest rate of a loan by itself does not trigger full disclosure. If an ad includes the interest rate, however, it must indicate it as annual percentage rate or use the abbreviation APR.

If any of the “trigger” terms are included in an ad, then the ad must include all of the following:

- Down payment (amount or percentage)
- The terms of repayment of the loan
- The annual percentage rate of the loan and if there is any possibility of an increase in the interest rate

The law does not apply to creditors who have not extended credit more than five times in the prior year for dwellings. Therefore, an ad indicating seller financing would generally be exempt from the advertising disclosure requirements of the Truth in Lending Act. The Truth In Lending Act is enforced by the Federal Trade Commission ([www.FTC.gov](http://www.FTC.gov)).

## USING THIS BOOK

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This book was prepared to serve two purposes: (1) to give you a variety of high-quality, readily adaptable ads and (2) to enable you to quickly prepare original ads for a property.

When you are ready to prepare an ad, check the category or categories that best appear to relate to your property, then review specific ads within those categories. You will see that ads can be quickly modified to serve specific properties.

The Ad Generator, beginning on page 289, helps to achieve these two purposes:

1. It allows ads included in this book to be readily modified for specific properties.
2. It allows completely new ads to be readily prepared based upon specific features likely to be of importance to prospective buyers.

The ads included in this book have material in parentheses. The parentheses indicate that the material is specific for the particular property and that the material within the parentheses will need to be modified for any property for which you wish to use the ad. The Ad Generator is arranged alphabetically by property features and types. By looking up features that you wish to emphasize, you will find a choice of language. Select wording that sells the benefit of your particular features or property type. In this way, in just a few minutes, you can modify ads for a property you wish to advertise.

To prepare a new ad, first consider which feature or features will be of most interest to the type of person or family that likely will be the eventual buyer. Then turn to the “Ad Generator.” The Ad Generator features items set in boldface type,

which indicates that items are suitable for ad headings. By choosing several of these headings, you can prepare multiple ads for a property within minutes. In using other features or benefits likely to be of interest to a buyer, you will find appropriate language to highlight the property's features or benefits in an appealing manner. A great many ad closings that include the price can be found in the ad generator under "Price Closings." For the completed ad, you will now only need to add your firm name and logo, if appropriate, and phone number and Web site address.

You will discover that the more ads you prepare or modify, the easier the ad preparation process becomes. Chances are you will also discover that ad writing can be fun.

SAMPLE