

NEWSPAPER ADVERTISING



Newspaper ads are excellent marketing tools. Considering the high market exposure it creates, the cost of running a newspaper ad is very effective. Secondly, the impact that your ad makes is easily measured. When the number of calls you receive are written into your call and appointment log, they are easily totaled for comparison with other sources of contact. If a prospective tenant hasn't seen your newspaper ad, he/she has either taken the information from your **NationalRealty.ca** lawn sign in passing, or has seen your property on the **National Realty.ca** website.

There are four key elements needed when creating an effective "for lease" newspaper ad. These are:

#1- CREATE A GRABBING TITLE

Good ads catch a reader's eye with a grabbing headline, much like a newspaper tabloid at a grocery store check out. Use your favorite feature of your property in your headline.

- Examples:
- "A Room With a View"
 - "A Gourmet Kitchen for the Chef of the Family"
 - "Smart and Efficient"

#2 – HIGHLIGHT THE BEST FEATURES

First take into consideration the type of person or family who will be leasing your property. Are they a young family? If so, include proximity to school. Be sure to include features that would interest the **likely tenant**, not everyone in the entire market.

- Examples:
- "Large fenced in Yard"
 - "Finished Recreation room"
 - "Totally Remodeled"

#3 – ALWAYS INCLUDE

Always include the location as tenants will always want to know where the property is. As well, always include the price. If you do not include the price tenants will think that your property is too expensive. Finally, always "bait" the interests of your audience by providing your web information: www.NationalRealty.ca pin # (eg.BC-1542).

#4 – END WITH AN ENTICEMENT

Give tenants a reason to call. End your ad with an enticing phrase, followed by your phone and web information.

- Examples:
- “Won’t last long”
 - “Priced to Lease”
 - “To see it is to want it”

Combining these steps, we have put together an effective and enticing ad.

Example of ad: A Room With A View! 4 bedroom, 2 bath contemporary bungalow overlooking valley, finished rec-room, on quiet street close to schools and shopping. #3 West Pine Valley. \$2000/mth. To see it is to want it! 604-333-3333 Call any time! For details visit www.NationalRealty.ca pin# (BC-1542)