

GET THE MESSAGE

REAL ESTATE COPYWRITING AND CONTENT SERVICES

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FIVE TOP TIPS FOR WRITING REAL ESTATE COPY THAT SELLS (AND SAVES YOU TIME & MONEY)

- 1. THINK ABOUT WHO WILL BE BUYING THE PROPERTY AND SPEAK TO THEM** Picture the buyer and give him/her a persona. Imagine yourself meeting them at the open home. How do they look, how do they like to live and what do they love?
- 2. USE AN ATTENTION GRABBING HEADLINE** You are competing in a crowded online marketplace and viewers are scrolling through pages and pages of properties so choose a heading that leaps off the screen at them. Headings like “Scarce as Hen’s Teeth” and “Renovate or Detonate” should be banned for eternity.
- 3. AVOID STARTING YOUR COPY WITH THE WORD ‘THIS’** Lazy and unexciting. Try starting with a question: e.g. “What if....?”
- 4. SELL THE SIZZLE NOT THE SAUSAGE.** We don’t need a guided tour (in words) of the entire house—especially if you’ve given us a floor plan. Be descriptive around how the reader might live there or make use of the property if they buy it.
- 5. HIRE AN EXPERIENCED COPYWRITER** You are a busy real estate agent with an hourly rate that’s higher than mine. It’s not logical to waste your most valuable business commodity—your time—writing ads for your listings*. I am a former agent myself who understands the marketing required to secure a sale and has written literally thousands of real estate ads since 2001. Call me to discuss the ways I can help you be more time-efficient, market-savvy and effective for your clients.

P: 021 456 202 (anytime)

**Even better—add my copywriting services to the VPA investment package!*