

Beyond Personal Image: Five Fresh Ideas for Your Next Ad

Realtors invented personal image advertising, and the fact that many other industries have followed suit show that it works.

But just because it's working doesn't mean that it shouldn't be tweaked now and then. Here are some of ideas to breathe new life into your old, tired mug shot at the top of the page.

- Consider adopting a charity and including their logos and images on your next ad (examples: photos of you with underprivileged children). Charitable giving is at an all-time high, and you should take credit for donations you're making. Charities welcome the publicity, and you'll improve your own reputation with the association.
- Include a "Gee Whiz" statistic, and use it as a news peg to promote your services. For example, "Did you know that 80% of sellers buy a home within a 20 mile radius? Find out how Jane Smith will use this to your advantage. Request Jane's free Home Sales Kit today."
- Create a "Tip of the Week" for buying or selling homes. Ann Landers isn't the only one with good advice. Why not apply some of your hard-earned wisdom and take credit for it? Example: "Creating good curb appeal doesn't take much money and it can make your home sell faster. Ask Jane for a free market analysis, including tips for improving your home's curb appeal today."
- Promote convenience. Today's time-starved buyer and seller need to know that working with you will save them time. Make sure you include multiple ways for them to contact you in your ad, including office phone, cellular, e-mail and Web site address. Consider adopting a slogan about saving time, as well.
- Don't forget the testimonial. This tried and true promotional tool is used to sell everything from Fortune 500 products to banking services.

Start thinking out of the box and you'll discover new ways of promoting your personal image. But remember, before putting anything new in your next ad, ask yourself, "Did I answer the question, 'What's in it for them?'" The reader doesn't care if it's a "New Listing," but tell them up front that your listing is in a gated community or offers lake views and you'll get their attention.

NEWS YOU CAN USE

Don't Skimp On Headlines!

Did you know that – other than the photograph – the headline is the single most important element in your real estate ad? Sixty percent of prospective buyers never get beyond the headline.

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