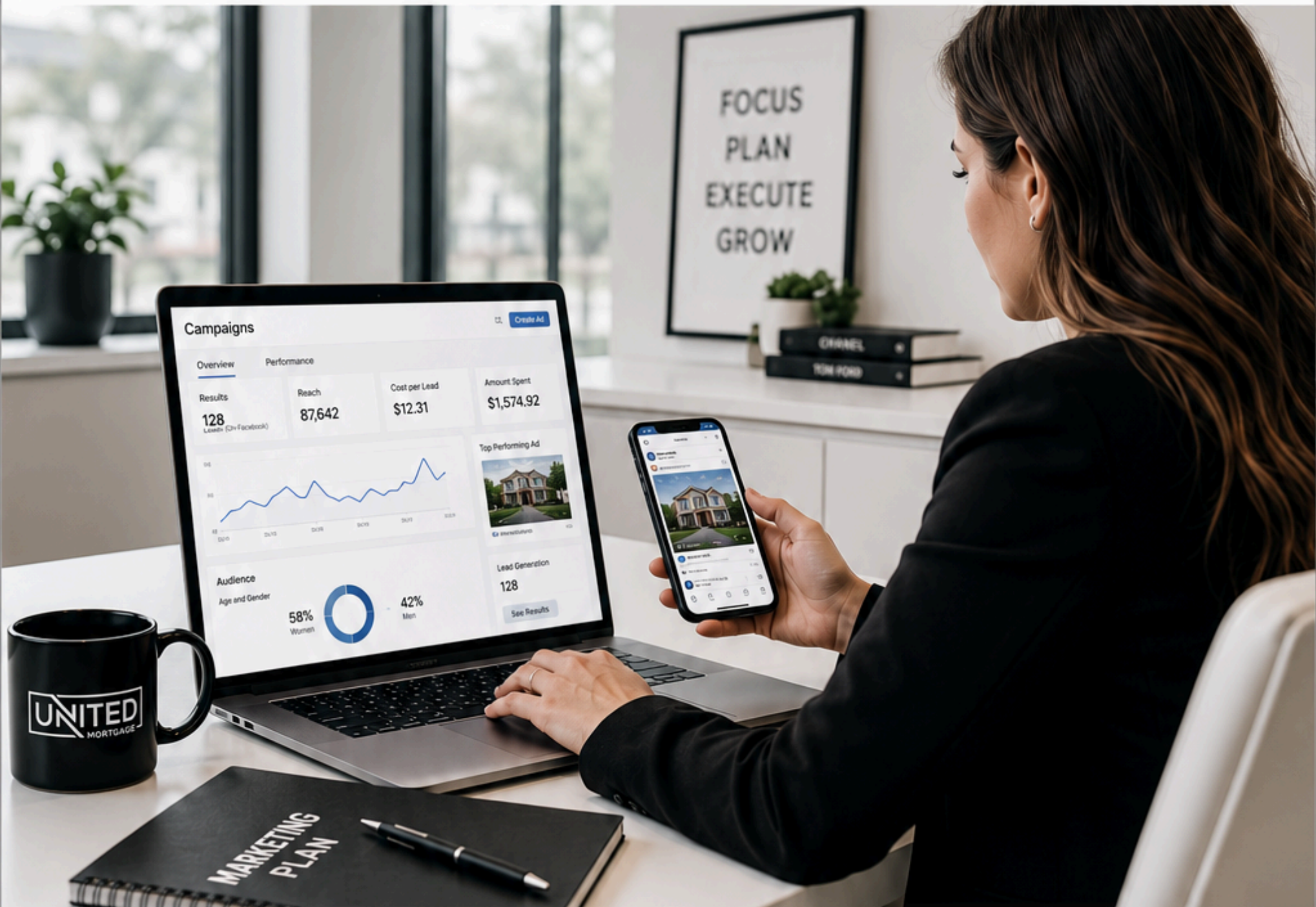




UNITED MORTGAGE RESOURCE LIBRARY

Facebook Ads for Realtors

Learn how to create high-performing Facebook and Instagram advertising campaigns that generate qualified buyer leads, increase visibility, and grow your real estate business.



PROFESSIONAL BUSINESS GUIDE

UNITED MORTGAGE

NMLS #2591834

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Introduction

Facebook and Instagram Ads have become two of the most powerful marketing tools available to Realtors. When used strategically, they help you reach qualified buyers, generate consistent leads, and grow your business with measurable results.



Why Facebook Ads Matter

Today's buyers spend hours every day on Facebook and Instagram. Instead of waiting for buyers to find you, Facebook Ads allow you to place your business directly in front of the people most likely to purchase a home.

The most successful Realtors don't rely solely on referrals or organic social media. They combine great content with targeted advertising to consistently generate high-quality buyer leads and grow their pipeline.

This playbook provides practical strategies to help you create effective advertising campaigns, target the right audience, maximize your budget, and improve your results over time.

Whether you're launching your first campaign or looking to improve your existing advertising strategy, these best practices will help you advertise with greater confidence and efficiency.

What You'll Learn

- How Facebook and Instagram Ads work
- How to choose the right campaign objective
- How to target qualified buyers
- How to create ads that capture attention
- How to optimize your advertising budget
- Common mistakes to avoid



PRO TIP

Successful Facebook advertising isn't about spending more money—it's about showing the right message to the right audience at the right time.

Why Facebook Ads Still Work

Facebook and Instagram continue to be two of the most powerful advertising platforms available, giving Realtors the ability to reach qualified buyers with precision, scale, and measurable results.



Reach Local Buyers

Target buyers within specific cities, ZIP codes, or neighborhoods where you actively work.



Advanced Audience Targeting

Reach people based on demographics, interests, behaviors, and homeownership-related activities.



Generate High-Quality Leads

Facebook Lead Ads make it easy for interested buyers to submit their contact information directly from the platform.



Flexible Advertising Budgets

Whether you're investing \$10 or \$100 per day, campaigns can be adjusted to fit your marketing goals.



Measurable Results

Track impressions, clicks, leads, conversions, and campaign performance in real time.



Continuous Optimization

Analyze campaign performance and make adjustments that improve results over time.



SMART ADVERTISING

The biggest advantage of Facebook Ads isn't simply reaching more people—it's reaching the right people at the right time with the right message.

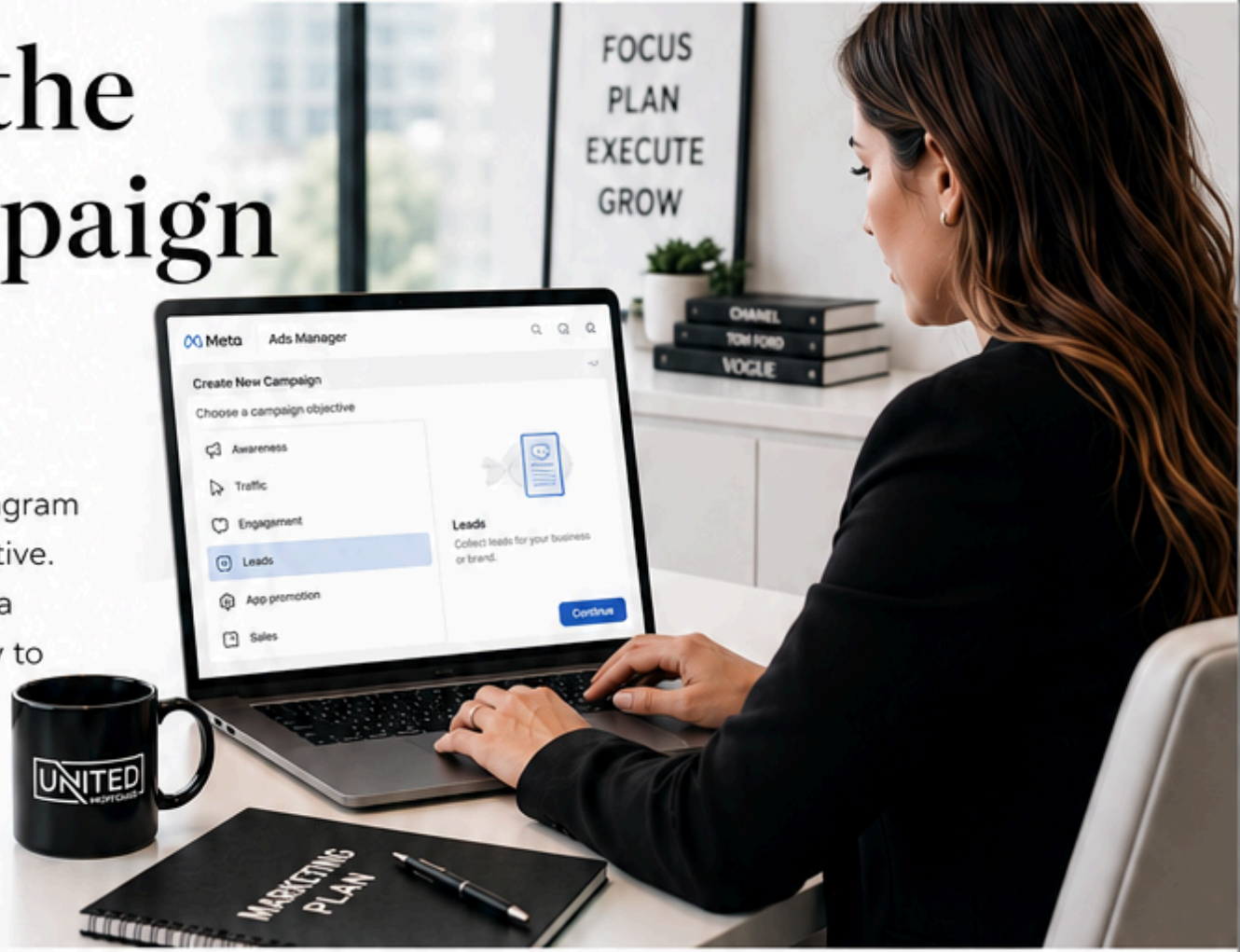


PRO TIP

Before increasing your advertising budget, focus on improving your targeting, creative, and messaging. Better strategy almost always outperforms higher spending.

Choosing the Right Campaign Objective

Every successful Facebook and Instagram campaign starts with the right objective. Selecting the correct goal helps Meta deliver your ads to people most likely to take the action you want.



Lead Generation

Capture buyer information directly through Facebook or Instagram Lead Forms, making it easy for interested buyers to submit their contact details.



Traffic

Send potential buyers to your website, property search page, landing page, or mortgage application.



Engagement

Increase likes, comments, shares, video views, and overall interaction to strengthen your online presence.



Awareness

Introduce your brand to more people in your local market and increase recognition over time.



Conversions

Encourage buyers to complete valuable actions on your website, such as scheduling a consultation or submitting a mortgage inquiry.

Which Objective Should Realtors Choose?

For most Realtors focused on generating buyer leads, Lead Generation and Traffic are typically the most effective objectives when paired with a strong landing page and follow-up strategy.



START WITH THE GOAL

Never launch a campaign without first defining what success looks like.

The objective you choose determines how Meta optimizes and delivers your ads.









PRO TIP

Choose one clear objective for each campaign. Trying to accomplish multiple goals with a single campaign often leads to weaker performance and less reliable results.

Targeting the Right Audience


The success of your campaign depends on reaching the right people. Effective audience targeting helps you maximize your advertising budget by showing your ads to buyers who are most likely to take action.



 <p>Define Your Geographic Area Target buyers in the cities, ZIP codes, or neighborhoods where you actively work and understand the local market.</p>	 <p>Build Custom Audiences Reconnect with people who have visited your website, engaged with your social media content, or submitted previous inquiries.</p>
 <p>Target by Age and Life Stage Adjust your audience based on the type of buyers you want to reach, such as first-time homebuyers, growing families, or retirees.</p>	 <p>Create Lookalike Audiences Expand your reach by targeting new people who share characteristics with your existing buyers and leads.</p>
 <p>Leverage Interest-Based Targeting Reach people interested in real estate, homeownership, home improvement, moving, mortgages, or related lifestyle topics.</p>	 <p>Test Multiple Audiences Create different audience segments and compare performance to discover which groups generate the highest-quality buyer leads.</p>



PRECISION MATTERS
The best-performing campaigns don't reach everyone—they reach the right people. Well-defined audiences consistently outperform broad targeting strategies.



PRO TIP
Instead of trying to reach thousands of people, focus on reaching the buyers who are most likely to need your services. Better targeting often leads to lower costs and higher-quality leads.

Creating High-Converting Ad Creative

Your audience decides within seconds whether to stop scrolling. Strong visuals and compelling creative are the foundation of every successful Facebook and Instagram advertising campaign.



Use High-Quality Images

Professional photography immediately builds credibility and attracts more attention than low-quality images.



Include Engaging Videos

Short property tours, neighborhood highlights, and educational videos often generate higher engagement than static images.



Keep Designs Clean

Avoid cluttered graphics. Use simple layouts with clear messaging and strong visual hierarchy.



Highlight One Main Benefit

Focus on a single message, such as a new listing, exclusive opportunity, or valuable buyer resource.



Add a Strong Call-to-Action

Tell viewers exactly what to do next using clear phrases like:

- Learn More
- Schedule a Tour
- Get More Information
- View Available Homes



Stay Consistent with Your Brand

Use consistent colors, fonts, logos, and messaging across every advertisement to strengthen brand recognition.



GREAT CREATIVE STOPS THE SCROLL

The best ad creative captures attention instantly, communicates value clearly, and motivates buyers to take action.



PRO TIP

Design every advertisement for mobile devices first. Most buyers will see your ads on their smartphones, so keep visuals clean, text minimal, and calls-to-action easy to understand.

Writing Ad Copy That Converts

Compelling ad copy captures attention, builds curiosity, and motivates buyers to take action. Every word should guide your audience toward the next step.



Start with a Strong Hook

Capture attention immediately with a question, surprising fact, or compelling statement.

Example:

"Looking for your dream home in South Florida?"



Focus on Benefits

Explain how the property or offer improves the buyer's life instead of simply listing features.



Keep It Clear and Simple

Write short, easy-to-read sentences that quickly communicate value.



Create Curiosity

Give buyers a reason to click by highlighting something unique without revealing everything upfront.



Include a Clear Call-to-Action

Tell buyers exactly what you want them to do next.

Examples:

- Learn More
- Schedule a Tour
- Request More Information
- View Available Homes
- Contact Me Today



Test Different Versions

Experiment with multiple headlines, primary text, and calls-to-action to identify what performs best.



WORDS SELL

Great ad copy doesn't feel like advertising—it feels like a helpful conversation that inspires buyers to take the next step.




PRO TIP


Write like you're speaking directly to one buyer. Clear, conversational language almost always performs better than overly formal or sales-heavy messaging.

Budgeting & Campaign Optimization

Successful Facebook and Instagram advertising isn't about having the biggest budget—it's about investing wisely, monitoring performance, and making continuous improvements.

Start with a Realistic Budget
Begin with a budget you're comfortable testing. Even modest daily budgets can provide valuable insights when campaigns are managed effectively.




Monitor Key Metrics
Review important performance indicators such as:


- Cost Per Lead (CPL)
- Click-Through Rate (CTR)
- Cost Per Click (CPC)
- Reach
- Impressions
- Conversion Rate




Test Before Scaling
Run small tests with different audiences, creatives, and messaging before increasing your advertising budget.



Refresh Creative Regularly
Replace images, videos, and ad copy periodically to prevent audience fatigue and maintain engagement.




Pause Underperforming Ads
Don't continue investing in ads that consistently deliver poor results. Redirect your budget toward higher-performing campaigns.



Optimize Based on Data
Allow campaign performance—not assumptions—to guide your marketing decisions and future optimizations.



CONTINUOUS IMPROVEMENT
The best-performing campaigns are rarely perfect from day one. Successful advertisers consistently test, measure, refine, and improve their results over time.










PRO TIP
Avoid making major campaign changes every day. Give your ads enough time to collect meaningful data before deciding what to adjust.


Common Facebook Ads Mistakes to Avoid

Even well-designed campaigns can fail if common advertising mistakes are overlooked. Avoid these pitfalls to improve performance, maximize your budget, and generate higher-quality buyer leads.



 <p>Boosting Posts Instead of Running Campaigns</p> <p>Boosting a post is simple, but it offers far fewer targeting and optimization options than creating a campaign in Meta Ads Manager.</p>	 <p>Targeting Everyone</p> <p>Trying to reach everyone usually results in reaching no one. Focus on specific local buyer audiences instead.</p>
 <p>Using Weak Creative</p> <p>Low-quality photos, cluttered designs, and poor videos reduce engagement and increase advertising costs.</p>	 <p>Ignoring Lead Follow-Up</p> <p>Generating leads is only the first step. Fast and consistent follow-up is essential for converting leads into buyers.</p>
 <p>Making Constant Changes</p> <p>Avoid editing campaigns every day. Give Meta enough time to optimize delivery and gather meaningful performance data.</p>	 <p>Failing to Test</p> <p>Always test different audiences, images, headlines, and ad copy to identify your best-performing campaigns.</p>

 **AVOID COSTLY MISTAKES**
 Most advertising problems can be solved by improving targeting, creative, messaging, and follow-up—not simply by increasing the budget.

 **PRO TIP**
 Before launching every campaign, ask yourself: "Would I stop scrolling and click on this ad?"
 If the answer is no, continue improving the creative before investing your advertising budget.

30-Day Facebook Ads Action Plan

Build a strong advertising foundation by following this simple four-week action plan. Small, consistent improvements lead to better campaigns, stronger lead generation, and long-term business growth.



WEEK 1 — Build Your Campaign

- Define your advertising goal
- Identify your target audience
- Set a realistic campaign budget
- Install or verify tracking (Pixel or Conversions API if applicable)
- Prepare your landing page or lead form



WEEK 2 — Launch Your Campaign

- Publish your first campaign
- Monitor campaign delivery
- Check lead quality
- Respond quickly to every new lead
- Avoid making unnecessary changes during the learning phase



WEEK 3 — Optimize Performance

- Review campaign metrics
- Test a new audience
- Test a new image or video
- Improve your headline or primary text
- Compare campaign results



WEEK 4 — Scale & Improve

- Increase budget only on successful campaigns
- Pause low-performing ads
- Document your best-performing strategies
- Plan next month's campaigns
- Continue testing and improving



CONTINUOUS OPTIMIZATION

The most successful advertisers don't rely on luck. They consistently analyze results, test new ideas, and improve their campaigns month after month.



PRO TIP

Success with Facebook Ads comes from continuous testing—not guessing. Review your results weekly, make informed adjustments, and focus on long-term improvement instead of expecting instant results.

Your Trusted Mortgage Partner



Helping Realtors turn qualified leads into successful homebuyers through trusted mortgage solutions, responsive communication, and reliable financing support.



Great Advertising Deserves Great Financing

Facebook and Instagram Ads help you generate qualified buyer leads—but turning those leads into successful closings requires the right mortgage partner.

United Mortgage works alongside Realtors to provide fast pre-approvals, personalized financing solutions, and responsive communication throughout every stage of the homebuying journey.

Together, we help buyers move from clicking an ad to receiving the keys to their new home.



Why Partner with United Mortgage?

- ✓ Fast Pre-Approvals
- ✓ Wide Variety of Loan Programs
- ✓ Dedicated Mortgage Experts
- ✓ Responsive Communication
- ✓ Reliable Closing Support
- ✓ Personalized Financing Solutions
- ✓ Trusted Realtor Partnerships



Have Questions? We're Here to Help.

Whether you're working with first-time homebuyers, repeat buyers, or real estate investors, our experienced mortgage team is here to support you and your buyers every step of the way.

- ☎ **Phone:** (800) 579-1622
- ✉ **Email:** Info@UnitedMtg.net
- 🌐 **Website:** www.UnitedMtg.net



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