



# Building a Better Ad

# Quality is everything.

As a Realtor, you're probably always looking for marketing opportunities to effectively grow your business. One of the most traditional ways of doing this is by advertising! You can create all different kinds of ads – focusing on a house for sale, a house you sold, or perhaps on your business in general.

We want to help you by providing some good rules to follow to properly design your ads so they're nice looking, easy to read and worthy of a second look. In other words, something that won't automatically get thrown in the trash (or blocked in the case of social media) when it's picked up or taken from the mailbox. These are the "do's and don'ts" to get the job done right.

Before we get started we really need to mention photography. No matter what type of ad you're running, if the photos are low quality – your ad will be of low quality. We can't stress this enough! You'll want to have high resolution images, especially if you're going to print your ad.

Oh – we should also explain that every state has different laws, rules and regulations. When in doubt, do what your state and/or local board dictate. We would never recommend that you break the law.

## Okay, let's start designing!

### First, The GOOD, the BAD & the UGLY

Who doesn't love a good "BEFORE & AFTER" opportunity? This property flyer from Susanne Casey & Associates (if you need an agent in Columbus, OH, call Susanne!) is a great example for us to highlight the power of a well-built ad.

Both feature the same property listing information, but there's a clear winner in the "more appealing" department. If you guessed the ad on the right – you are correct!



Before



After

Let's go over the steps you can take to create your own successful ad

## Building a Better Ad

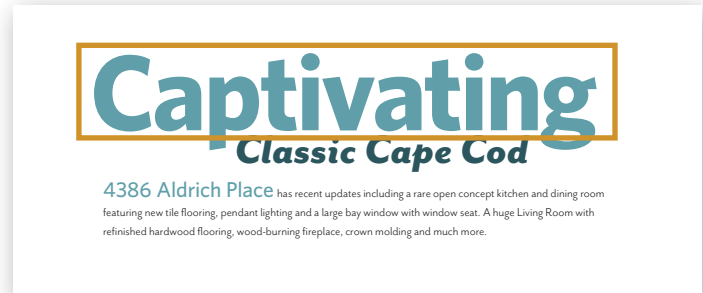
### The Headline

To grab the (limited) attention of your audience, you need a really strong headline.

A good, snappy headline will compel your audience to keep reading. This is likely going to be the most difficult part of your ad, so spend some time on it. You want to be short,

sweet and to the point, but also unique and useful. Oh, and don't forget to instill a sense of urgency! In the case of designing your ad, you'll want the headline to be large, but not fill the entire space.

Headlines are important in ANY type of advertisement. Property flyers/brochures, postcards, pocket property cards, and even social media ads.



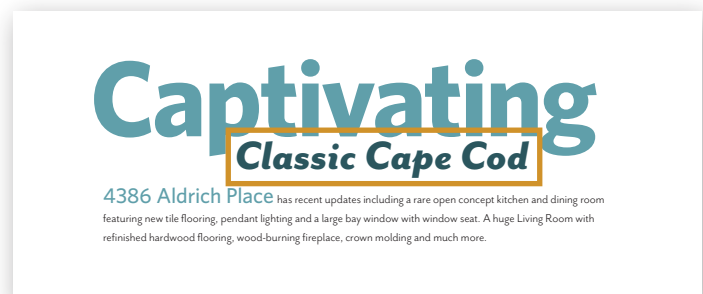
***"On the average, five times as many people read the headlines as read the body copy."***

- David Ogilvy ("the Father of Advertising")

### The sub-headline

The sub-headline is a great way to add a bit more detail about the subject you're advertising.

Sub-headlines are hard to use on small advertisements which makes the headline even more critical. You should be able to use a sub-headline (if desired, of course) on property flyers/brochures, postcards, pocket property cards and yes – there's a place for them on a Facebook ad too.

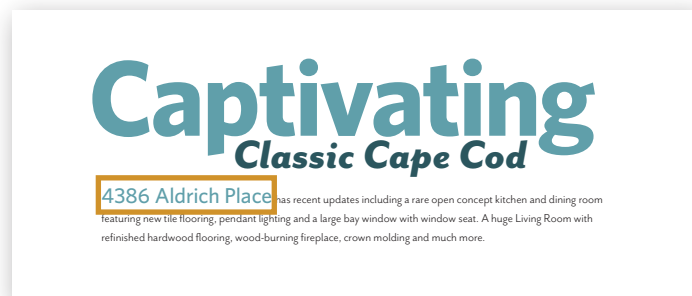
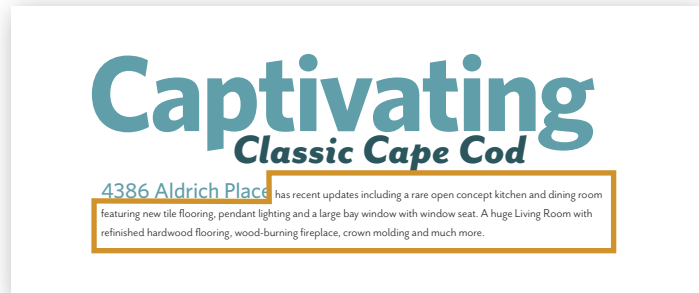


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### The Ad copy (or text)

This is where you get into the description of your ad. If you're promoting a listing, just give as much information as necessary to convey the finer features. Make it brief to keep them wanting more. Don't go on and on with every boring detail about a house – no one cares. But DO give them just enough information that they want more. They'll visit your website, go to the open house or call you (Yes!) for more details. The same rules apply if you're promoting your services. JUST enough information to make them want more.

And, if you're worried that you haven't filled up all the space available in your ad – that's GREAT! We call that empty space "white space" and it's glorious when an ad isn't completely filled with copy.



### Property Address

When you're promoting a listing via printed advertising, definitely include the property address.

If your ad is on the internet, then it's not important to include the address as long as it's available on the click through site.

### NO Price?

Remember when we said in *Copy/Text* to keep the audience wanting for more? NEVER include the price. If someone wants to know the price, they'll have to visit your website or contact you directly. Not to mention, the shelf life of printed advertising is longer without the price listed.

Have you ever visited a listing that had the price on a flyer scratched out and the new one written in with pen? (OMG, that's SOOOO bad!) You might feel like you're leaving a critical piece of information out if you exclude the price, so just trust us on this one.

## Building a Better Ad



### Let's talk Fonts

The font or typeface you select for printed advertising should be professional looking and easy for your audience to read. Serif fonts (like Times New Roman – with little tails on the letters) and sans serif fonts (Arial – no tails or swirls allowed) are both great. Just avoid using more than 2-3 different style fonts together. It gets messy and detracts from the overall design.

And, no matter what- DO. NOT. USE. Comic Sans. EVER! Honestly, you're not making a circus poster – so just avoid it.

*Facebook* and most other social media ads will have a set font where you don't have a choice. Which is probably for the best – can you imagine seeing ads in Comic Sans font on the internet? Yuck!

### Photo Op

The images you select for your ad are going to be almost as important as the headline. We'll say it again – always have high resolution photos/images, especially for printed advertising.

When you're advertising a listing, be selective and intentional with the photos you include. Avoid going to the extreme with a collage – that's ultimately too busy and won't get the results you desire. Look for a nice picture of the front of the home and other interior photos that represent your amazing listing.

If your copy highlights a specific feature of the home – it would stand to reason you would include a photo of it for reference.



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### Baby Got Back

Printed advertising often times has two sides (postcards, property flyers/brochures, etc.) and you should feel good about using that space too! If it's a flyer, you might want to continue the design from page 1 on to page 2 and provide more information and photos. Postcards, on the other hand will need to comply with post office mailing standards, but you can use the space to your benefit to communicate your message effectively.

### Contact information

Surely, you didn't think we would forget about you?! We wouldn't dream of it! Assuming your audience has fallen in love with your stunning advertising, you need to tell them who to call to take the next step. Don't be a secret agent – make it simple for them to reach you.

Internet advertising is a little different in that your contact information should be on the landing page. That's the page that your ad will click through to – giving all the information on the property or services that you're advertising. Make sure your contact info is easy to see on that page and you'll be good to go.



**Information**

- Year Built: 1998
- Square Footage: 1,880 (per Realtor)
- Lot Size: 98 x 109
- 2014 Taxes: \$4,850
- Parcel #: 010-086867
- School District: Columbus
- 3 bedrooms & 1 full bath
- Unfinished attic space (22' x 16') with insulation & window is perfect for finishing
- Clean, dry basement with laundry area & glass block windows
- Beautifully landscaped lot w/ fenced rear yard
- 2-car detached garage with opener
- ABC HomeSafe Warranty in place

For full details,  
text 430431 to 614-385-1970 or visit  
<http://4386aldrichplace.propertyflyer.com/>

SUSANNE CASEY & ASSOCIATES | REAL ESTATE  
SUSANNE CASEY 614.313.8198 voice/text  
[susanne@susannecasey.com](mailto:susanne@susannecasey.com)

SUSANNE CASEY & ASSOCIATES  
REAL ESTATE  
440 Polaris Pkwy, Suite 110 | Westerville, OH 43082

**RE/MAX**  
IMPACT

[SusanneCasey.com](http://SusanneCasey.com) to search for homes and more!

SUSANNE CASEY & ASSOCIATES | REAL ESTATE  
SUSANNE CASEY 614.313.8198 voice/text  
[susanne@susannecasey.com](mailto:susanne@susannecasey.com)

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### Call to action

At this point, you've designed a great advertisement but don't forget the very important call to action (CTA). You must tell your audience what you want them to do. Call? Text? Visit the website? Put it in the CTA!

**We've covered a lot of information, but we're confident that you'll be able put your newfound knowledge to good use. And just think about the killer response your new ad will get!**