

First article

by International "Mr Real Estate Advertising" - Ian Grace

How to Write Real Estate Ads that will really SELL and, have fun whilst you're doing it.

Over future issues, I will help you to achieve

- more listings
- more exclusives
- more sales in less time
- better selling prices
- more repeat and referral business
- seller paid advertising - yes, the seller actually contributes towards the cost of their advertising program

- by writing better advertising that really SELLS!

WRITING ADS CAN BE FUN!

In my seminars, I promise to turn ad writing into fun - an enjoyable experience to look forward to instead of seeing it as an onerous chore, LEFT UNTIL THE LAST MINUTE BEFORE DEADLINE! Sound familiar?

This is vitally important, as, once ad writing becomes fun, you become enthusiastic about it! This shows in your ads, as you develop empathetic relationships with the readers, you devote more time to it AND, SELLERS GIVE YOU MORE ADVERTISING DOLLARS.

In this article, I will focus on two vitally important issues that are right at the heart of all successful advertising, but are sadly lacking, in most Real Estate ads.

WHAT'S THE VITAL ELEMENT MISSING FROM MOST REAL ESTATE ADS?

Consider this:- what motivates people to buy anything?

EMOTION

We justify a purchase logically, but
we buy EMOTIONALLY.

"I only bought the car for transport" (The fact that it is a low slung red sporty job has nothing to do with it?? - ego, image, prestige - all emotional).

Making buying decisions emotionally is instinctive and the professional advertising people long ago realised if you tap into what is instinctive, your ad is half way there already.

That is why the products we buy everyday, cornflakes to carpets to cars, are advertised to us EMOTIONALLY.

Is buying a home an emotional process? Of course, YES! Buying a home is one of our most EMOTIONAL purchases.

So, it stands to reason your ads MUST appeal to your prospects' EMOTIONS - otherwise you stand the risk of ignoring the fundamental motivational factor for all purchasing decisions.

However, when you look at most Real Estate ads, would you agree they are nothing more than an inventory of features? **It's time to make a change for the better!**

HOW DO YOU PUT EMOTION IN YOUR ADS?

Remember that people don't actually buy products - THEY BUY A PICTURE OF WHAT THAT PRODUCT IS GOING TO DO FOR THEM - A PICTURE OF THEMSELVES ENJOYING IT.

So, put them in the picture!

THE SECRET

Don't tell them -

WHAT IT IS

rather, tell them

WHAT IT DOES - FOR THEM!

For example :-

"FULLY FENCED"

that is merely telling the prospect what it is, by listing a feature.

Consider this:-

"SAFE FOR CHILDREN AND PETS"

This fully fenced home will give you peace of mind knowing that...

Now, you are telling them WHAT IT DOES - FOR THEM.

Highly emotional and very strong.

For example:-

HAMMOCK SWAYING, GOOD BOOK/COLD DRINK - paints an emotional picture of relaxation, peace and quiet, de-stressing - as well as trees, shade, birds and possibly privacy.

"CRICKET, DAD?" or "MAKE A CENTURY IN THE BACKYARD"

Paints an emotional picture of family togetherness, caring, sharing, love and fun, as well as saying the back yard is BIG enough and FLAT enough without wasting words to describe or measure it.

The next vital issue is:-

WHO ARE YOU WRITING YOUR AD FOR?

Another of the secrets of great advertising is to be very specific in targeting your market.

If you are aiming at first home buyers, talk to them only , about the things that interest them (emotionally) - **NOT** "first home buyers or investors", lumped in together.

This tends to sound like "poor people or rich people" and it is virtually impossible to create one-on-one empathy when talking to two or more different markets in the same ad.

Do you know what percentage of sales in your area are family buyers, couples, first home buyers, professional people, home business owners or investors? There are buyer profiles available to help you ascertain what market you should be aiming your ad to - don't write multi-purpose ads - be targeted, be specific.

To illustrate this, I'll show you a successful ad for a housing commission estate home (**previous ads run had brought no response at all**).

This ad sold the home. The phone rang for weeks after and more homes were sold from it - A TOTAL SUCCESS!

AFFORDABLE AUSTRALIAN * DREAM

The dream of owning your own home.
A home in a quiet street with only
four houses including yours.
Your house being quality brick
and tile with 3 big bedrooms
all with built-in robes. Timber floors
with modern carpets in the bedrooms
and the living area. Plus walls and
ceiling freshly painted.
How affordable? \$76 000 negotiable.
(Agent name and contact info)

* Maybe substitute English?

This ad illustrates the points made so far: -

1/ This ad was very specifically targeted to first home buyers (without labelling them), relative to the buyer profile in that area.

2/ It is appealing to the EMOTIONS - one of the strongest - the desire to own our own home.

3/ It is definitely a ONE-ON-ONE communication - you can read it as if the ad was written for you alone (try it and see!).

Finally, it is a very positive as well as warm ad - you almost feel like you own the home already, whilst you're reading the ad - do you get that feeling?

(My thanks and best wishes for future success to PENNY SIEBENFREUND who wrote the ad and sold the home, after attending one of my seminars)

To Summarise :-

In this article, I have covered two elements VITAL to the success of all advertising :-

- 1/ EMOTION
- 2/ SPECIFIC TARGETING MARKETING

In the next article I will cover:-

- 1/ **Writing different ads for different markets**
- and discuss a property passed in at auction for \$200 000 * then sold for \$360 000 by utilising this concept effectively.
- 2/ **Headlines and how to make them work**
- the most important part of your ad
- 3/ **Problem properties**
- and how to advertise them successfully, with examples.

In the article after that, I will move onto Seller Paid Advertising and how to obtain more of it.

* \$'s converted to Pounds maybe?

“Mr Real Estate Advertising”

Ian Grace conducts training throughout Australia, New Zealand, Canada, USA and UK. In the Real Estate arena, he is known as “Mr Real Estate Advertising” internationally. In 2003, he became one of only two non North Americans **ever**, to be invited to speak at NAR (the annual National Association of Realtors Convention – the world’s biggest), in the USA.

He also conducts powerful “WOW” Customer Service training programs that were nationally accredited throughout Australia, to Newspaper, Motor, Retail and Real Estate Industries and blue chip Corporate clients.

His range of world first Real Estate Advertising support material can be purchased direct from his website. He can be contacted at: -

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