

THE ULTIMATE

**FACEBOOK AD
TEMPLATE LIBRARY**

for Realtors

39 CELSIUS FACEBOOK AD FORMULAS

PUBLISHED BY:

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866-202-6412

Facebook Ads For Realtor Training

Insider Secrets & Tips

Agency Proven & Tested

[Click here](#) to learn the inside secrets and tips to running winning real estate Facebook ad campaigns that create omnipresence and generate buyer and seller leads.

...in LESS than 30 days!

[Facebookadsforrealtors.com](https://facebookadsforrealtors.com)

MAIN AD IMAGE
Includes very little text, preferably in a badge form, or a small headline. No more than 20% of the image


HEADLINE
Describes core value of the ad. Limit characters to 25 to maximize deliverability

Your Page Name

Sponsored · 🌐

👍 Like Page

Wondering how much is YOUR home worth? Contact me for a Free home evaluation report!



Property values are up!

With prices going up and interest rates still down, now might be the best time to sell. This 4b/3b just sold in CITY for \$000,000!

Learn More

SHORT DESCRIPTION
Includes strong headline. Why would someone want to keep on reading. Limit characters to 90 to maximize deliverability

LONG DESCRIPTION
Reiterate value. Why should people take action. Deliver sense of urgency and call to action. Limit characters to 145 to maximize deliverability

CALL TO ACTION
Always include. What do you want people to do?

Basic elements all ads should have

- Value proposition
- Call to action
- Sense of urgency
- Relevant image

Ads by Goal

Branding

- Branding is extremely important to ensure you're top of mind when the time comes for the buyer or seller to act.
- Even at a small budget, always try to maintain branding ads going in your market. These ads will have the same effect as postcards do with people in the neighborhood you're farming. People will know they've seen your face – you'll become familiar in the area.

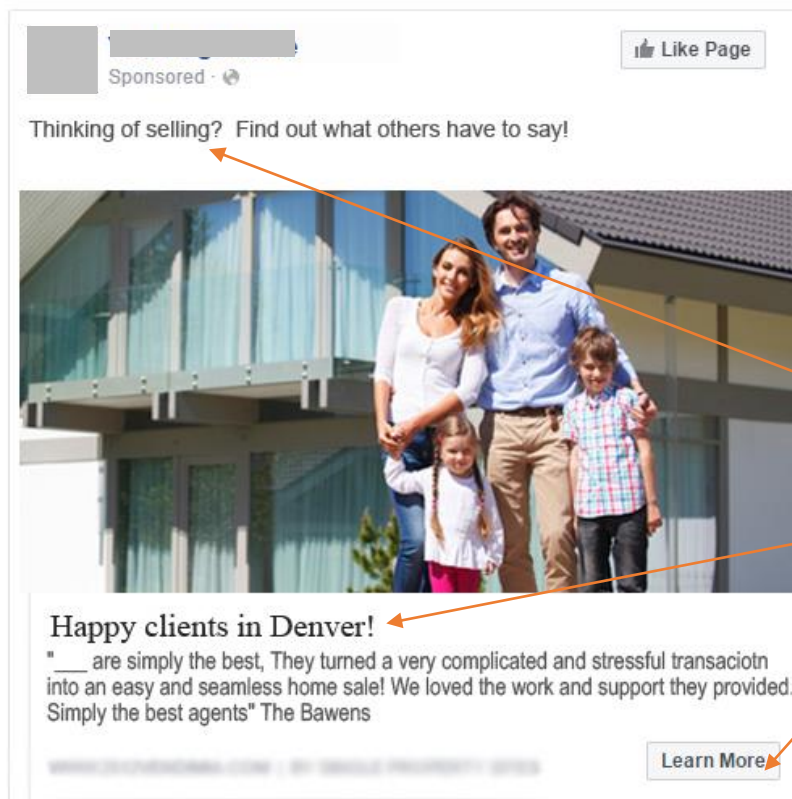
Branding

The image shows a Facebook advertisement for a real estate agent. At the top left, there is a profile picture placeholder and the name 'Sponsored'. To the right is a 'Like Page' button. The main text reads: 'We have sold over 250 in Red Hawk, and we can help sell yours too!'. Below this is a large image of a smiling woman with her arms crossed, standing in front of a house at night. Underneath the image is the text: 'Looking to buy or sell? We guarantee we'll sell your home in 60 days or we'll pay you \$1000 at close of escrow! Call us today for a FREE home evaluation.' At the bottom right is a 'Learn More' button. Several orange arrows point from the text on the right to these elements: one to the headline, one to the woman's image, one to the question 'Looking to buy or sell?', one to the guarantee text, and one to the 'Learn More' button.

Become a celebrity in your neighborhood by showing your image in your ads (need help adding your image? Click Here)

- Value proposition
- Customer need
- Offer
- Call to action

Branding



The image shows a Facebook advertisement for a real estate agent. At the top left, there is a greyed-out profile picture and name, with the word "Sponsored" below it. To the right is a "Like Page" button. The main text of the ad reads "Thinking of selling? Find out what others have to say!". Below this is a photograph of a family of four (a man, a woman, and two children) standing in front of a modern house. Underneath the photo, the text says "Happy clients in Denver!" followed by a testimonial: "'___ are simply the best, They turned a very complicated and stressful transaciotn into an easy and seamless home sale! We loved the work and support they provided. Simply the best agents" The Bawens". At the bottom right of the ad is a "Learn More" button. Three orange arrows point from the text on the right to the "Thinking of selling?" text, the testimonial text, and the "Learn More" button.

Promoting testimonials is a great way to promote your brand in a neighborhood

- Customer need
- Value proposition
- Call to action

Branding



The image shows a Facebook advertisement for JB Goodwin REALTORS. At the top left, there is a grey profile picture placeholder and the name 'JB Goodwin REALTORS'. To the right is a 'Like Page' button. Below this, the text 'Sponsored · 🌐' is visible. The main text of the ad reads: 'I work hard to get your business... Imagine how hard I will work to Sell Your Home!'. Below the text is a large image featuring a smiling man in a blue patterned shirt on the left and a cityscape with a river on the right. A yellow and black logo for 'JB Goodwin REALTORS' is overlaid on the bottom right of the image. Below the image, the text says 'Looking to buy or sell?' followed by 'Professional photography, virtual tour, professional staging, full-time staff overseeing your listing, and more! Call me for a FREE, hassle free home evaluation!'. At the bottom right of the ad is a 'Learn More' button. Four orange arrows point from the text on the right to specific elements in the ad: one to the 'Like Page' button, one to the main text, one to the 'Looking to buy or sell?' text, and one to the 'Learn More' button.

Just as you would do with a post card, include your picture to increase brand awareness (need help adding your image? [Click Here](#))

- Value proposition
- Customer need
- Offer
- Call to action

Branding – “Digital Yard Sign”



Sponsored · Like Page

3107 ft, \$849,000. 4 Bd/3.5 ba. Huge lot! 2512 VEND! Priced to sell!



Just Listed!

This luxury residence is close to beaches, cafes and restaurants, shopping centers and a selection of premier schools. Situated just 7 miles inland from the beach in northern San Diego County!

www.2

Learn More

“Just Listed” and “Just Sold” ads are also a way to promote your brand. You can include your picture over the listing’s image to increase brand awareness (need help adding your image? [Click Here](#))

- Value proposition
- Customer need
- Offer
- Call to action

Buyers

- Targeting buyers is similar to branding, except you want to include listings and properties recently sold in the area you're farming.
- A huge advantage can be gained when you include strong incentives for a person to go with you versus another realtor. Saying that you are professional and will work hard is a given to a buyer. What else can you do or can you offer? Can you partner with a landscaping company and offer buyers a coupon on new landscape? Window treatments? Appliances?

Buyers

Sponsored · Like Page

For Sale \$559,000. 4 Bd/ 3ba, XXXX ft, Lot size 2 acres! 1221 Milat Way, San Diego, CA

Just Listed!

This luxury residence is close to beaches, cafes and restaurants, shopping centers, and a selection of premier schools. Situated just 7 miles inland from the beach

[Learn More](#)

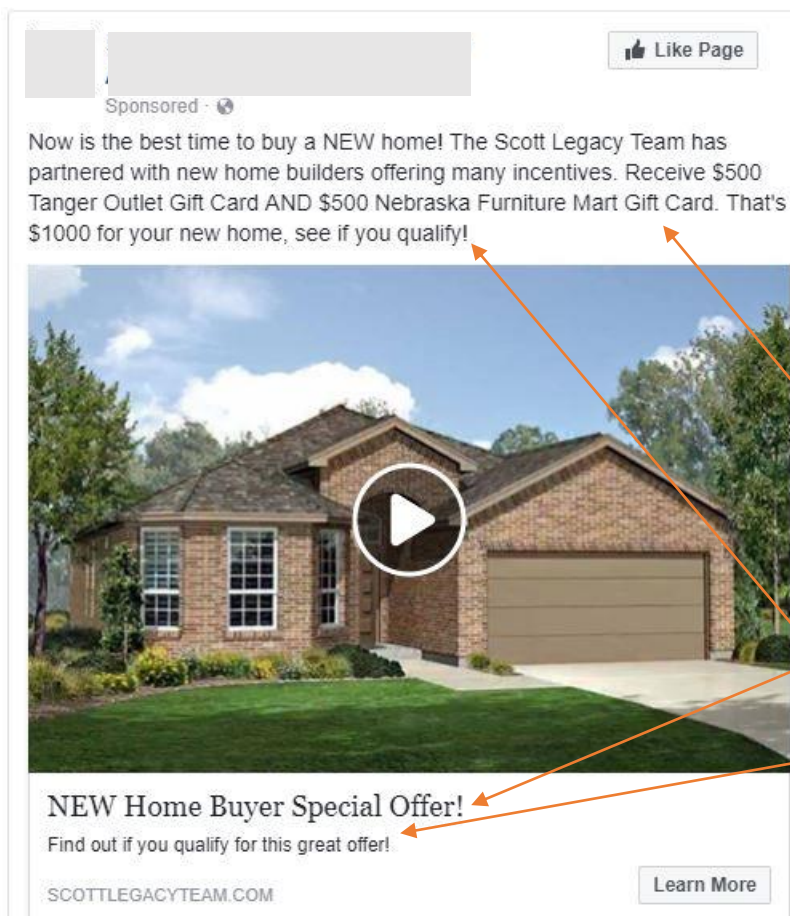
Just listed ads encourage both buyers and sellers. Target people within the neighborhood

- Value proposition
- Sense of urgency
- Call to action

Buyers

Promoting “Buyer Specials”
can be a differentiator
between you and your
competition

- Value proposition
- Sense of urgency
- Call to action



The image shows a Facebook advertisement for a home buyer special offer. At the top right, there is a 'Like Page' button. Below it, the text reads: 'Sponsored · [lock icon] Now is the best time to buy a NEW home! The Scott Legacy Team has partnered with new home builders offering many incentives. Receive \$500 Tanger Outlet Gift Card AND \$500 Nebraska Furniture Mart Gift Card. That's \$1000 for your new home, see if you qualify!'. Below the text is a large image of a two-story brick house with a garage, featuring a play button icon in the center. At the bottom of the ad, the text says: 'NEW Home Buyer Special Offer! Find out if you qualify for this great offer!'. Below this text is the website 'SCOTTLEGACYTEAM.COM' and a 'Learn More' button. Three orange arrows point from the text on the right to the ad: one points to the main text, one points to the play button, and one points to the 'NEW Home Buyer Special Offer!' headline.

Buyers


Showing home prices in a local map can encourage sellers

• Sense of urgency


• Value proposition

• Offer

• Call to action

Sponsored -  Like Page

Did you know home prices are up in the Dallas area?



You'll be surprised how much YOURS is worth

Get a quick online, home evaluation report for your property. It's worth more than you think!

[Learn More](#)

Sellers

- Targeting sellers is the most difficult type of ad.
- Include an offer like a Free Home Evaluation, or another incentive to differentiate your services from your competitors and encourage leads.
- Include strong copy that emphasizes that “now is the time to sell”.

Sellers

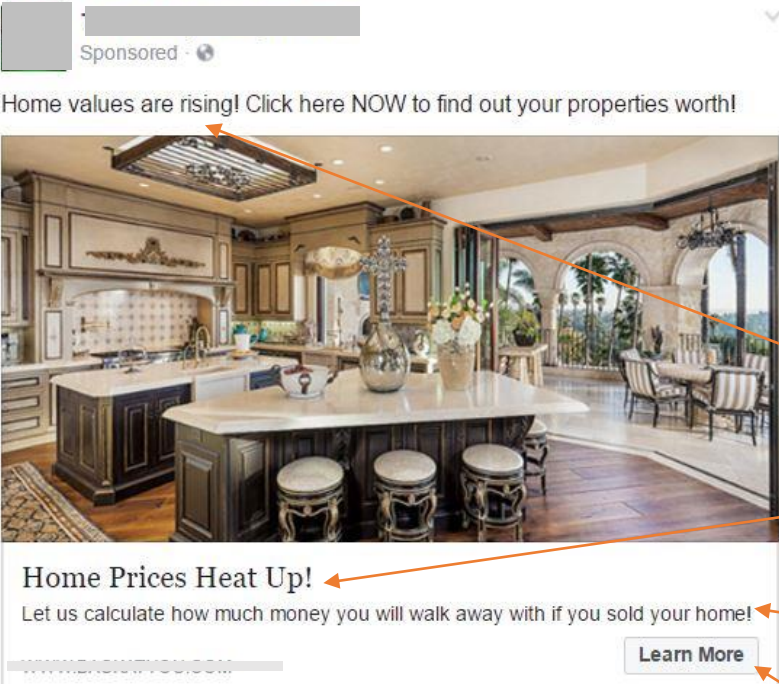


The image shows a Facebook advertisement for a real estate agent. At the top left, there is a profile picture and a name that has been blurred. To the right of the name is a 'Like Page' button. Below the name, it says 'Sponsored'. The main text of the ad reads: 'Wondering how much is YOUR home worth? Contact me for a Free home evaluation report!'. Below this text is a photograph of a large, two-story house with a red door and a 'JUST SOLD!' banner in the top left corner. Below the photo, the text says: 'Property values are up! With prices going up and interest rates still down, now might be the best time to sell. This 4b/3b just sold in CITY for \$000,000!'. At the bottom right of the ad is a 'Learn More' button.

Promoting “Just Sold” listings is a great way to incentivize potential sellers (need help adding a badge to your image? [Click Here](#))

- Offer
- Customer need
- Call to action
- Sense of urgency

Sellers



A screenshot of a Facebook advertisement. At the top left, there is a grey profile picture placeholder and a grey name placeholder. Below the name is the word "Sponsored" with a small globe icon. The main text of the ad reads "Home values are rising! Click here NOW to find out your properties worth!". Below this text is a large, high-quality photograph of a modern kitchen with a large island, dark wood cabinets, and a view of a lush landscape through large windows. Below the photo, the text says "Home Prices Heat Up!" followed by "Let us calculate how much money you will walk away with if you sold your home!". At the bottom right of the ad is a button labeled "Learn More".


Aspirational images of homes can encourage both buyers and sellers

- Sense of urgency
- Customer need
- Value proposition
- Call to action

Sellers

Sponsored · 🌐

Selling or buying a home is a big decision. Let us show you how we get the best prices for our clients. CONTACT US TODAY!



Home Prices Heat Up!

We bet your property value is more than you think. Check your home's value here for FREE!

[www.backtomy.com](#)

[Learn More](#)

Headlines like “Prices are up in your area” can encourage people to sell

- Value proposition
- Sense of urgency
- Customer need
- Call to action

Ads by Type

Single Image Ads

- **Single image** ads like the ones we've showcased earlier are easy to implement.
- **The advantage** of single image ads is that if you load several images, different single image ads will be created. This means you can test different type of images.
- Create a single image ad, but add several images so you can easily rotate between ads without having to create a new ad every time.

Video

- **Video ads** are delivered at a lower cost than single image ads and receive greater engagement.
- Use video as the ad within the Reach, Branding, Traffic, or Lead campaign objective.
- Using a video for an ad does not mean your campaign objective is or has to be video views.
- When using video ads, load the video file directly to Facebook. Do not just include the link of the video on another platform (like Youtube).

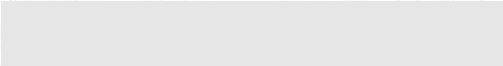
Video




A screenshot of a Facebook sponsored post. At the top left is a grey profile picture placeholder. To its right is a 'Like Page' button with a thumbs-up icon. Below the profile picture is the text 'Sponsored · 🌐'. The main text of the post reads: 'For Sale \$559,000. 4 Bd/ 3ba, XXXX ft, Lot size 2 acres! 1221 Milat Way, San Diego, CA'. Below the text is a large video player showing a house with palm trees. A white play button icon is centered over the video. In the bottom left corner of the video player, there is a small thumbnail image of a man and a woman. Below the video player, the text reads: 'Just Listed! This luxury residence is close to beaches, cafes and restaurants, shopping centers, and a selection of premier schools. Situated just 7 miles inland from the beach'. At the bottom right of the post is a 'Learn More' button.


Load a video directly to Facebook to run ads (not a link from Youtube or any other platform), or create a slideshow right on Facebook that will deliver just like a video

Video

 Like Page

Sponsored · 

Just Listed! Stunning conservation estate is in the double gated village of Heritage Oaks of Hunter's Green Golf & Country Club (010) 401 2040 Click to See List price!



Home Prices Heat Up!
Let us calculate how much money you will walk away with if you sold your home!

[WWW.BACKATYOU.COM](#) Learn More

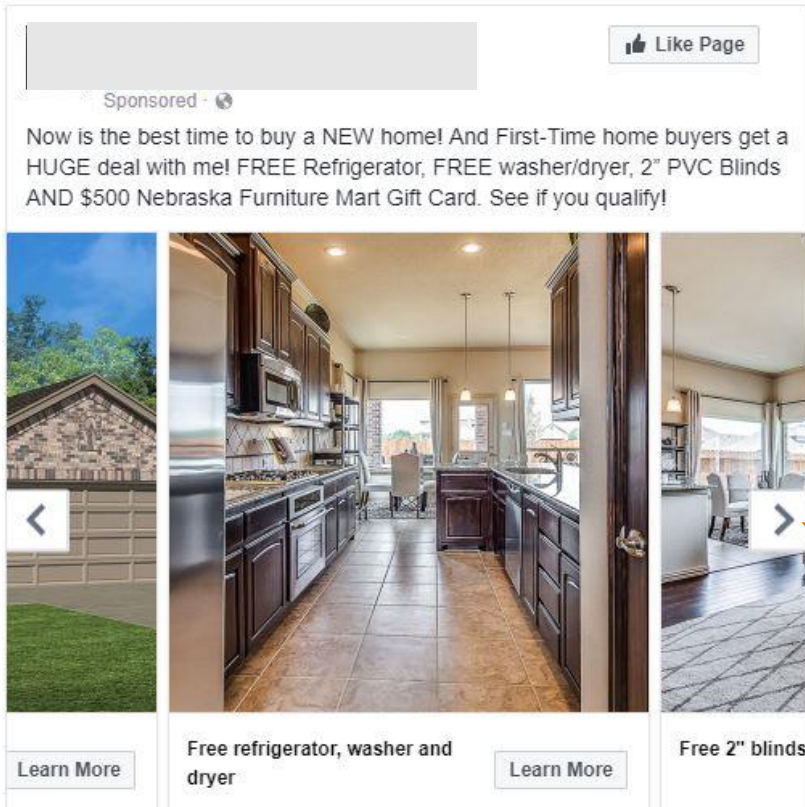
Load a video of the property,
or upload several images to
the Slideshow format to
create a video

Carousel

- Carousel ads are great to showcase listings because you can include multiple images in one ad.
- This type of ad is also great for showcasing several customer testimonials.

Carousel

Showcase several images of a home to increase clickthrough



A screenshot of a Facebook advertisement for a home sale. At the top right is a "Like Page" button. Below it, the text reads "Sponsored" with a globe icon. The main text says: "Now is the best time to buy a NEW home! And First-Time home buyers get a HUGE deal with me! FREE Refrigerator, FREE washer/dryer, 2" PVC Blinds AND \$500 Nebraska Furniture Mart Gift Card. See if you qualify!". Below the text is a carousel of three images: a garage, a kitchen, and a living area. Each image has a "Learn More" button below it. The kitchen image has the text "Free refrigerator, washer and dryer" below it, and the living area image has "Free 2" blinds" below it. Navigation arrows are visible on the left and right sides of the carousel.

Like Page

Sponsored

Now is the best time to buy a NEW home! And First-Time home buyers get a HUGE deal with me! FREE Refrigerator, FREE washer/dryer, 2" PVC Blinds AND \$500 Nebraska Furniture Mart Gift Card. See if you qualify!

Learn More

Free refrigerator, washer and dryer

Learn More

Free 2" blinds


Arrows allow viewers to click through the images

Carousel

Sponsored · 🌐

Like Page

Looking to buy or sell your home? Find out from these real customers how was their experience! Yes, I can sell your home too!



5-Star Review Zillow

Learn More

5-Star Review Facebook

Learn More

Showcase several testimonials in a carousel ad. Include your logo and image on the last image slot

Things to remember when writing copy

- Include a call-to-action
- Be specific when possible (how many homes you've sold, what's the price of the home, what's the dollar value of a gift, etc.)
- Include an element of urgency (this home will not last long, priced to sell, interest rates will go up, etc).

Need more help?

Sign up to our [FREE Webinar >>](#) where you'll learn how to create top performing Facebook Ads!

