

12 most persuasive words in the English language

Save - need - safety - discovery - money - results - easy - proven - you - health - love - guarantee.

Try always to use a variety of these in all your ads.

The Newspaper Advertising Bureau released a survey stating the following:

“People planning to move within a year have one lifestyle element as their primary deciding factor.”

The most popular ones are: spaciousness - a showplace - safe neighborhood - ease of commuting - good place for children - privacy - solid comfort - place to swim - keep fit - easy maintenance - lots of conveniences nearby - push button living - natural surroundings.

Your readers are looking for the following:

District, neighborhood, area, etc.....	82.4%
Price, terms, down payment	72.8%
Number of bedrooms	66.1%
Condition of the home and lot.....	63.3%
Location of schools and shopping.....	56.0%
Possession date	28.3%
View (if any).....	24.4%
Landscaping.....	23.5%
Recreation room.....	42.3%
Type of heating	43.2%
Kitchen facts	42.7%
Garage.....	39.8%
Where is it?	44.8%

Interesting Headlines

The job of the headline is to get attention. Headlines can this in number of ways:

- With *intrigue* in personal or even poetic ways;
- By offering something *unique*;
- By being *funny*;
- By catching the reader's eye because of a *good layout*;
- By painting a *vivid word picture*.

Some are Funny

- Kiss your landlord goodbye! And say hello to...
- Topless...
- Weed it and reap...
- Help stamp out rent...
- Fixer with a future...
- You're not buying a lemon, but a peach...
- These apartments are for the birds and the bees and for you...
- Erotica...

Some are Timely

- Be my Valentine...
- A grand new year...
- School's out...
- Buy a chimney for Santa and one for you too...

Some are Picturesque

- Modern doll house...
- Apple pie condition...
- Bachelor in paradise...
- Wagon wheel charm...
- Top o'hill...

Some Offer a Bargain

- Fantastic buy...
- Help...
- Beat inflation...
- Champagne taste, beer income...
- Peace of mind...

Some Are Eye Catching

- View! Pool!
- A Buy!
- Terrific Value...
- Beach for the Moon...
- Get away from it all...

Some are Intriguing

- You're Holding up a wedding!!!...
- Cleopatra's Canoe...
- Let Me Seduce You...
- Cinderella...
- Olde King Cole...
- Red Riding Hood...
- Batman & Robin...

Do Not!!!

1. DO NOT rely on a headline that teases or bullies. The reader may not be in the mood for either.
2. DO NOT use vague generalities, worn out phrases, too many superlatives.
3. DO NOT create a word picture that leaves a credibility gap once the prospect sees the "quaint castle" is really a "crumbling cottage."

4. DO NOT use too many abbreviations so that the ad looks more like a puzzle than an invitation to buy or rent.
5. DO NOT feel you have to use up every quarter inch of available space with art or copy. White space attracts attention.
6. DO NOT incorporate too many conflicting type faces and sizes.

AIDA — The Four Basic Principles of Good Advertising

Attention	Your headline should attract specific prospects.
Interest	Expand on the headline, offer a benefit, get prospect to read the rest of the ad.
Desire	With good descriptive copy, make prospect want what you have to sell.
Action	Ask for it! Make it easy for the prospect to respond.

Remember...

You're selling a way of life, not just a place to live. Once you're well acquainted with the property, think about what it has to offer the different members of a family, a person living alone, or someone who wants to use it as a business investment, etc., then write the ad.

The following collection of headlines is to help you by stimulating your thoughts about the vital beginnings of every successful ad.

Some of the headings will just fit properties now listed. Others will suggest specific ideas to adopt for particular properties. But, stimulate they will!!!!

The Eighth Wonder	Big Dreamer?
Home Office	Recipe for Happiness
It's Very Versatile	Move Up & Out
Single Salvation	Electronic Room
Wired for the Internet	Value Packed
Little Big House	Spacious & Gracious
No Improvements Needed	Spring Clean
Half Acre of Heaven	Heaven on Earth
Tired of Being a Taxi?	Beginner's Bargain
You Owe it to Yourself	Wired for Sound
Out in the Country	Ham it Up
Relax & Stay Awhile	Perfect Reception
CB Ears	Sugar & Spice - Everything Nice
Everything is Beautiful	Like a Tropical Paradise
Total Convenience	Quality & Quantity

Rambling Room
 Elegant Entertaining
 Keep Your Cool - In a Swimming Pool
 Talk to the World
 Garden Grower
 Year Round Vacation
 For Beasts & Children
 Foreseeable Future
 No Identity Crisis
 Accessible Dream
 What a View
 Treat Your Family
 A Big Opportunity
 A Careful Buyer's Dream
 Accent on Value
 An Amazing Value
 Choice of Buys
 Exceptional Value
 For the Smart Buyer
 For the Thrifty
 Handyman's Haven
 Here is a Real Bargain
 Live Better for Less
 More for Your Money
 Outstanding Value
 King-Size Ranch
 Why Pay Rent?
 You Can Be Happy Here
 A Friendly Home
 A Place to Hang Your Heart
 Be Your Own Landlord
 Carefree Living
 Diamond in the Rough
 Finish and Save
 Low Price Will Surprise You
 Unbeatable
 Unbelievable But True
 Built for **Fun**
 Charm With Economy
 Country Atmosphere
 Expansive, Not Expensive
 So Much for So Little
 A Bit of Woodland
 A Jump Ahead of the Market
 Acres of Paradise
 Beautiful Country Estate
 Country Living
 Dream by the Sea
 Five Acres of Paradise

Work at Work
 Profusion of Flowers
 Pleasure You'll Treasure
 It's Time
 Don't Just Drive By
 Nifty for the Thrifty
 Career Woman's House
 Teenage Drivers?
 A Site to See
 How Soon Can You Move?
 On a Clear Day...
 Live at Purse Sight
 High on a Hilltop
 King-Size Bargain
 Let's Go to the Country
 Like a Private Park?
 Like Seclusion?
 Lots of Sand & Trees
 Love a Spectacular View
 Magnificent Country Home
 Magnificent View
 Miniature Farm
 Old-Fashioned Charm
 Park-Like Acre
 Park-Like Setting
 Real Country Setting
 Rolling Countryside
 Rolling Hillside
 Top of the World
 Towering Native Trees
 Wooded Acres
 Accent on View
 Century-Old Trees
 Charm, Location & Convenience
 Close-In Location
 Close to Everything
 Desirable Location
 Enchanting Retreat
 End of the Rainbow
 Facing Golf Course
 Head for the Hills
 In a Quiet Suburb
 Is Location Important?
 Just Far Enough Away
 Love a Gracious Setting?
 Love an English Garden?
 Magnificent View
 Near Schools, Bus & Shops
 On a Hilltop

Gentlemen's Estate
Gentlemen's Farm
Rustic Privacy
Tired of City Living
View of Bay
Vistas of Paradise
Want an Exclusive Address
Buy Now - Move Before School Starts
Buy Now So You Won't Be Sorry Later
Can't Be Beat
Choice Buy
Do Not Wait
Don't Dream Too Long
Don't Hesitate
Don't Miss This Chance
Don't Miss This
First Time Offered; Be the First to See

Here is the One You Will Like
Here is the One You've Been Waiting
For
Here's Opportunity
Here's What You've Been Looking For
Ideal Opportunity
Last Chance
Like to Fix Up an Old House?
Look No Further
Move Fast on This
Move In Today
Now or Never
Once in a Blue Moon
Opportunity is Knocking
Opportunity Knocks Again
Opportunity Knocks Once
Outstanding Buy
Owner Packing
Quick Possession
Rare Opportunity
Take Advantage
The Time to Buy is Now
This One Won't Wait
Tomorrow May Be Too Late
To Settle Estate
A Family Delight
Big Squeeze?
Cheerful Atmosphere
Conversation Piece
Designed for Happy Living
Dream No More

Overlooking the Fairways
Peaceful, Restful Seclusion
Quiet & Peaceful
Tucked Away
Family Paradise
Family Size & Country Style
For the Choosey Family
Growing Pains?
Have a Full-Size House?
King-Size Family Home
Little Cowboy's Ranch
Need More Elbow Room?
Raising a Family?
Where Family Fun Begins
A New Kind of Home
A Place for Everything
Bright as the Morning Sun, Fresh as
Spring
Spick & Span Inside & Out
Sunshiny Kitchen
Garden Spot
A World of Living
All the Work's Done
Artistic!
Authentic Early American
Better Take a Look
Especially For You
Halfway to Heaven
High on a Hill
Honeymoon Special
Instantly Appealing
Look What We Found
Lots of Trees
Nestled Among Giant Trees
Flower Gardener's Delight
Old World Charm
Rambling Ranch
Tall Trees and Smooth Lawns
Too Good to Last
Want to be Envied?
A Little Mansion
A Rare Find
Architectural Masterpiece
Hacienda Living
Here's One for the Books
Have Your Own Orchard
Unusual Amount of Living Space
Large Bright Rooms Throughout
Rich in Detail

Exceptionally Smart
For the House Gourmet
Great For Living
Key to Happiness
Pretty as a Picture
The Answer to Your Dreams
Trip to Heaven
The World at Your Feet
Truly Delightful
You'll Fall in Love With
You Will Always Be Glad
Want Space? Here It Is
Dramatic Sunken Living Room
Garden View Dining
Study Alcove
Colorful Powder Room
"Copper Kettle" Styled Kitchen
Lovely, Spacious Farm-Style Kitchen
A Kitchen Every Mother Will Love
Island Kitchen
Endless Cupboard Space

Club Room for the Kids

Dutch Door
Impressive Vaulted Ceilings
Spectacular "Hanging" Staircase
Chalet Stair Balcony
Glamorous Parquet Floors
A Lavish Home Steeped in Quiet Luxury
A Distinctive Home Planned for
Gracious Living
Loads of Extras, Too
Practice Your Putting
Swimming Pool and Bath House
Resort Luxury in Your Own Back Yard

A Lovely Terrace Under Stately Trees
Early American Farmhouse
A Story-Book Home
Quaint Country Place to Fix-Up
A Do-It-Yourself Home
Rolling Acre Lot
On a Quiet Street
On a Winding Lane
Ivy-Covered Brick
Scenic Views
Setting With Panoramic View
Big Enough for a Tennis Court

Everything in Apple Pie Order
Little Things That Count
White Colonial Arches Border
Flawless French Provincial
Atmospheric Old Home, All New Inside
A Quaint 2-Story English Cottage
Provincial Styling
A Smart Split-Level
Out of the Ordinary
Authentic Pennsylvania Dutch
Spanish Colonial Red Tile
Appealing French Provincial
Prestige English Tudor
New Orleans French Touch With Iron
Grillwork and Balcony
Cozy as Only True Cape Cod Can Be
A Cape Cod Setting
Snow White Cape Cod
Homey New England Touches
The Soft Lines of French Provincial
Handsome Red Brick, White Pillar
Wrought Iron Balcony
Mellow Old Brick Colonial with Pillared
Porch
Breezeway Easily Enclosed
A Flagstone Patio
Sheltered Cocktail Patio
Summer House
Tree-Shaded Patio
Marvelous Patio and Barbecue
Horse Lover's Delight

Tennis Anyone?
Playing Fields
A Child's Paradise
In-Town Convenience With Country
Setting
Writer's Retreat
Count Every Star
A Private Kingdom
Penthouse in the Sky
Don't Buy This Home
Breath-Taking View
Dreamy View Hideaway
Pocket Rancho
Dream House
Designed for Secluded Living
Dramatically Situated
Your Own Private Road

Trim White Fence
Manicured Garden
Artfully Landscaped
Picturesque Wooded Lot
At the End of a Country Road
Neighbors DO Count
A Community Where People Care
Peaceful Neighborhood
Well-Established Neighborhood
Expanse...Not Expense
Think Size, Be Wise
The Entertainer
Summer Necessity
An Orange Grove
Space Available
Rewarding Life
Reflect in the Pool
Starting Point
Join the Fun
Serenity
Stirs the Imagination
The Country Gentlemen
The Life Savers
The Possible Dream
Don't Simmer This Summer
A "Welcome" Home
A Home is a Savings Account
Enchantment For Sale
Splash Party
Weed It & Reap
Beauty & The Beast
Grand Old Shade Trees
Create a New Life
Million Dollar View

Mountain Eyrie in Town
Live Like an Eagle
Blaze of City Light
Superb
Prestige-Minded
Prestige Area
For Busy Parents
Inspired by Frank Lloyd Wright
Period Piece
Are You a Nature Lover?
It's All in a Day's Play!
Try This for Sighs
Not Fancy...Just Homey
Built For a Heap of Living
We Hate to Rave, But...
Heat Relief
The View Goes On And On
Kingdom for Horses
Move-In-Able
Careful, It's Loaded
AWOL - A World Of Living
A Crackling Fire
Let The Sun Shine In
SOS Means Sold on Sight
Do You Have a Wait Problem?
Cooped Up?
Palace For a Pittance
Prettied Up! Priced Down!
Happiness Is...
Modern Doll House
Hate to Paint?
Often Sought, Seldom Found
Keepsake of Yesteryear
Instantly Appealing

Dining Room Descriptions

- Enjoy sophisticated entertaining in formal dining room.
- Casual dining area off living room for meal time relaxation.
- Enormous old-fashioned dining room perfect for large family get-togethers.
- Adds a note of elegance to everyday living.
- Step-saving dining area separated by a food bar from kitchen.
- Sunny informality is the keynote of this fresh dining room.
- Dining room that invites lingering over that second cup.
- Meals served in this bright, friendly dining room are extra special.
- Family meals are special occasions in this dining room.
- Room seasoned for casual family dining or elegant entertaining.

Kitchen Descriptions

- So complete and well planned — inspiration to any cook.
- Step-saving and modern — a pleasure to cook in.
- Family-size kitchen big enough to really move around in.
- Soup or soufflé, cooking isn't dull and routine in this new beauty.
- Cook to your heart's delight in this spacious, ultra-modern kitchen.

Architectural Descriptions

- Rambling ranch style “out in the country.”
- Contemporary ranch style invites casual enjoyment.
- An old home thoughtfully and perfectly restored.
- Traditional in spirit and appearance, but modern in convenience.
- Beautifully built around garden-patio area for a Spanish feeling.
- Easy up-keep in this contemporary slump-block home.

Outdoor Living Descriptions

- Everyday is a vacation with a pool and patio as pretty as this.
- Cure for weekend traffic pains...relax by your own pool.
- Backyard barbecue offers pleasant family get-togethers.
- Lots of shade for summer comfort.
- A huge backyard where you'll wish you could linger longer.
- Healthier, happier summers for the whole family with this pool.

Family Room Descriptions

- A jolly sort of recreation room with open fireplace.
- Practical family room saves wear and tear on home...and nerves.
- Your teenagers will love this secluded room for homework or parties.
- Practically decorated family room that's serviceable and suitable to any occasion.
- Husbands and hobbies love this hide-away room.
- Spicily decorated fun-room, with built-in bar.
- Cozy, informal center for family's hobbies.
- Family room that's relaxation headquarters for the family.

Bedroom Descriptions

- Secluded wing separates master bedroom, bath from living areas.
- Luxurious master bedroom accommodates the most lavish furnishings.
- A boy and his dog will love “bunking” in this rugged paneled bedroom.
- Quiet, airy bedrooms that induce restful slumber.
- Storybook nursery for littlest tot.
- No dodging furniture — there's loads of room in this bedroom.
- Bedrooms are small, but there are ____ of them.
- Waterproof walls in kid's rooms resist enemy attack!
- Bedrooms owe their charm to carefully chosen wallpaper.

Bathroom Features

- Splashproof, all tile bath makes bathing fun instead of a chore for the kids.
- Huge, dramatically decorated master bath has enclosed shower.
- Immaculate large bath with lots of storage space.
- Luxury bathroom includes two handy sinks to save morning traffic tie-ups.
- Waterproof wallpaper gives design and character to the unique bath.
- Splashproof enclosure for the boy who gives his dog a bath.
- Two handy sinks for the march of the toothbrush brigade.
- Roman luxury with this beautiful sunken bathtub.

Fireplace Descriptions

- Conversations grow warmer in front of the crackling wood fire.
- Big brick fireplace is center of family roof life.
- Surround this warm fireplace with your happy family.
- Old brick fireplace just like “Grandma’s in the country.”
- Spend happier holidays at your own cheery fireplace.
- Rustic fireplace for Early American lovers.
- Classic brick fireplace the whole family will cherish.

Living Room Descriptions

- Charming, warm paneled room reflects your hospitality.
- Express your individuality in this dramatic, sunken living room.
- No hemmed in feeling in this large living room.
- Majestic, beamed cathedral ceiling in living room.
- A living room big enough for all your family to really live in.
- A great place for guests and cozy enough for two.
- Large living room divided dramatically by a change of floor levels.
- A living room, ready, willing and able to live up to its name.
- The great outdoors in the great indoors through the compliments of large picture window.

Utility Room Descriptions

- No trackin’ and sloppin’! Handy carport leads to utility room.
- Gleaming utility room is just off the kitchen for convenience.
- Handy utility room with ample cupboard space.
- Planned storage cupboards and built-in laundry makes the utility room practical work center.
- Big utility room fills storage needs, doubles as home laundry.
- Finished utility room wired for laundry facilities and home freezer.
- Well-planned utility room makes washday almost fun.

Garage-Carport Descriptions

- Weather protector carport for ____ cars.
- Just a touch of your finger and automatic overhead doors open.
- Neatly arranged storage in this easy-to-clean garage.
- Spacious garage has Dad’s workbench already built-in.

- Finish garage interior...easy to convert into additional rooms.
- Carport entrance keeps you and your car shaded on those hot days.

Refrigeration Features

- Step into cool, clean air-conditioned living.
- Pick your own atmosphere, temperature. Home centrally climatized by _____.
- Beat the heat this summer...move into this totally air conditioned home.
- Goodbye dust, pollen with centrally filtered air conditioning.
- “Set and forget” year round temperature control.

Location Features

- Safe walking to nearby schools and neighborhood stores.
- Prosperous section where each home reflects pride of ownership.
- Privacy - yet only a few minutes from shopping.
- Handy to neighborhood stores where you’re treated like a neighbor.
- A vital young family area with lots of neighborhood fun.
- Where everyone wants to live...but few have the chance.
- Schools for tots through teens conveniently located.
- Out in the country where everything is fine.
- In surroundings you’ll long to get home to.
- Neat homes and yards reflect community spirit.
- Some of the greatest neighbors you’ll ever meet, with shopping centers nearby.
- Ideal location...only a stroll to schools, shops, transportation.

Action Phrases

- Happy living starts here for your family. Hurry!
- If you’ve missed exceptional buys before, call this minute.
- Last time we offered one like this, it sold the first day, so hurry!
- If you’ve waited for an exceptional value — this is it! Call right now!
- Be safe today. Don’t be sorry tomorrow that you missed this terrific home buy.
- Don’t be sorry next year — this year it’s going for only \$_____.
- He who hesitates will find SOLD on the door.
- There will always be tomorrows, but we can’t say the same for this home.

Houses for Sale

Ad Copy Essentials

Location

Number of Bedrooms

Other Rooms

Construction

Architectural Style

Condition

Bathrooms

Landscaping

Fireplace(s)

Price, term, down payment

Possession date

Garage

Extras Included (carport, drapes)

Distance to schools, freeways

Kitchen
Heating, plumbing
Name, address, phone

Reason for Sale
Age

Key Descriptive Words and Phrases

Accessible	Appealing	Artistic	Authentic
Brilliant	Becoming	Captivating	Chic
Convincing	Classic	Cherished	Delicate
Delightful	Dignified	Distinctive	Distinguished
Durable	Dramatic	Exquisite	Elite
Eminent	Enchanting	Endearing	Endorsed
Endowed	Enduring	Engaging	Enticing
Fascinating	Fashionable	Flawless	Friendly
Genuine	Gleaming	Graceful	Gratifying
Harmonious	Impeccable	Impervious	Imposing
Ingenious	Immaculate	Innovation	Inspiring
Inviting	Jewel-like	Lavish	Lustrous
Luxurious	Magic	Massive	Masculine
Matchless	Meticulous	Novel	New
Pace-Setting	Picturesque	Refreshing	Refined
Satisfying	Sensational	Sensible	Serene
Sparkling	Sturdy	Substantial	Tempting
Thrilling	Traditional	Treasure	Unblemished
Unique	Unrivaled	Unsurpassed	Vast
Velvety	Vibrant	Wholesome	Winning
Youthful	Zestful		

Condominium & Townhouse Living

Ad Copy Essentials

Location
Number of Bedrooms
Other Rooms
Construction
Architectural Style
Age
Condition
Bathrooms
Kitchen
Name, address, phone

Levels
Fireplace(s)
Price, terms, down payment
Possession date
Garage
Extras included
Distance to schools, freeways
Reason for sale
Heating, plumbing
Maintenance

Key Descriptive Words and Phrases

Balcony View
Exciting 18-hole golf course
Lighted tennis court

Immediate occupancy
Boat & RV storage
Maintenance-free living

Refreshing swimming pool
Clubhouse facilities
Men's & Women's saunas
Magnificent courtyard
Exercise rooms
Guest parking
24-hour security
Seclusion

No more lawn mowing or house painting
Landscaped grounds & gardens
Children's pool & play area
Private garage
Secluded privacy in condo living
Private front and rear entrance
Billiard room

Suburban Property

Ad Copy Essentials

Location (be specific)
Size of lot or acreage
Style and construction
Number of rooms
Distance from town
Roads and public transportation
Landscaping and trees
Terrain and view
Price and terms
School bus service

Garage
Other buildings
Heating
City utilities?
Room for livestock
Garden, fruit trees
How and when to see
Reason for selling
Name, address, phone number

Key descriptive Words & Phrases

Raise your own vegetables
Abundance of shade trees
Great for green thumb artists
City convenience — country quiet
Completely fenced

Sweeping view of green fields
Yard big enough for a ball field
Ten degrees cooler in the summer
Only 15 easy minutes from downtown
Wholesome refreshing

Lots & Acreage

Ad Copy Essentials

Location
Size
Usage —
 Residential development
 Industrial
 Crop Planting
 Single residence
Price and terms
Name, address, phone number

Utilities available
Access and roads
Natural characteristics —
 Soil
 Trees
 Terrain

Zoning

Key Descriptive Words & Phrases

Located in the path of progress
Fast growing section of city
Accessible location
Matchless location
Investor's dream
Park like setting
Unblemished natural beauty

Distinctive location among fine homes
Ripe for development
Prized location
Utilities in and paid for
Only ___ minutes from ____
The perfect lot for your lovely new home

Farms & Farm Land

Ad Copy Essentials

Number of Acres

Location

Availability

Kind of farm

House description

Out buildings (number & description)

Stock & equipment, if included

Condition of buildings and fences

Kind of soil

Usage of acreage

Topography

Conveniences, roads

Extra features

Reason for selling

Price, terms

Name, address, phone number

Key Descriptive Words & Phrases

Excellent fencing

No paint needed

Good water system

Well located electrical outlets

Electrified fencing

Paved road

Good drainage

Modern plumbing and deep well

Only ___ minutes from town

Well lighted yard

Indoor machinery storage

Convenient workshop

Tree shaded house

High productivity record

School bus stops at house

Excellent subdivision possibilities

Business Property

Ad Copy Essentials

Type of property:

- Store
- Warehouse
- Office
- Showroom
- Garage

Location

Zoning

Size (square feet, frontage)

Age, condition

Heating systems

Air conditioning

Facilities:

- Rail siding
- Loading dock
- Labor supply
- Transportation
- Elevator

Availability

Type of construction

Name, address, phone number

Parking availability

Suggested best uses

Price and terms

Key Descriptive Words & Phrases

Minimum maintenance required
Secured leases
Bright display area
Easy loading
Clean
No parking problems
Employee parking lot
Low tax area
Close to freeways

Outgrown by present owner
Large windows
Air conditioned
Landscaped approach
Fireproof
Reinforced floors
Clear span ceiling
Pleasant, modern décor
Eye saving lighting

Business Property for Rent

Ad Copy Essentials

Type of Property:

- Store
- Warehouse
- Office
- Showroom
- Garage

Number of rooms

Location

Type of construction

Size (square feet)

Frontage

Zoning

Name, address, phone number

Facilities:

- Rail siding
- Loading dock
- Transportation
- Elevator

Heating, air conditioning

Parking

Will decorate

Suggested best uses

Lease information

Amount of rent

Key Descriptive Words & Phrases

Fireproof

Sprinkler system

High traffic frontage

Ample parking areas

Easy loading

Reinforced floors

Good natural light

High ceilings

Priced to rent now!

Attractive exterior

Near bus line

Clear span ceiling

Well lighted

Will remodel to suit tenant

Prestige location

Private location

Private parking

Fast elevator service

Modern lobby

Ideal professional environment

Private entrance

Will partition to suit

Transportation at door

24 hour building service

Business Opportunities

Ad Copy Essentials

Type of business
Earnings (specify gross or net)
Established how long?
Location (traffic, if important)
Parking facilities
Size
Equipment, type and condition

Stock or inventory
Number of employees
Growth possibilities
Lease, length and amount of rent
Reason for selling
Price and terms
Name, address, phone

Key Descriptive Words & Phrases

Be your own boss
Willing to work?
Location spells success
Loyal clientele
Plenty of parking
Valuable franchise
Room for expansion
Fast developing area
Owner able to retire

Money in the bank
Will pay for itself
Beautifully equipped
Solidly established
Good lease, low rent
Books tell a profit story
Exclusive lines
Exclusive lines
Efficient operation

Income & Investment

Ad Copy Essentials

Type of Building
• Apartment
• Office
• Duplex
Location
Construction
Number and size of rental units
Age of property, condition
Leases in effect

Monthly income or percentage return
Price range of rentals
Vacancy for owner occupancy
Furnishings, if included
Heating
Air conditioning
Price, down payment, terms
Name, address, phone number

Key Descriptive Words & Phrases

You can retire on this income
Here is your home and income
Good income
___ income per year
Finest rental area
Low upkeep costs
Investor's dream
Low down payment
Easy to manage
Firm investment
High return plus security
Lifetime of security
All rented

High return
Leased to a large corporation
Pride of ownership
Big returns plus a place to live
Near schools and freeways
The best step toward security
Steady tenants
Easy to maintain
Plenty of parking
Attractively redecorated
Location tenants like
Public transportation nearby
Your dollars work harder

Houses For Rent

Ad Copy Essentials

Location
Number of bedrooms
Other rooms
Construction
Architectural style
Lot size
Age
Décor
Rent

Garage
Furnishings, if any
Appliances
Option to buy
Special conditions
Lease required
References exchanged
Name, address, phone number
Deposit

Key Descriptive Words & Phrases

In well-kept residential area
Large, usable basement
Paneled recreation room
Trouble-free heating system
Beautifully landscaped, shaded yard
Good schools and shopping nearby

Airy, well lighted

Freshly papered and painted
Clean, automatic gas and heat
Safe area for children
Walk to school, church and stores
Next best to your own home
Good design, good looks & good
construction make for good living
Immaculately clean

Apartments for Rent

Ad Copy Essentials

Unfurnished

Location

Number and kind of rooms

(especially extra bedrooms)

Age, construction of building

Single, double or multiple unit

Stove & refrigerator furnished?

Children, pets allowed

Kind of heat

Air conditioning

Parking facilities

Convenience to freeways and shopping

Closets & storage

Utilities included

Lease

Price, deposit

Name, address, phone number

Furnished

Location

Building construction

Number of rooms

Furnishings, condition, clean

Children, pets allowed

Kitchen appliances

Kind of heat

Air conditioning

Parking facilities

Proximity to freeways

Utilities paid

Rent

Lease required, deposit

Name, address, phone number

Key Descriptive Words & Phrases

Unfurnished

Year round climate control

Recently redecorated

More like a home than an apartment

Quiet, residential neighborhood

Prestige address

Quiet, friendly neighbors

Big windows, lovely view

Meticulously maintained

Floor plan spells convenience

Sparkling kitchen and bath

Large, bright rooms throughout

Massive closets & storage area

Makes housekeeping easy

School, park, freeways nearby

Spacious room for your furnishings

Furnished

Furnishing you would be proud to call
your own

Expensively furnished

All electric kitchen

Spotlessly clean

Recently purchased furnishings

Good taste throughout

Warm, homelike, clean

Bright & airy

Ample closet and shelf space

Ideal for newlyweds

Top quality furnishings

Close in, sleep an extra 15 minutes

Harmonious décor & furnishings

Immaculate