

# **COPY SUCCESSFUL ONLINE REAL ESTATE ADS**

## **《SWIPE FILE》**



Pickering Homes For Sale  
Under \$600,000 | Find Homes  
[responsive.durhamregionhomes.com](https://responsive.durhamregionhomes.com)  
Free List Includes Pictures, Address  
Hotlist of Single Family Detached Homes  
\$600,000!

## **LEARN FROM SUCCESSFUL AGENTS FROM ACROSS THE COUNTRY**

Discover how the most  
successful agents in  
your marketplace are ...

**... inexpensively and automatically  
generating an abundance of high quality  
Real Estate Leads online.**

The simplest thing you need to  
understand is that the marketing  
strategy that makes great Online  
Real Estate ads is . . .

**. . . the same strategy that  
makes great ads no matter where  
you run them**

# About Your Prospects ...

While your prospects are bombarded with more information, ads and stimuli today than ever, the fact is that **information overload has always been a battle.**

Here are a few things that haven't changed about your prospects:

- » They **do NOT want to be sold**
- » They **will avoid advertising** like the plague
- » They are **NOT interested in you**

So, what ARE your prospects interested in?

Answer:

*“Their Own Needs”*

All prospects are listening to the same  
radio station:

**WIFM**

(What’s in it for Me?)





Most agents advertise  
2 things prospects  
DON'T care about ...

## Agents Advertise Themselves ...

(... just because people know who you are  
doesn't mean they'll call you)

Why  
should I  
call you?  
  
WIFM?



# ... a Single House

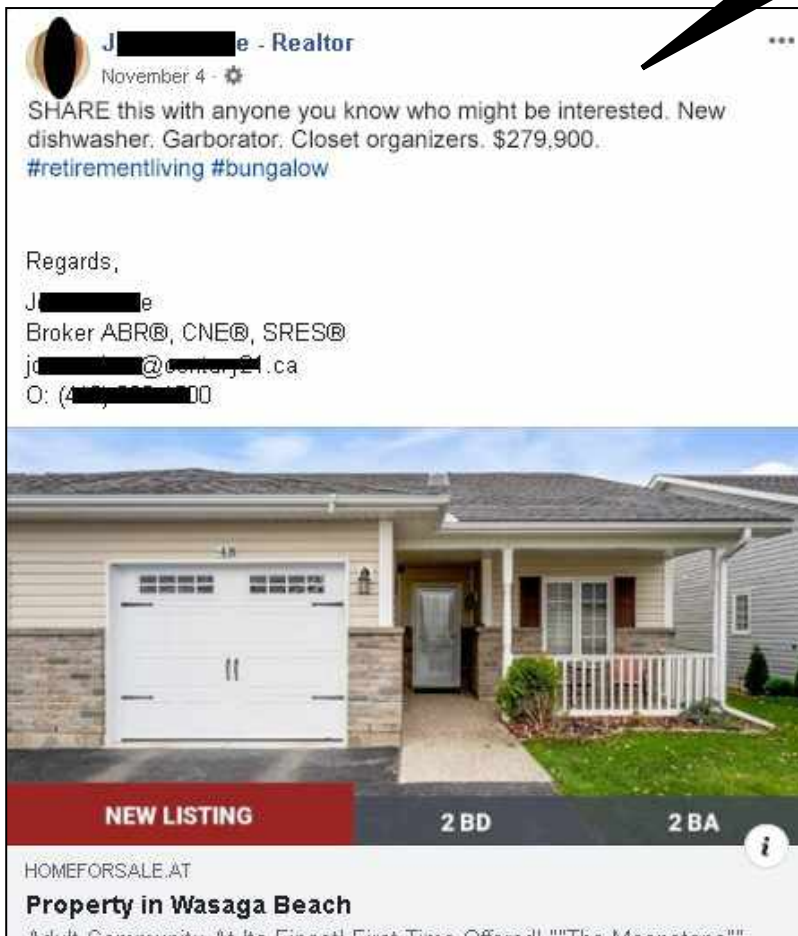
## Agents Advertise Their Listings ...

(i.e. The advertise what they have)

**Narrow Funnel**  
(Too many  
“Eliminators”)

This ad has narrow appeal. Here's who WON'T call on this ad:

- Those who feel a 2 bedroom is too small
- Those who are looking for a house under or over \$279,900
- Those who don't want to be SOLD (i.e. don't want to speak with an agent)



# What to do Instead ...

All Effective Marketing (especially your Online Marketing) must follow ...

MY DIRECT RESPONSE FORMULA:

**S-O-L-D**

**S** **top them in their tracks** (... with your Headline, Video or Image which must act like a “hook” or “pattern interrupt”)

**O** **perate on their self-interest and desires** (Make what you’re offering compelling; something they really want)

**L** **ure them with a story** (Make your offer irresistible and something they absolutely cannot eliminate)

**D** **eliver them to your door** (Have an easy and non-threatening Call to Action)

# What do Buyers and Sellers REALLY Want?

BUYERS want ...

**Houses**

SELLERS want ...

**Buyers**

They Do NOT  
Want to be SOLD



# Who Are Your BEST Prospects?

## IMPORTANT POINT:

**It is usually easier to get prospects to respond as a buyer than as a seller.**

This stems from the fact that buyer agency is still a relatively new concept. Where a seller may try to control and minimize contact with an agent until they're ready to make a decision regarding the listing of their home, a buyer generally won't be thinking in these terms.

Therefore, the most effective  
online ads target Buyers

>> see next page

## How this will lead to Seller Listings

The other important point for you to understand, of course, is that **many of the buyer prospects who contact you will also have homes to sell**, so your online Buyer ads are great at generating BOTH Buyer and Seller prospects.

**\*\*Your ads to attract Buyers will therefore ALSO generate Listings\*\***

# Buyers Want Houses ... but WHICH Houses?

**Use the MLS to find out which neighborhoods and price ranges to target.**

Every agent has access to MLS so it's easy for everyone to do this. You can search how many homes sold in any specific time frame and compare sales in different geographic areas and in different price ranges.

For example if there are a lot of recent sales in Newmarket between \$800-900k, write an ad offering a list of Newmarket homes for sale under \$900,000. Pretty logical.

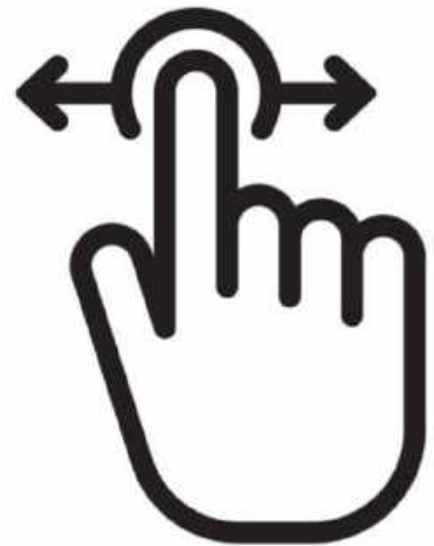
However choosing an active target neighborhood does not in anyway tell you who is qualified or motivated. It's by using my Universal Callback script that you are able to glean this information by asking the specific questions on the script that will help you determine their timing and motivation.

[CLICK HERE](#) to learn how to access a copy of my Universal Call Back Script that will enable you to convert more of your leads to appointment.

# The TOP Performing Ads ...

Offer:

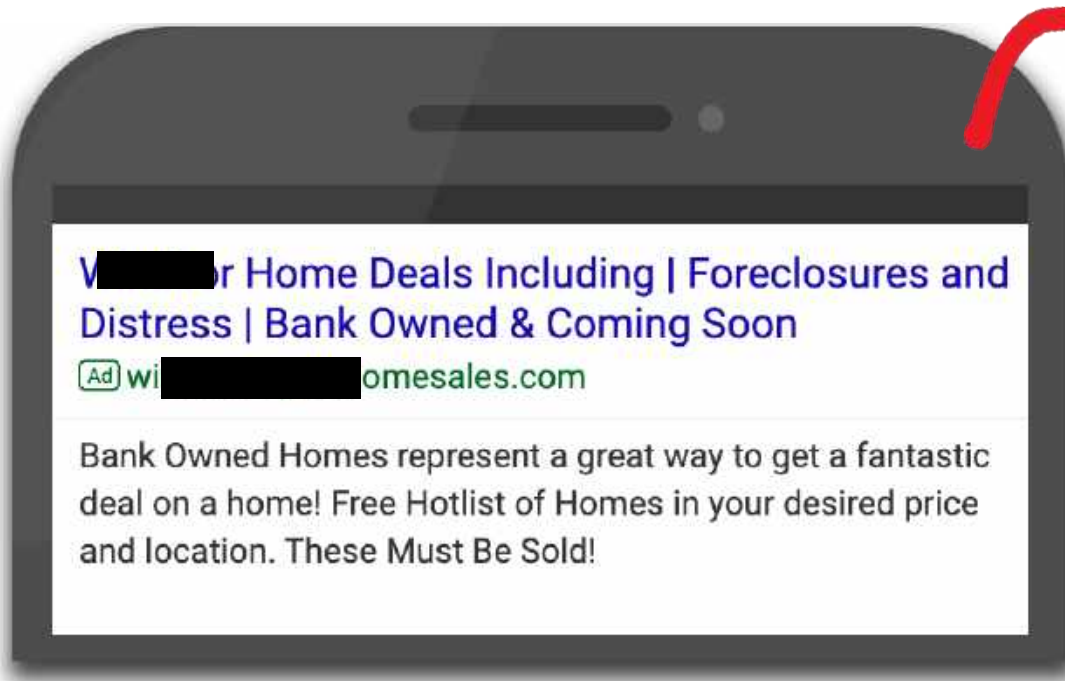
- ☑ Information
- ☑ Lists
- ☑ Exclusive & Coveted Service
- ☑ Scarcity



## Ads in Action ...



Offer a list of homes that will have high perceived value to the prospects you want to attract that they can't easily get elsewhere ... and then deliver on your promise

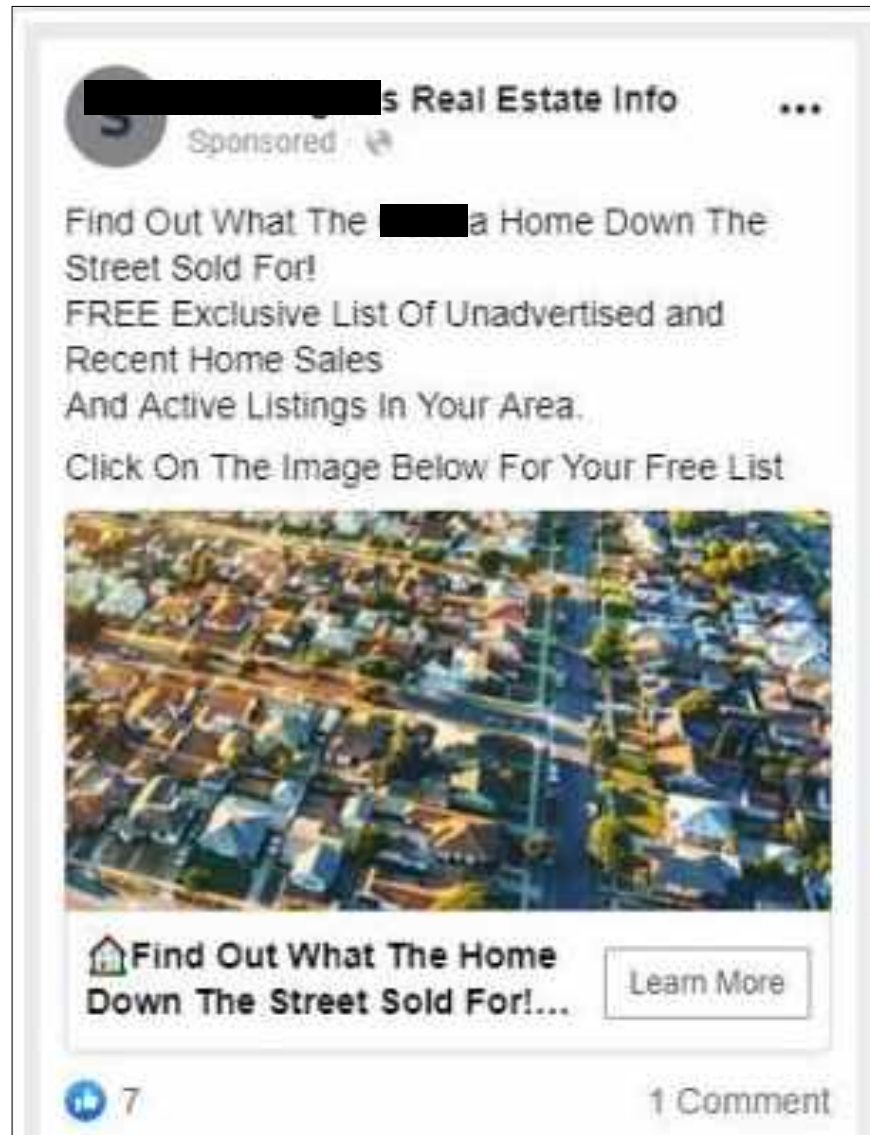


66 Leads in  
30 Days  
Cost per  
Lead:  
\$5.34

NOTE: The link to the landing page is very important when converting online traffic to leads. Your landing page must be simple, clear and congruent with your ad.

A landing page for a free hotlist of foreclosures. The background is a photo of a large house. The text at the top says: "W[redacted] h - L[redacted] ell Areas". Below that, it says: "Free Hotlist of Foreclosures and Distress Homes including Bank Owned & Coming Soon." In large green letters, it says: "THESE MUST BE SOLD!". Below this is a list of bullet points: "• Homes with Pools & 3 Car Garages", "• Luxury Distress Sales and Fixer - Uppers", "• Off-Line & Vacant Homes", "• All Pre-MES and Coming Soon Listings", "• Private and Expired Homes", "• Basically, Those Harder to Get to Properties". Below the list are four input fields: "First Name", "Last Name", "Email", and "Mobile". Below these is a green button that says "FREE Instant Access". At the bottom, there is a small disclaimer: "you agree to receive property info, updates, and other resources via email, phone and/or text message. Your wireless carrier may impose charges for messages received. You may unsubscribe anytime. Website: [redacted]".

# From Lead to Listing to Contract



Results: First posted at end of June, 4 appointments (one contract, one listing agreement likely within two weeks, one said not yet and one no show). 23 leads total, 12 of these in the last three weeks.

# Hotlist of Hot Homes

\*\*\*

🏠 ATTENTION Cape Coral Homebuyers! 🏠  
Free 🔥 Hotlist of Cape Coral Pool Homes 🌈🏠 UNDER \$220,000!  
List Includes Pictures, Addresses & Prices 📸  
🔄 Most Up-to-Date Info Available - Refreshed Every 5 Minutes 🔄

Click the link below to request your FREE list of Pool Homes:  
g [redacted] homes.com

📞 Or call me direct:  
📞 E [redacted]  
📞 Call/Text: 2 [redacted] 757



Personal Page: 20 leads in one week

Business Page: 18 leads in one week



Offer a list of homes that will have high perceived value to the prospects you want to attract that they can't easily get elsewhere ... and then deliver on your promise




15 Leads  
Cost per  
Lead:  
\$9.23

NOTE: The link to the landing page is very important when converting online traffic to leads. Your landing page must be simple, clear and congruent with your ad.

A landing page for "Upscale Luxury Homes With Pools". The headline is "Exclusive Hotlist of Luxury Homes with Pools in ... From \$800,000!". Below this is the text "Find Homes with Pools In Sought Out Areas of ..." and a button that says "YES, Show Me The List!". Underneath the button is a small note: "(and send me email updates when new listings become available)". A disclaimer in small text reads: "PLEASE NOTE: It is our policy to disregard any unsubstantiated requests with false or fraudulent information. (i.e. false phone numbers, etc.)". The form has four input fields: "First Name", "Last Name", "Email", and "Mobile". Below the fields is a green button labeled "FREE Instant Access". At the bottom, there is a small disclaimer: "You agree to receive property info, updates, and other resources via email, phone and/or text message. Your wireless carrier may impose charges for messages received. You may withdraw consent anytime. We take your privacy seriously."



# Priority Access




nta

...

If you're looking to buy a 🏡 home, it's important to have current and accurate knowledge of what area homes are listed for. With advance access to the hottest listings in your specific price range, you'll be able to beat out other buyers and negotiate to get the most home for the least 💰 money. To Receive Your FREE Hot List Visit [bit.ly/2\[redacted\]](https://bit.ly/2[redacted])

#HomeBuying #BuyingAHome #BuyingAHouse #DreamHome

[redacted]aHasTheHouses.com



[redacted]


[redacted]

[redacted]

S [redacted] REALTOR®


SI [redacted] tee.com

[redacted]



All Homes For Sale in M [redacted]

Real Estate



# Irresistible Offer

**Property Information**

**A - RENT TO OWN: FREE EXCLUSIVE HOTLIST OF SINGLE FAMILY HOMES FOR SALE UNDER \$250,000!**  
Free List includes Pictures, Address, and Price  
Offer Expires Today At Midnight!  
Click the image below now for FREE hotlist!



**A - RENT TO OWN: FREE EXCLUSIVE HOTLIST OF SINGLE FAMILY HOMES FOR SALE...**

[Learn More](#)

9 Leads in 13 hours

# Awesome Deals

**omes Sales Info** ...

Sponsored · 

With  LL Free Exclusive Hotlist of Foreclosure Homes  
Free list of Bank Owned Properties and Other Distress Sales.  
Free List Includes Pictures, Address and Price  
Click the image below now for the free hotlist.



**Click Here: Foreclosure Homes in V  I**

[Learn More](#)

18 leads in 8 days at a cost of  
\$4.68 per lead

# Proprietary Information

me ...  
It

Sponsored ·

Thinking of Selling? Find out how much your home is really worth in today's market from a NAR® certified Pricing Strategy Advisor.



Get your free, detailed home evaluation report.

Get Offer

Unavailable elsewhere



# Coveted Information

 **Atlanta Homes and Property Information** Property ...  
Sponsored · 

★ What's YOUR Home Worth? ★  
Find out if your home in the A■■■■ area is increasing in value. Learn what you could sell for today: <http://bit.ly/2Z■■■■>  
👉 Find out what your home is worth in today's market by clicking Learn More.



A■■■■ Homes and Property Information  
Real Estate Learn More

 Like  Comment  Share

Positioned as DIY

# Free Report

**Affordable S Homes**

Sponsored · 

If you are wasting your money paying rent every month, you need to see this FREE report that will show you how affordable it is to OWN your home!



FIR  MES.COM

**STOP PAYING YOUR LANDLORD**

[LEARN MORE](#)

 15

2 Shares

 Like

 Comment

 Share

In one week: 317 clicks, 3 leads, 1 appointment. Cost per lead of \$26.89

Offer a list of homes that will have high perceived value to the prospects you want to attract that they can't easily get elsewhere ... and then deliver on your promise



12 Leads  
Cost per  
Lead:  
\$5.44

NOTE: The link to the landing page is very important when converting online traffic to leads. Your landing page must be simple, clear and congruent with your ad.

# Fixer-Upper Bargains



al Homes

...

Looking for fixer-upper bargains in S█████ that won't break the bank? You can OWN your home today for less than 399K!

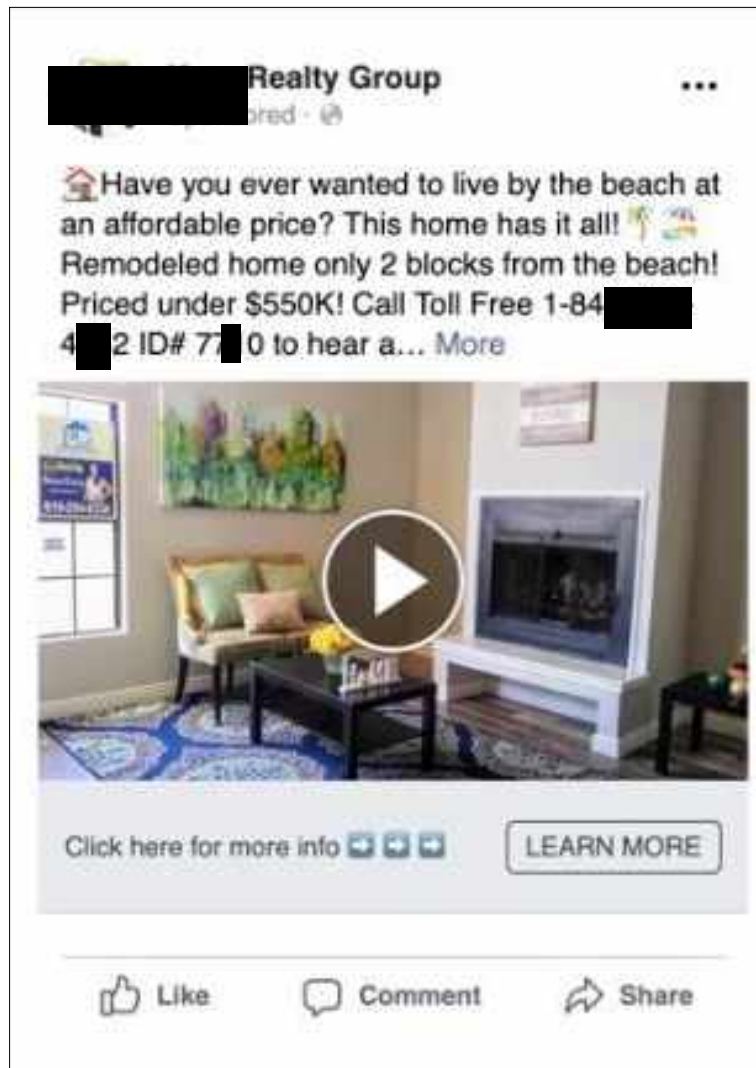


YO████████PERDEALS.COM  
Get your **FREE** hotlist of homes in your area **TODAY!** [LEARN MORE](#)

194 clicks, 3 leads.  
Cost per lead about \$12



# Video



3 leads in 4 days with budget of \$5 / day  
(\$6.65 cost per lead)

# Free & Relevant Information

 **S [REDACTED] housing market info**  
Sponsored · 

Get YOUR FREE S [REDACTED] Home Seller Kit  
INCLUDES:

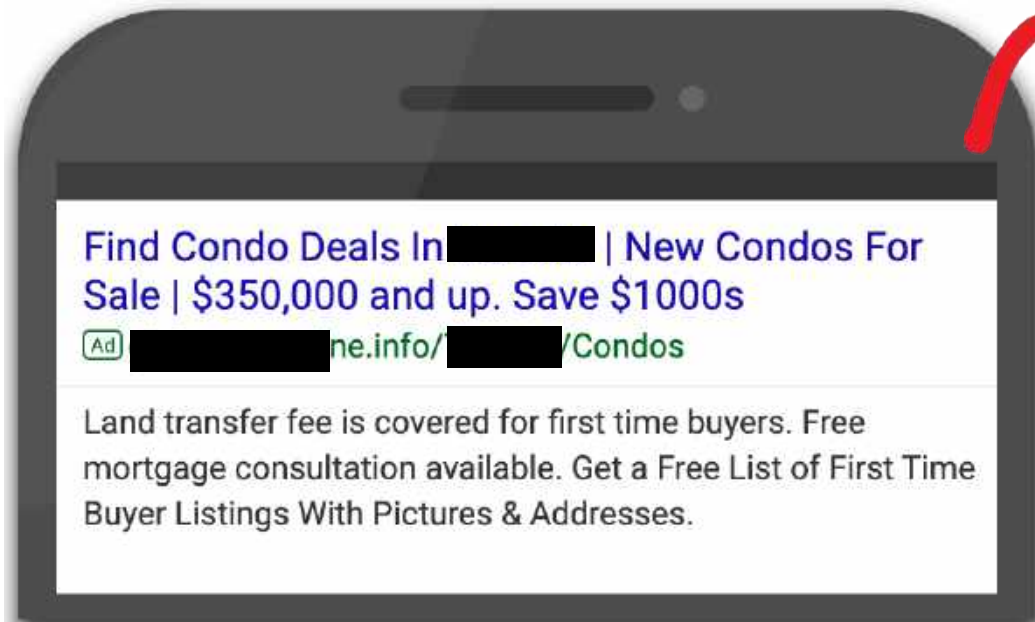
- 27 tips to get your home sold fast & for top dollar
- 10 important questions to ask before you hire an agent
- 11 critical things to pass your home inspection
- How to sell your own home and save all the commission
- 7 Deadly biggest mistakes home sellers make and how to avoid them
- 6 Critical mistakes to avoid when moving to a larger home
- No obligation, FREE mailed to your home



FREE S [REDACTED] Home Seller Kit [Learn More](#)

   Comment

Offer a list of homes that will have high perceived value to the prospects you want to attract that they can't easily get elsewhere ... and then deliver on your promise



34 Leads in  
30 Days  
Cost per  
Lead:  
\$13.03

NOTE: The link to the landing page is very important when converting online traffic to leads. Your landing page must be simple, clear and congruent with your ad.




# Facebook Marketplace




Ran this ad for  
Free on FB  
Marketplace  
4 leads in 3 days  
for one hour of  
work



# Hotlist of Homes




[REDACTED] Real Estate

Sponsored · 


AMAZING FREEHOLD HOMES  
DOWNTOWN T [REDACTED] UNDER  
\$199,000.00


... See More



Smoking Hot Deals in  
Downtown T [REDACTED]

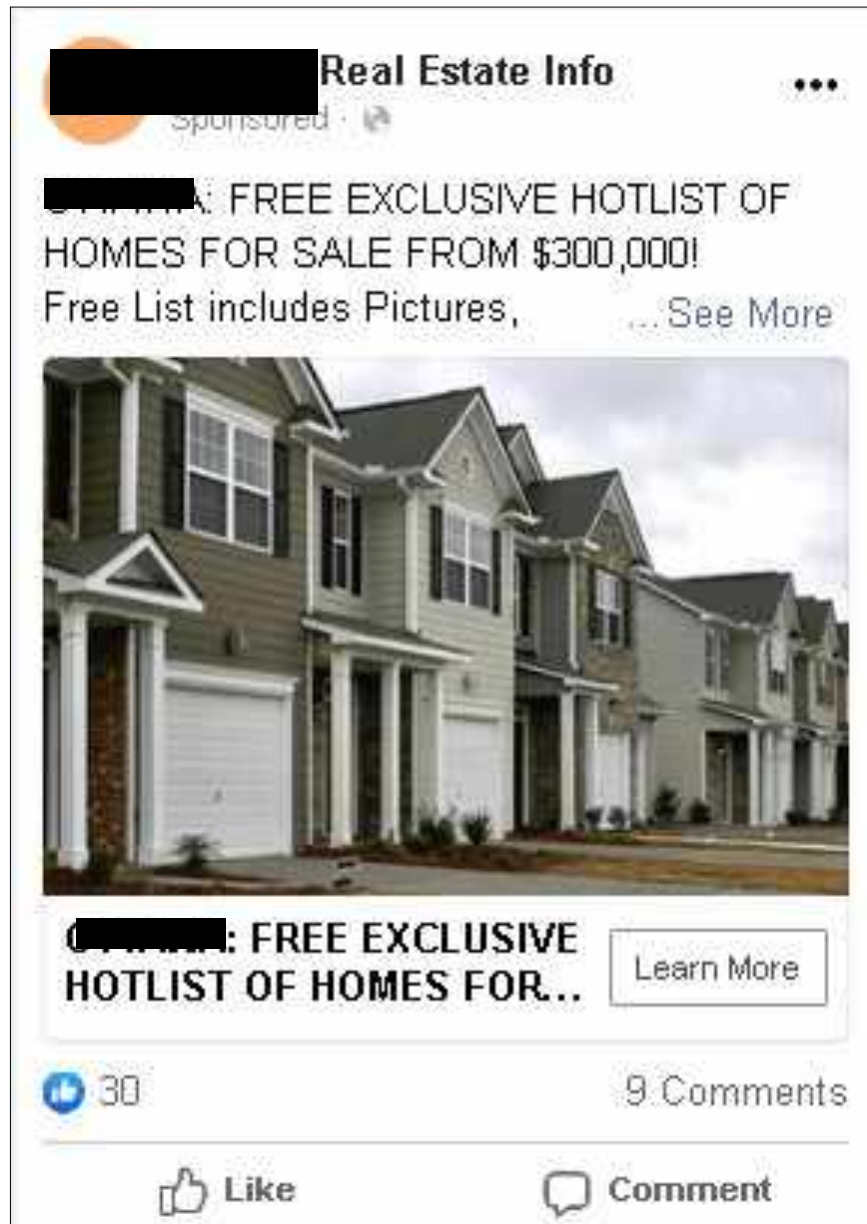
Learn More

 Like

 Comment

2-3 Leads per day  
with a 45% Engagement Rate

# Buyers Can't Eliminate This Ad



2-3 leads per day  
with 44% Engagement Rate

# Limited Time Offer

**[REDACTED] Real Estate Information** ...  
Sponsored

FREE EXCLUSIVE HOTLIST OF GATED  
DA [REDACTED] NITY ESTATE HOMES WITH  
POOLS FROM 500K TO 1.5M! ... See More



**[REDACTED] GATED COMMUNITY  
ESTATE HOMES WITH...** [Learn More](#)

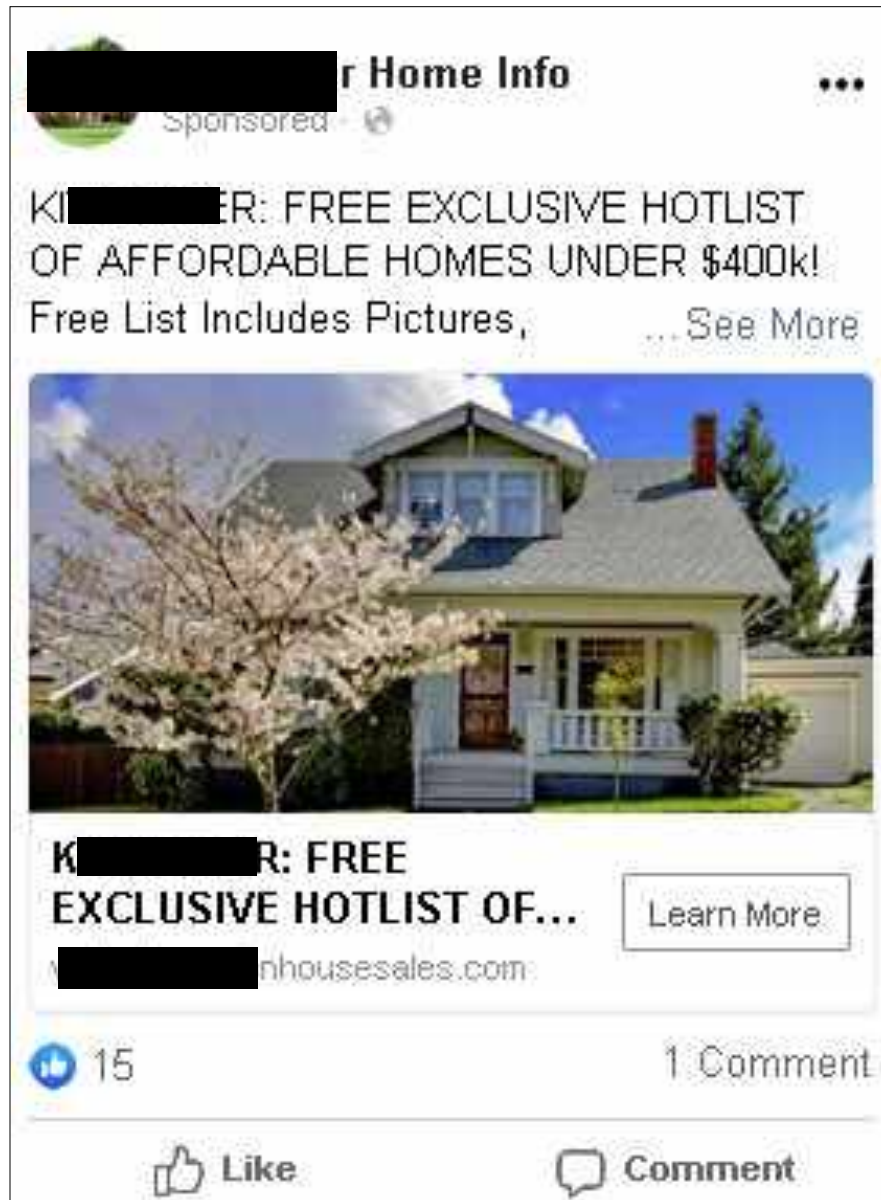
   48 1 Comment

 Like  Comment

Details Specify  
“Close By Dec 31”

10 leads with 30%  
Engagement rate  
1 Appointment  
Booked so far



# Make it Easy & Non-Threatening to Contact You




18 Leads in the last 2 weeks.  
Cost per lead is \$1.60




# Valuable Free Buyer Checklist

 on Homesales  
Sponsored · 


6 Costly Mistakes to Avoid Before Buying a Newmarket Home



Y  NHOMESALES.COM

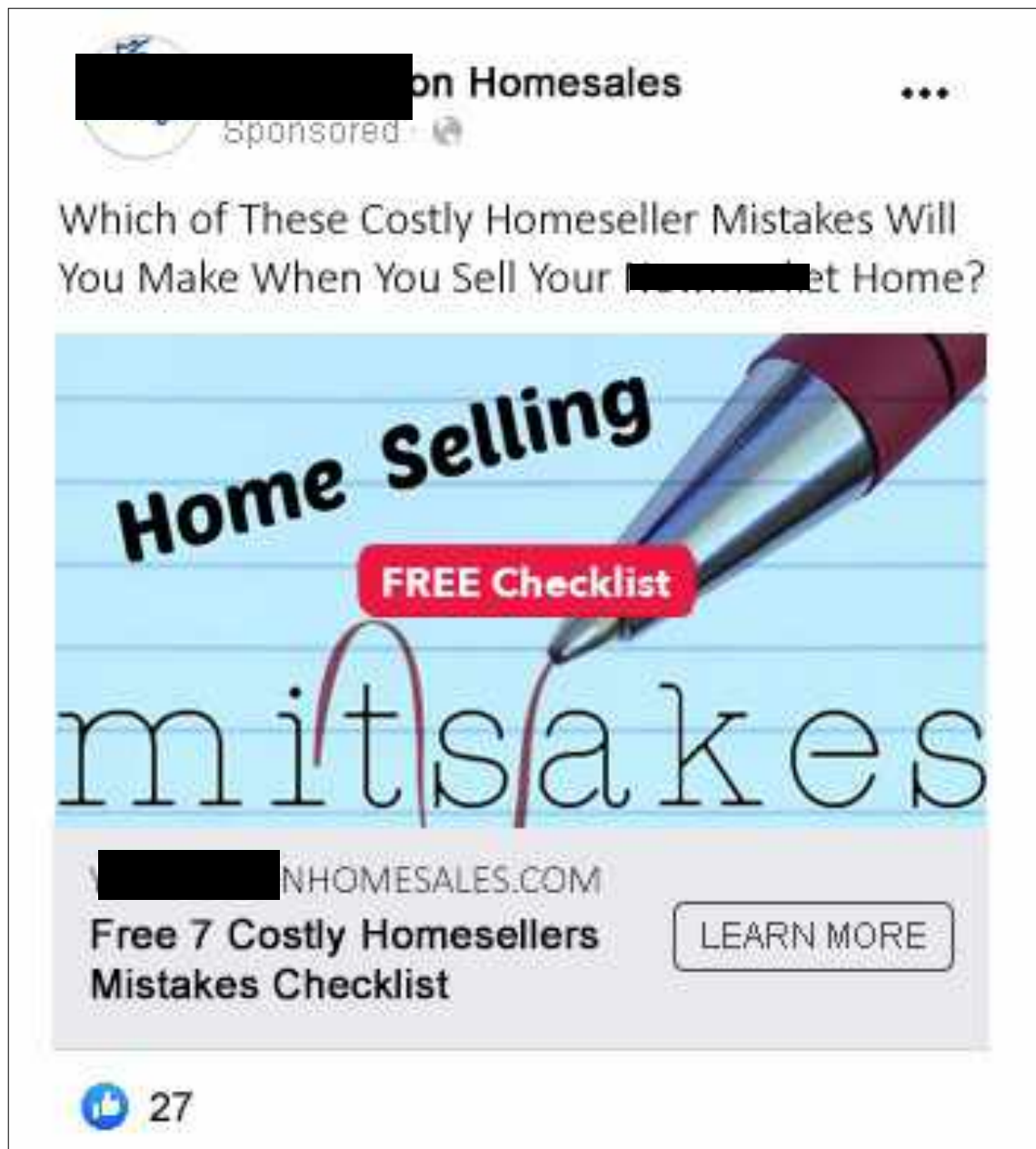
6 Buyer Mistakes Checklist:  
Avoid the common and costly

[LEARN MORE](#)

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Get Buyers to raise their hands through  
Fear of Loss

# Valuable Free Seller Checklist



Get Sellers to raise their hands through  
Fear of Loss

# Be Controversial



[REDACTED] on Homesales

Sponsored

How to Sell Your [REDACTED] House  
Without An Agent And Save the Commission



Y [REDACTED] HOMESALES.COM

Free Report: How to Sell Your  
Home Without an Agent

LEARN MORE

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# Exclusive Limited Time Offer

**██████████ Real Estate Information**

██████████ (demo) · 

**M██████████: FREE EXCLUSIVE HOTLIST OF TOWNHOUSES FOR SALE  
UNDER \$700,000!**

Free List Includes Pictures, Address and Price

Offer Expires Today At Midnight!

Click the image below now for FREE hotlist

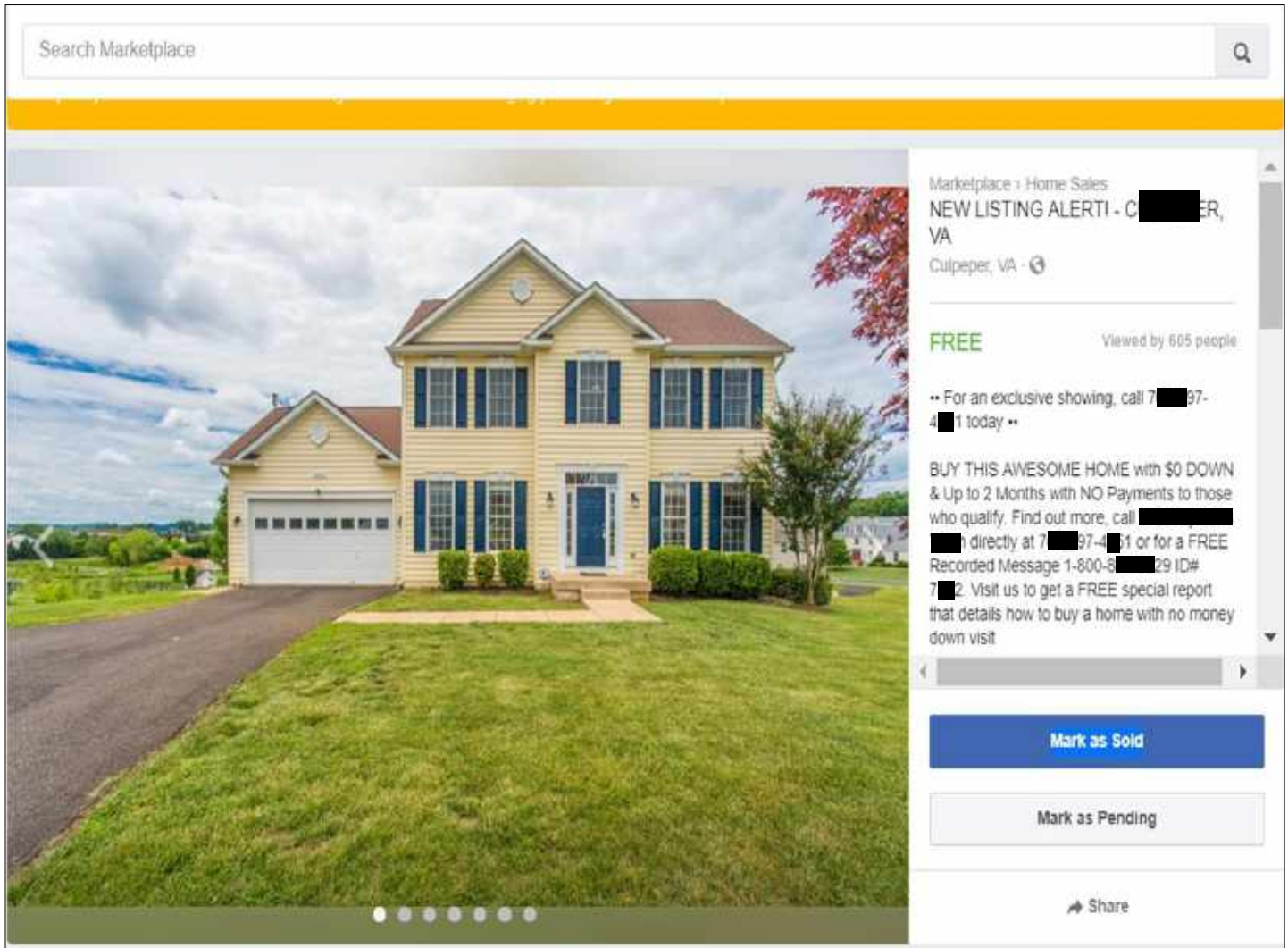


**CLICK HERE: FREE EXCLUSIVE HOTLIST OF  
TOWNHOUSES FOR SALE UNDER \$700,000!**

[Learn More](#)




# FB Marketplace




Make it Easy and Non-Threatening for Qualified Buyers to Respond with a Free Recorded Message and Free Report Offer


# Targeted Hotlist



**Beach Home Marketing** ...  
ed · ✨

Free EXCLUSIVE HOTLIST OF [REDACTED]  
BEACH MUST SELL NOW Waterfront Homes  
With Pools \$399,999 and under.  
Free List Includes Photos, Addresses and  
Price.  
To Learn More, Click On The Image Below  
[REDACTED] Realty




**[REDACTED] BEACH Waterfront  
Homes 399,999 and under** [Learn More](#)

 86 20 Comments

 Like  Comment


2-3 leads per  
day on a \$200/  
month ad  
spend (\$2.63  
cost per lead)

# Wide offering for a Specific Buyer




**Realty Source** ...




Free Exclusive Hotlist of HOMES For Sale in COUNTRY SETTING IN [REDACTED]

- Enjoy the fresh air and Wooded Views
- 1 to 5 acres of land, some with Ponds or Lakes.
- No HOA's,.. Plenty of Elbow Room
- Secluded yet... [More](#)



**Click Here: Country Setting Homes In [REDACTED]** [Learn More](#)


   104      15 Comments    39 Shares

 Like       Comment       Share


3 Leads a Day




# Offer Expires at the End of the Week!

**Homes For Sale**

...



Sponsored · 

**B [REDACTED] N: FREE EXCLUSIVE HOTLIST OF HOMES FOR SALE UNDER \$300,000**  
Free List includes Pictures, Address, and Price  
🔥 Offer Expires At The End of The Week! 🔥  
Click the image below now for free Hotlist





**B [REDACTED] N: FREE EXCLUSIVE HOTLIST OF...**

Learn More

 27

1 Comment

 Like

 Comment

4 Leads a Day



# Home Run!



First FB ad I've placed with your system!!

30 leads in 3 weeks. Have been able to speak to 8 of the leads so far and booked 4 appts. 2 of the 4 have signed Buyer Agency Agreements and I meet with the other 2 next week.

# Hit Their Pain Points

Florida Homes Info

HEY FRUSTRATED RENTERS  
AFFORDABLE HOMES UNDER \$300K  
Free List includes, photos, address, and price  
\*\*Stop Paying High Rental Fees That Increase Every Year...Own Your Own Home For As Little As 1% Down With NO Mortgage Insurance\*\*



Hot List: Affordable Homes Under \$300,000...Stop Renting and Own For Less  
Rent is Rising Faster Than Any Other Big City

[HTTPS://WWW.W...O-RENTS-RIS...](https://www.w...O-RENTS-RIS...) [Learn More](#)

Like Comment

3 leads in a day and a half

# Scratch an Itch



\$20 daily budget. 18 leads in 4 days. They are very motivated buyers ranging from 0-12 months time frame to buy. Cost per lead \$2.94. Am going to plus this by narrowing the geographic offering.



# Updated Every 5 Minutes

**[Redacted] Group**  
December 3, 2016



**\*\*Just Listed\*\* [Redacted] Home For Sale With Pool \*\***  
6 beds ~ 6 baths ~ 5,407 sqft

- ◆ Gated Within 10 minutes of south strip and McCarron Airport
- ◆ Over 1/3 acre with pool and spa
- ◆ Multiple Generational Home
- ◆ Chef inspired kitchen with Butler pantry
- ◆ Two walking in pantries
- ◆ Private paradise backyard w/ beautiful sparkling pool covered spa

For pricing and additional details click the images below.  
To book an immediate showing on this home call us today ☎ 714-512-5122

==> [Redacted] HOMES WITH POOLS <==  
Free list w/pics of homes for sale with pools. Most up-to-date list online.  
Updated every 5 minutes visit:  
[www.HomesWithPools.com](http://www.HomesWithPools.com)

To book an immediate showing call us today ☎ 714-512-5122



[Learn More](#)[Click Here - Full Listing Details](#)[Learn More](#)[Click Here - Full Listing Details](#)

Hook with a  
specific listing  
but then make  
it universal so  
no one  
interested in  
this type of  
home can  
exclude your  
ad



# Advertise What Prospects WANT (vs. What You *HAVE*)

**Real Estate Info**...  
Sponsored

**FREE EXCLUSIVE HOTLIST OF  
COMING SOON/JUST LISTED SINGLE FAMILY  
HOMES FOR SALE UNDER \$900,000!**  
Free List includes Pictures, Address and Price  
Offer Expires Today At Midnight!  
Click the image below now for FREE Hotlist





**FREE  
EXCLUSIVE HOTLIST O...**[✓ Learn More](#)



  11 1 Comment

 Like  Comment

3-4 Leads per Day



# Offer Prospects Their Heart's Desire


**Home and Property Information** ...  
Sponsored · 

Stop Renting and Own Your  Home With \$0 Down Payment Now!  
Hotlist of Beautiful, Modern  Homes in Best School Districts.  
Price Starts At \$499,999, \$0 Down Payment.  
List Includes Home Details, Photos, And Price.  
Updated Every Minute. Click Below for A Free Copy Of The  Home List.



 Homes Starting At \$499,999, \$0 Down... [✓ Learn More](#)

   21 2 Comments

 Like  Comment

4-5 Leads per Day

# Tell Them They Can Be First in Line

**San Diego Metro Home Sales** ...  
Sponsored · 

**[REDACTED] D: Free Exclusive List of  
Beautiful Coming Soon & Must Sell Now Single  
Family Homes - All In Great Neighborhoods  
With Great Schools – Many With Golf Course  
Views & Pools – All From \$599,999 to \$799,999**



**CLICK HERE: [REDACTED]  
[REDACTED] Single Family...** [Learn More](#)


  5

 Like  Comment

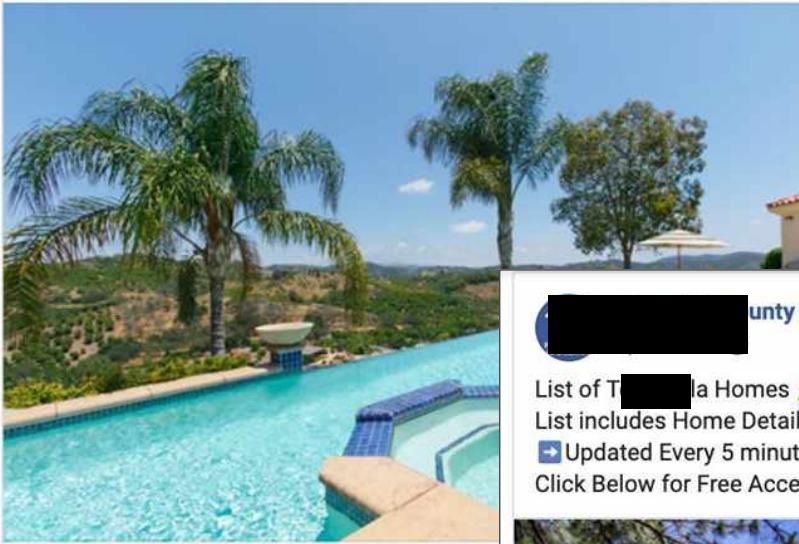
3-4 Leads per Day



# Split Test Different Buyer Desires

 [REDACTED] County Real Estate Center

List of T [REDACTED] a Homes 🏡 w/ Pools For Sale  
List includes Home Details, Photos, and Price  
➡ Updated Every 5 minutes ⬅  
Click Below for Free Access



WWW.S [REDACTED] ES.NET  
List of T [REDACTED] a Homes w/ Pools For Sale

👍 Like      💬 Comment

 [REDACTED] County Real Estate Center

List of T [REDACTED] a Homes 🏡 For Sale on Large Lots  
List includes Home Details, Photos, and Price  
➡ Updated Every 5 minutes ⬅  
Click Below for Free Access



WWW.S [REDACTED] ES.NET  
List of T [REDACTED] a Homes w/ Large Lots For Sale

Download



# This House PLUS a List of Others


CL


reply

Posted 7 days ago

**\$1200 / 4br - 1800ft<sup>2</sup> - \$\$\$-RENTERS! -\$\$\$ YOU COULD OWN THIS HOME! (B [REDACTED] N)**

image 1 of 5





4BR / 3Ba


1800ft<sup>2</sup>

available now

house

w/d in unit

attached garage



**\$\$\$ ATTENTION RENTERS! \$\$\$**  
**STOP PAYING RENT** and own your own detached home for less than \$1,200 per month  
Why rent when you can own this home for less than \$1,200 per month?  
Stop paying your landlord's mortgage and putting money in their pocket and pay for your own home. You're paying out the money anyway, right?

Beautiful 4 bed/3 bath home  
2-car garage  
Fully fenced back yard  
Stainless appliances  
Large Master w/ on-suite and his and hers walk-in closets

This house and a list of others available. Get a free report on how you can own instead of rent - go to: [renterreports.com](http://renterreports.com) or call us at (6 [REDACTED] 9 [REDACTED] 3 and we can get you in your perfect home at a price you can afford in a month!

\*\*\*\*\*

**FREE HOTLIST OF B [REDACTED] D/B [REDACTED] N/S [REDACTED] S HOMES!**  
For a FREE Hotlist of homes for sale matching your specific home buying criteria from ALL real estate companies, including COMING SOON, DISTRESS SALES, BANK FORECLOSURES, COMPANY OWNED and OTHER OFF-MARKET homes - Call us at (6 [REDACTED] 53 or go to [B\[REDACTED\].com/vip\\_buyer](http://B[REDACTED].com/vip_buyer) to sign up.

do NOT contact me with unsolicited services or offers

post id: 6952464357

posted: 7 days ago

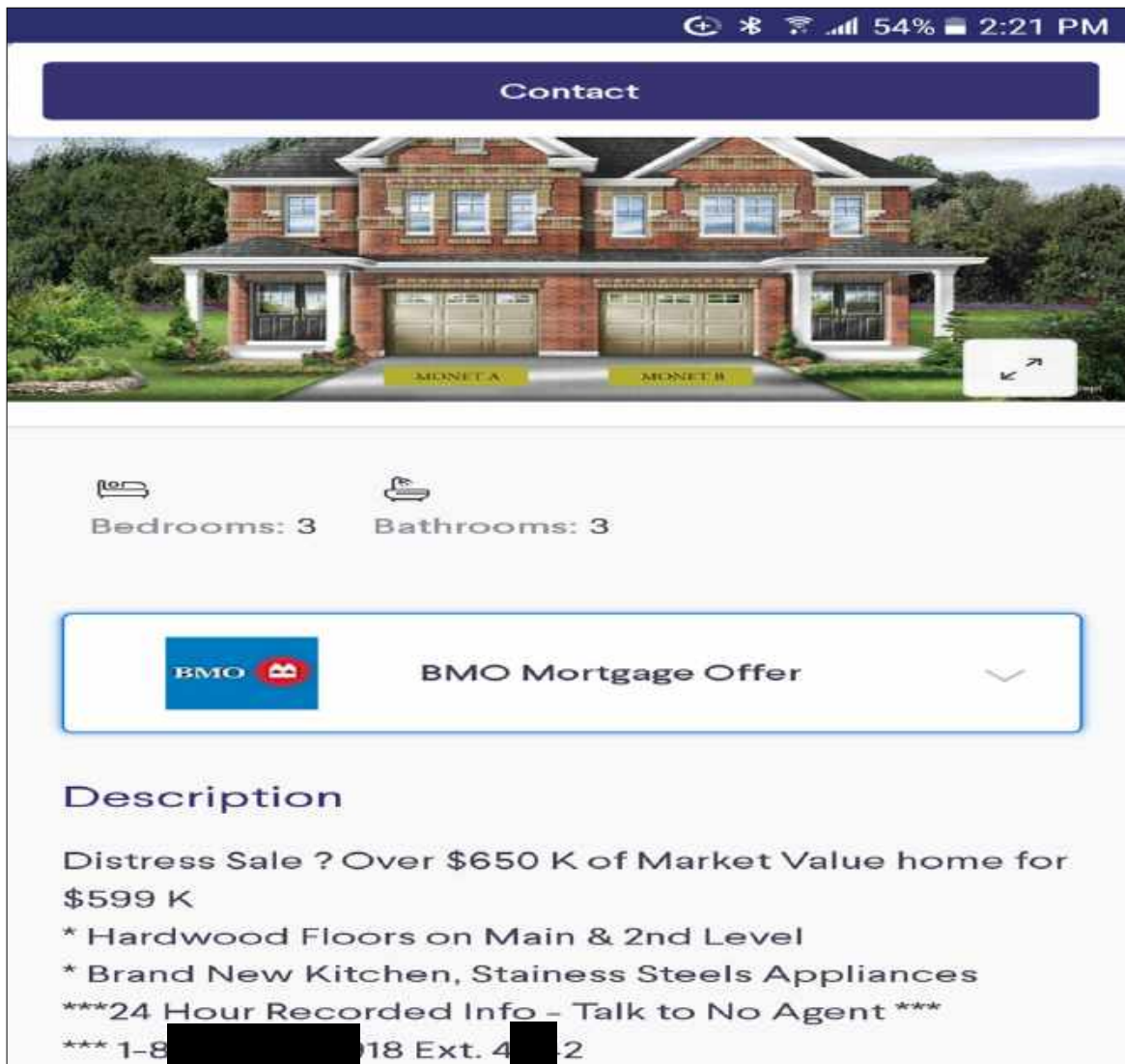
updated: about 2 hours ago

email to friend

best of 17

Free on Craigslist  
(these strategies work everywhere)

# Talk to No Agent



Make it EASY and NON-THREATENING  
for Prospects to Respond  
(no matter where you're advertising)