

Real Estate Advertising

Your condominium project will need a magazine advertisement to encourage people to buy a unit in your building. An effective magazine advertisement will use persuasive words, stimulating visuals, and an organized layout to deliver a convincing message. You have purchased a full-page (8.5" x 11") advertisement in a local real estate magazine.

For the purpose of this task, you will be producing a **Newspaper Real Estate Advertisement** that will help promote the condominium project to prospective buyers.

Below are the elements of a newspaper advertisement and their functions:

Headline: At the top of your advertisement, your headline should “hook” readers with something that appeals to their emotions. Your overall message should be delivered in less than ten words.

Subheadline: Either a continuation of the headline or a message about the special features of the project. The font size should be half the size of the headline.

Visual(s): Most real estate advertisement include photo-illustrations of the condominium project, a floor plan, and a map. Find a way to stop readers from turning the page with an eye-catching visual. For visual appeal, you need to make each photo-illustration a different size, usually with the condominium project the largest visual.

Price Point: Usually only the lowest price will be advertised (i.e. “From \$275,000”) in a large font near the photo-illustration of the project.

Features: Include at least five main features of the condominium project (i.e. large room sizes, quiet location, innovative styles, quality construction, etc.) in a bulleted list printed near the floor plan illustration.

Call to Action: At the bottom of the advertisement, include information about condominium location, sales representative information, and your company logo and address.

Sample Real Estate Advertisement

MORE THAN YOU IMAGINE FOR LESS THAN YOU THINK!



From \$199,999

- DOWNTOWN LOCATION
- RIVERFRONT VIEWS
- ADULT LIFESTYLE COMMUNITY
- NEARBY URBAN FORESTS
- 9-FOOT HIGH CEILINGS

OPEN HOUSE

THIS SATURDAY & SUNDAY

MEET THE BUILDER!



MILLENNIUM CONDOMINIUMS

1372 SIMPSON STREET AT BELLS PARADE
CONTACT: MANUEL SOUSA @ 555-1234

Producing a Real Estate Advertisement

Step 1: Planning. Organize your information in this template.

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| <p><u>AUDIENCE</u></p> <ul style="list-style-type: none">- Who is your advertisement addressed to?- What would appeal to your audience?- What is important to them? | |
| <p><u>ADVERTISEMENT</u></p> <p>Plan what features you will promote in your advertisement.</p> | |
| <p><u>CALL TO ACTION</u></p> <ul style="list-style-type: none">- How will your potential customers buy a unit from your company? | |

Step 2: Having organized your information in the template you can now sketch your rough idea for the magazine advertisement.

Step 3: Produce your advertisement using design software or the graphics features on your word processing software. Remember to check your work over before submitting your final copy.