

Seller Ad Copy and Headline Templates

90-Day Seller Appointment Implementation Kit

Version 1.1 | Last Updated October 2, 2026

Purpose: Draft honest seller ads that match the chosen offer.

Requires: Seller Offer Selection Worksheet Offer selected; Seller Resource Templates Finished lead magnet; Seller Campaign Compliance Checklist Initial guardrails; brokerage review before publication

When to use: When drafting initial ads or one copy test

Estimated time: 45–75 minutes

[Open the Resource Hub](#)

Customize before using

Replace the fields used in your selected template. Use [AGENT NAME], [BROKERAGE], [CITY], [COUNTY] or [NEIGHBORHOOD], [SELLER OFFER], verified [LOCAL MARKET DATA], [BOOKING LINK], [PHONE] and [EMAIL] consistently. Complete any additional bracketed delivery, privacy, property or review fields that apply. Delete instructions and unused alternatives before sending.

Use the copy with a real offer

Replace locality and delivery placeholders. A report ad needs the completed report process, not a generic checklist behind the click. The CTA below describes the action; choose the nearest available Meta CTA such as Learn More or Download. These are copy examples, not claims of past performance.

Home value

Angle: understand a property's position.

Primary text: Wondering how to approach a selling price in [CITY]? Request a property pricing review from [AGENT NAME] at [BROKERAGE]. We look at relevant sales and the details of your home, explain the limits, and send the review within [HONEST TURNAROUND].

Headline: Request a pricing review

CTA: Request the review

Seller guide

Angle: make the next decision easier.

Primary text: Planning a home sale involves more than choosing a listing date. The [CITY] Seller Guide walks through preparation, pricing questions, showing plans, and the costs to discuss before listing. Get a copy and work through it at your own pace.

Headline: Your [CITY] seller guide

CTA: Get the guide

Pricing

Angle: evaluate comparable sales.

Primary text: An online estimate can be a starting point. A selling-price discussion also needs relevant comparable sales and your property's condition. Request a [CITY] pricing review showing the evidence and the questions still to verify.

Headline: Put pricing in context

CTA: Request the review

Market update

Angle: current local evidence.

Primary text: See what [PROPERTY TYPE] sales in [CITY] looked like during [PERIOD]. This report uses [PERMITTED DATA SOURCE] and explains what the figures can and cannot tell a seller. Get the report from [AGENT NAME], [BROKERAGE].

Headline: [CITY] sales update

CTA: Get the report

Recent sales

Angle: learn from relevant transactions.

Primary text: Which recent sales are useful when planning a home sale in [CITY]? Our report covers [SCOPE] from [PERIOD], with notes on why area averages do not establish an individual home's price.

Headline: Recent sales in [CITY]

CTA: View the report

Seller checklist

Angle: practical preparation.

Primary text: Before listing a home, check the paperwork, preparation, timing, and pricing questions that can affect the plan. Download the [CITY] Seller Preparation Checklist from [AGENT NAME] at [BROKERAGE].

No consultation is required to use it.

Headline: Before you list

CTA: Get the checklist

Problem aware

Angle: choose preparation work carefully.

Primary text: Unsure which projects to discuss before listing? The [CITY] seller checklist helps organize essential repairs, optional presentation work, and questions for the professionals involved. Use it before committing to a long to-do list.

Headline: Plan the work before listing

CTA: Download the checklist

Curiosity

Angle: learn the questions to ask.

Primary text: What belongs in a useful selling plan? Start with these questions about timing, comparable sales, proceeds, and showing access. They are included in our free [CITY] seller guide.

Headline: Questions to ask before selling

CTA: Get the guide

Direct response

Angle: clear resource request.

Primary text: Get the [CITY] Seller Preparation Checklist. It covers preparation, pricing questions, key paperwork, and a space to write your next decisions. Download it immediately, then book an optional conversation if you want help applying it.

Headline: Get your seller checklist

CTA: Download

Completed illustration

Fictional example: Before listing a home, check the paperwork, preparation, timing, and pricing questions that can affect the plan. Download the Riverton Seller Preparation Checklist from Jordan Ellis at Example Realty. No consultation is required to use it.

Headline: Before you list in Riverton

CTA: Download

Do not publish the fictional identity as if it were your brokerage.

Copy review

- Match the ad title and offer to the page and actual resource.
- Avoid guarantees about price, timing, commissions, appointments, or investment returns.
- Do not imply knowledge of someone's private financial, family, or health circumstances.
- Keep references to the area factual and inclusive; do not define the desired seller by protected traits.
- Remove unsupported testimonials, fabricated urgency, and unverified local statistics.
- Use Seller Ad Testing Tracker to test one hook or one creative variable, not a whole new funnel at once.

You are done when

Two complete ads use the same offer, accurate locality, working destination, and approved claims.