

Sample Advertising Templates For Sourcing Below Market Value Properties

Sample template advertisements to get distressed sellers of bargain properties calling you to buy their homes below market value

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Hello and welcome!

I have put together these templates for you in response to the dozens of emails kindly sent to me by my Property Tycoons Community (www.tycoons-forum.com) members requesting guidance on the subject of advertising and marketing for distressed sellers of below market value properties.

This is a subject with which I have a lot of experience through successfully marketing my own property business for six years.

We utilise newspaper advertising, the yellow pages, leaflets, the Internet and various other sources to find distressed sellers of below market value properties. Every month we consistently source around 50 below market value properties for ourselves and for our clients.

The proven advertising templates that I will be sharing with you are intended to get you started with your own advertising. I will also point out the strengths of each template to give you further ideas for developing your own advertising pieces.

Don't forget to view the accompanying commentary to these samples by visiting <http://www.property-system.com/commentary.htm>.

The commentary walks you through how best to find and utilise proven advertising from other property investors to create your own marketing campaigns.

Let's get cracking with the templates!

Sample advertising template 1

**DO YOU NEED TO SELL
YOUR HOME FAST?**

Bloggs Properties Ltd buy residential property
nationwide

If you need to move quickly and you can accept an offer around
85% of market value then visit our website at
www.property-system.com
Or call us on 0800 123 456

Purchase agreed within 7 days and completion date to suit you

Maximum property value £££££(insert)

NOTES:

- Do not be fooled by the simplicity of this ad. The simplest ads are usually the best performers. Why? Because distressed sellers do not have the time to sit and figure out what your ad is all about. They'll *scan* the ads in the newspaper or yellow pages looking for interesting headlines in the same way you scan the same newspaper looking for interesting news headlines. A good headline like this one will get people to read the rest of your ad.
- Swap the bloggs properties, website and phone number for your own contact details
- This ad will generate responses from people seeking a quick sale of their property. You will not necessarily attract people facing repossession since their concern is with their debts/repossession and not necessarily with selling their home. In fact, offering people who face repossession the chance to keep their home is an attractive angle.
- The "85% of market value" line will qualify out a lot of the tyre kickers.
- The maximum property value is a useful line to have in there. Like the 85% below market value
- Notice the mention of "residential property" early on. This is a further qualification.
- I like the "purchase agreed within 7 days" line. Notice we're not saying "properties purchased in 7 days". Most people know that's too good to be true and will ignore your ad because of that so be realistic!
- The use of an 0800 number is proven to increase response so use one. I get mine from www.callagenix.com

Sample advertising template 2

**REPOSESSION WORRIES?
JOE BLOGGS
PROPERTIES LTD
CAN HELP YOU**

Call **FREE** today

08000 123 456

**WE'RE OPEN 24 HOURS A DAY 7
DAYS A WEEK**

All Properties
Any Condition
All Circumstances Considered
All Areas Covered

**Sell & Rent Back Option – ALL Fees Paid
NO HIDDEN FEES**

www.property-system.com
(your email address here)

NOTES:

- Again, do not be fooled by the simplicity of this ad.
- Swap the bloggs properties, website and phone number for your own contact details
- This ad will generate responses from people with repossession worries. That's a good term to use. It will pick out the right kind of people who are possibly on the way there but not so far down the line that you cannot help.
- The “call free today” emphasises the call costs nothing. This is important for people who may be facing repossession
- Having a 24 hour phone line is very good. Having it manned by a call centre like www.alldaypa.com is smart
- Notice the mention of all properties and all areas later in the ad. This is the way I tend to do it with our ads. If I get out of area properties or the wrong type, I just pass them on to other investors through www.tycoons-forum.com Why not earn money from good deals that you do not want or cannot handle if other people are willing to pay you for them?

- “No hidden fees” is a good line as is sell and rent back and fees paid. Once again, when dealing with repossession situations the sellers will be trying to save as much money as possible when seeking a solution.
- Having your email address at the bottom of the ad is a good idea because you capture the email address of the motivated seller as soon as she makes contact with you.

Sample advertising template 3

**HOUSES WANTED
FAST CASH SALE**

WE BUY EMPTY PROPERTIES
EMIGRATING? DEBT OR REPOSSESSION
WORRIES? WE CAN HELP!

FREEPHONE LEICESTER
08000 123 456
VADESHA PROPERTIES

PROMPT VIEWING & DECISION
NO LEGAL OR AGENTS FEES
FULL LOCAL & MIDLANDS COVERAGE

NOTES:

- The red in this ad helps to make it stand out. In most people’s minds red signals urgency which helps to draw the eye. Check out the plumbers section of your local yellow pages. This is one of the most competitive sections along with insurance and mortgages. Notice how advertisers use red to attract attention.
- Swap the bloggs properties, website and phone number for your own contact details
- This ad will generate responses from people seeking a fast sale.
- The mention of emigration, debt and repossession is smart. These are the situations that most distressed property owners face so we’ve put them into the ad to qualify out the kind of people we really want.
- “free phone Leicester” is smart too. Taking a local angle with a national number will increase response. People will assume you are based in their Town. The more familiar clients are with you, the more they will want to deal with you.
- The no fees works well as I explained earlier.
- As you will have noticed with sample templates 1 and 3, I’m a fan of the dashed border. This helps your ad stand out – especially in the yellow pages.

I hope you enjoyed these three sample templates.

Don't forget to view the accompanying commentary by visiting <http://www.property-system.com/commentary.htm>.

The commentary walks you through how best to find and utilise proven advertising from other property investors to create your own marketing campaigns. It also walks you through how to make the best use of the sample templates provided earlier.

From the commentary page you can get my full set of 101 below market value advertising templates (with similar analysis as I've done here). With the 101 templates you also get:

1. An audio CD from me explaining step-by-step how to go from the raw templates, to adverts in the newspaper/yellow pages or leaflets, to how to negotiate with distressed sellers when they call you and finally how to get the deal done and dusted. The audio will also walk you through all the possible pitfalls and how to avoid them.
2. A DVD video of me walking you through the world of Internet advertising. I'll show you how the pro's are using the Internet to find distressed sellers of bargain properties including what they say on their ads, how they say it and you even get an analysis from me of their websites too!
3. A CD containing all 101 templates based on ads running in all the local and national UK press in editable format so you can simply swap in your contact details and/or change the ads however you like before you start using them. You get newspaper, yellow pages and leaflet templates based on the proven ads I have collected from all the local and national publications across the UK.
4. Detailed audio commentary from me walking you through which ads appeared where, for how long, which have appeared longest, in what size/s and so on. You also get to hear an analysis of which aspects of the ads appear the most. In this audio recording I speak in detail about the actual ads that appear in the press.

If you want the full set of templates, please try to put in your request this week as I'm really busy at this time of year. You can get them all from the commentary page <http://www.property-system.com/commentary.htm>.

Wishing you all the very best with your property business and please do let me know how you get on with the templates!

A handwritten signature in blue ink, appearing to read 'Parmdeep Vadesha', with a long horizontal line extending to the right.

Parmdeep Vadesha
Managing Director
Vadesha Properties Ltd

P.S. Don't forget to view the accompanying commentary by visiting <http://www.property-system.com/commentary.htm>.