

# EFFECTIVE ADVERTISING Language for Listings

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2 hr. Elective CE #35041

## WATCH YOUR LANGUAGE!!!

“Buyers are taking note of proper grammar and spelling on real estate listings *and they may just pass on those with bad spelling.*” -DAILY REAL ESTATE NEWS

1. \_\_\_\_\_% of buyers say that Agent remarks are very important.
2. Listings that correlate to a lower sales price are listings that use:
3. Aristotle teaches 3 Ways to Appeal:
  1. ETHOS =
  2. LOGOS =
  3. PATHOS =
4. Do we express more **FACT** or **FEELING** in a property description?
5. MY LISTING DESCRIPTIONS ARE A: \_\_\_\_\_ Description that evokes \_\_\_\_\_ and creates an \_\_\_\_\_ to entice and motivate my \_\_\_\_\_ Buyer to \_\_\_\_\_.
6. What is a NARRATIVE LISTING DESCRIPTION?

### PARTS OF A LISTING DESCRIPTION = THE STORY FORMAT:

**Headline** = \_\_\_\_\_

**Opening Statement** = \_\_\_\_\_ & \_\_\_\_\_

**Narrative Description** = \_\_\_\_\_

**(Promotion) CTA** = \_\_\_\_\_

7. What 4 elements do we focus on for a title or **HEADLINE**?

8. What 2 elements are needed for an **OPENING STATEMENT**?

9. The **ACTION** in the **NARRATIVE DESCRIPTION** relates to the \_\_\_\_\_ & \_\_\_\_\_ of the home or feature.

10. The general idea behind the Fair Housing Act is to be \_\_\_\_\_.

11. What is essential for a narrative description to avoid becoming a list?

12. List a few examples:

13. List current **KEYWORDS** buyers are looking for:

14. How does the property description come to an **END**?

15. Helpful **RESOURCES** and Grammar **RULES** to Remember:

16. What personal **QUESTION** should I always ask my client?

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