

An Agent's guide
to writing

Professional
Property
Copy



Professional Property Copy supply you with professional polished copy ready for publishing

- ✓ **Increased Productivity;** more time to list and sell, less time writing
- ✓ **Polished** marketing copy to complement photos
- ✓ Access to an experienced professional **Journalist**
- ✓ **Quick turnaround,** within 24 hours (*)
- ✓ **Simple** online ordering system
- ✓ **Competitive** Price starting from just \$147
- ✓ 100% money back **Guarantee***

**DON'T get bogged down
writing your marketing material...
let us do it for you!**

PPC enables you to spend more time listing and selling, by removing the burden of writing copy.

Simply complete the online form with your photos, brief notes and floor plans (hand sketched floor plans are fine). Upon completion of order and full payment – the copy request is immediately forwarded to our writer for completion. Your completed copy will be emailed back to you within 24hrs Monday – Friday.

Enhance your professionalism, save time and minimise stress – let PPC write your marketing copy for you!

PROFESSIONAL COPY = PROVEN RESULTS

Simply visit www.professionalpropertycopy.com.au

An Agent's guide to writing Professional Property Copy

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Why is polished copywriting so important?

Do you often feel writing property copy is time consuming and prevents you from getting to other tasks? You aren't alone if you feel this way. Our services allow you to use that energy for other priorities!

The pressure of deadlines can impact negatively on the quality of the copy.

The struggle is a universal problem flagged by many Agents, trying to juggle all the variables present when they have successfully listed, and then embark upon the ensuing marketing program.

We offer a complete package to bring it all together for you! The focus will be on wording that assists the potential buyers to see the value, beyond what is evident in the photos. This is an additional tool for you to connect to your audience on an emotional level.

Each listing also has to demonstrate your professionalism and showcase the benefits to the target market. Poorly written listings or those with spelling/grammar mistakes will detract from your credibility – losing you future business and reducing enquiry on the property you are marketing.

Do you often feel
writing property copy is
time consuming and
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getting to other tasks?



It is essential for your listings to shine! Each listing has to be unique so it can be appeal to potential buyers and stand alone on its own merits.

Sales Language Basics

As a real estate agent, you need to clearly demonstrate the benefits of that property to a potential buyer. Your clients' need to be confident you have what it takes to facilitate an expedient sale that secures the optimum result.

Avoid:

Cliches

– they detract from the 'point of difference' that is critical to making a listing stand out from the crowd;

Overly verbose language

– adjectives are good if used sparsely and in the correct context;

Being liberal with (or exaggerating) the truth – for example, if it's close to a major arterial route or railway line, don't talk about the serenity...

Include:

Emotional Language/Scenarios: create an inviting visual picture to stimulate the imagination of a possible buyer, for example: chill the champagne, light the candles, put on some mood music and soak up the enchanting CBD evening vista from the privacy of your cosy balcony...what a wonderful way to farewell the day.

Emphasise the benefits: You are selling the benefits, particularly those that may not be evident in the photographs. Make sure the most important/key benefits are highlighted at the beginning of the text, not buried somewhere towards the bottom.



Create a Captivating Hook

The hook is the first sentence of the copy. It needs to captivate the reader or they won't read further.

Studies indicate you only have 7 seconds to capture the attention of a reader. That isn't much time for your hook to entice them! Your goal is to hook them fast so you can reel them in!

Your hook for each property listing needs to meet two elements:

- ✓ Highlight the key benefit the property offers.
- ✓ Link features in a manner that evokes a positive emotional response from the target audience.



Think about trailers you watch for movies. What about them encourages you to go see that movie at the cinema? This is the hook.

Your real estate listings should have a hook that offers your target audience something they don't ignore. It should make them excited to find out more about that particular property.

**'Studies indicate you only have
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of a reader.'**

Navigate where you want them to Focus

Have you ever gone on a guided tour? Remember all of the great information you gathered from that which you wouldn't have by just exploring that area on your own? This is the type of outcome you want to bring to your real estate copywriting efforts. You want to be in charge of what the potential buyers are going to focus on.



You can't have a real estate listing that captures the attention of potential buyers if you just make a list of information regarding the basics of that home.

Instead, you need to give them something to connect with. What is it about that home that offers them value they aren't going to find with other homes on the market?

Think about what benefits people living there can enjoy each day.

You want the potential buyers to visualise what life would be like for them if they lived or invested in that home. You want them to see potential, not obstacles.

You want to create a positive connection emotionally – think about the tone, it should be warm and inviting. Effective copy will evoke a positive emotional response from potential buyers.



100% Accuracy

Don't let spelling or grammar mistakes ruin your copy; poor grammar will detract from the message. Be accountable and 100% accurate!

When you make spelling and grammar mistakes in your real estate copywriting, it reflects poorly on your professionalism.

Not only do you lose credibility with potential buyers, you lose it with vendors. Potential vendors will not want to list with you. Take your time with the process of copywriting, don't be tempted to cut corners.

Follow these tips:

- ✓ Write in complete sentences
- ✓ Use correct punctuation
- ✓ Use correct grammar including capitalisation
- ✓ Read through the materials aloud
- ✓ Don't just rely on the computer spell check, it won't pick up if it's the wrong - there, their or they're for example



'DON'T lose credibility with potential buyers or vendors, with errors in your copy!'

Always Finish with a Call to Action

Never assume potential buyers will contact you to see a home or to make an offer! Don't bring them to that point and then just leave it all up to chance. Direct them the rest of the way with a powerful call to action!

Invite them to contact you to see a property or to visit an open house coming up.

Direct contact details should be included such as your name and mobile number. Offer them a way to contact you that allows you to capture their details too for future follow ups. Double check to ensure there aren't any errors in that contact information.

Give them further encouragement to act now by including a deadline.



Spend MORE time WINNING Business &
LESS time WRITING

Professional Property Copy...

Supply you with professional polished
copy written by a Journalist, ready for
publishing

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