

Steps for Creating a Visual Flex Facebook Ad for Sellers



Real Estate is a **Local Endeavor** and needs a Multi-Channel Approach to be **Top of Mind** with our **Local Homeowners** who will one day sell their homes. We know that every year 5 to 7% will move and we want to create the conditions to be picked to **List their Properties**. We also know that 70% of Homeowners are on Facebook; so, what if we had a continuing **Facebook Ad** that was designed properly to create the **Branding** we need for long-term visibility? I will show you the elements of a **Proper Visual Facebook/Instagram Ad**; How to Incorporate the right **Verbiage**; How to **Label** it

Properly; and How to add it to the **EXIT Ad Center**. [#SocialMediaMarketing](#)

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► Big Picture Thinking - *Ponder these Ideas about Social Media:*

- “Engage, **Educate**, Collaborate and more importantly... _____! Social Media is a _____ **Vehicle** that you must drive **Carefully!**”
- “Social Media will succumb to you is you have a _____ **for your Business**. Social Media **Prospecting** is only a sliver of your _____.”

► Big Idea

- 70%** to **75%** of Homeowners **use** Facebook and Instagram on a daily basis to connect with their Families and Friends.
- FB/Insta allow you to flow your _____ in the middle of their feed so you can _____ as their **Local** Real Estate Professional.
- Most Agents focus on Attracting Buyers – but very few target _____.

► Flex FB Ads

- Let’s Learn the _____ **for Ads** we will use to target **Potential Sellers** that will continuously appear in FB/Insta.
- Once we create our **Graphic Ad** properly, we will learn how to use the _____ in **EXIT Ad Center** to run it for both generating Leads – but Mostly for _____ and _____.

Thinking of Selling Your Home?
Our Strategic Marketing and Global Buyers' Network
will insure you The Highest Market Value.

SOLD

**Home Values are up about
7% in Jacksonville, FL
Learn What Your Home is Worth!**

(904) 502-9432

LISTED BY:

EXIT
EXIT REAL ESTATE GALLERY
(904) 683-5453

Paula Wynn
REALTOR

(904) 502-9432
www.PaulaWynn.com

If your property is currently listed for sale, this graphic does not constitute a solicitation for your listing.

**Paula Wynn - Your Local REALTOR® serving
Jacksonville, Florida - www.PaulaWynn.com**

- Headline + _____ Proposition.
- Notice the Words “_____” and “_____.”
- Incorporation of some Local **Statistics**.
- Notice the Prominence of **Phone Number**.
- _____ of the **Agent** and of the **Brokerage**.
- Square size** to fit properly in FB and Insta – I use 1200px. You can use 800px as well.

► Prepare the Flex Ad Text

Before I upload my **Graphic** to _____, I prepare my Text:

The text in the “ _____ (Required)” Box appears **above** your Graphic Ad - I use something like:

Are you Thinking of Selling your Home? Call Paula Wynn at (904) 502-9432 and Get The Highest Market Value. #Sold #JacksonvilleRealEstate

Are you Thinking of Selling your Home? Our Strategic Marketing and Global Buyers’ Network will insure you The Highest Market Value. #Sold #JacksonvilleRealEstate

The text in the “ _____ (Required)” appears _____ your Graphic Ad - **Keep it short** - I use something like:

Protect Your Hard-Earned Home Value!

Attract Only Qualified Buyers!

Select The Local Real Estate Experts!

Expect Results and Professionalism!

Free, No Obligation Home Valuation!

The text in the “ _____ ” Box appears _____ your Graphic Ad - can be longer - I use something like:

Our Global Network of Qualified Buyers and Strategic Social Media Reach will Guarantee you the Highest Value for Your Home. Call/Text Paula Wynn at (904) 502-9432 -- #JacksonvilleListings #Sold #PaulaWynn

Our Strategic Multi-Channel Marketing Approach gets the Right Qualified Buyers to Interact with your Property. Call/Text Paula Wynn at (904) 502-9432 -- #JacksonvilleHomes #Sold #PaulaWynn

The text in the “ _____ (Required)” Box. The URL will appear _____ your Graphic Ad.

I like to send them to a Web Page in my Website or my Brokerage Website that offers a Valuation of their Property.

In the case of **Paula Wynn**, I am going to use:

<https://www.paulawynn.com/free-market-analysis>



Key Yessaad is a Real Estate **Mind-Set Trainer**, Prospecting Coach, Internet Strategist, and creator of **The #8WeekSuccess Real Estate Training Boot-Camp**. Key has been a Trainer and Business Coach for the past 2 decades focusing especially on empowering Agents develop **the Skills and Habits of Prospecting**, Web Services, SEO Strategies, Time Blocking, Blogging, Internet Marketing, Lead Generation, and **Listing Success**. (910) 538-6610 - <http://bit.ly/KeyYessaad>