

# Target Your Ad

**Who would your home be perfect for?** Write your ad with them in mind. Think back to what attracted you to the house. Our first home had a small apartment in the basement put there by a previous owner. We wrote three different ads for the house. One focused on the “in-law” apartment, another called it a “home office” and a third ad suggested “send the teenagers downstairs”. Each ad brought calls from different types of buyers. We rotated the ads, but if your budget allows, you could run them simultaneously. By rotating multiple ads slanted towards different buyers you increase your exposure. Buyers shop ads by price and location, so include this information towards the beginning of your ad.

Include your website address in your ad. Using the following format will allow buyers to bypass the Spokanebyowner home page and go straight to your home: [www.spokanebyowner.com/###](http://www.spokanebyowner.com/###) (Substitute your ad number at the end). If you don't include the “www” at the front, or your ad number at the end, your ad will not show up as a live link, and buyers will have to hunt to find your home .

Write several versions of your ads below:

[www.spokanebyowner.com](http://www.spokanebyowner.com)



Phone: 509-464-4663  
Fax: 509-468-5128  
Email: [info@spokanebyowner.com](mailto:info@spokanebyowner.com)

*Spokane's Original  
"By Owner" Internet  
Marketing Company*