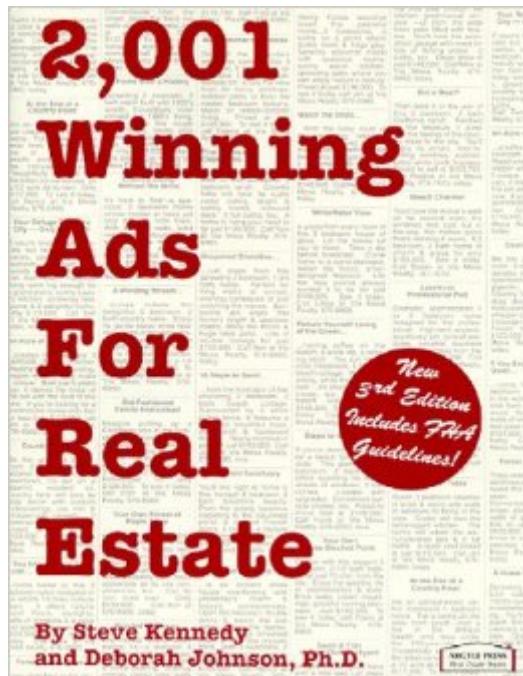


The book was found

2,001 Winning Ads For Real Estate



Synopsis

The most complete volume of real estate classified ads ever written! Cover to cover, this is easy-to-use reference is jam-packed with 2,001 winning ads for just about any listing you'll ever have. From condos to mansions and everything in between. What's more, each chapter is broken down by location, size, terms, style and special features. Includes a complete listing of dozens of useful "ad tips" and a list of hundreds of words and phrases to help you describe even the most difficult properties in just the right way. The new 3rd edition has been fully updated to meet HUD's Part 109-Fair Housing Advertising Guidelines.

Book Information

Paperback: 320 pages

Publisher: Argyle Pr; 3 edition (November 1995)

Language: English

ISBN-10: 1887145044

ISBN-13: 978-1887145046

Product Dimensions: 1 x 8.5 x 11 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 starsÂ See all reviewsÂ (13 customer reviews)

Best Sellers Rank: #341,444 in Books (See Top 100 in Books) #73 inÂ Books > Business & Money > Real Estate > Sales #361 inÂ Books > Business & Money > Real Estate > Buying & Selling Homes #680 inÂ Books > Business & Money > Marketing & Sales > Advertising

Customer Reviews

I work on a team with 2 other realtors and each week when we get together to go over our advertising we're always looking for a "unique" or "powerful" ad. This book has hundreds of great ideas and fully written ads. The best part is that you can piece together parts from different ads to get the ideal one for the property you're advertising. I would have given it five stars, but some of the categories of property types they give ads for I never see, let alone list, and some of the ones I do list are not included (for example Planned Unit Developments). Overall a super reference and well worth the investment.

I write over 60 ads a month and this has really helped in streamlining and getting the calls to come in.

This is a helpful book, really good to use as a springboard, and as others have said - piece different parts of different ads together. Some of it is dated, but really...do home descriptions go out of date? :) I guess some of the call to action parts of the ad are old fashioned..."Hurry!" etc. At any rate, lots of good ideas. Not sorry I purchased!

The book has a ton of ads but some of them are a bit dated. If you take a line from a couple, it will usually get the creative juices flowing.

Purchased book to help me with writing real estate advertisements. The best way to use this resource is to pick something about the home and then "cherry pick" from all the examples to craft the best description possible. With over 2000 examples (some good, some no so good) you can easily pick out a couple of well written snippets and come up with a winner...

My boss is a Real Estate agent and uses this book all the time to help write the ads for her listings. She has used it so much that it was coming apart so I purchased a new one for her for Christmas. It will be well used again in the coming years!

The book has some great ideas but some of their ads would violate my MLS advertising rules and possibly Fair Housing Rules but otherwise, it helps with creativity in descriptive words in writing ads.

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