

Craigslist and Classified Ad Headline Examples

Having powerful, attention getting and compelling ads are key to getting people to click on and see your ad, which means more phone calls and potential clients in your pipeline. The following are some sample ads shared by Market Leader agents that you can adapt and use for your own classified postings on Craigslist, eBay Classifieds and more!

Tip #1: Don't look desperate: "GOING FAST FAST FAST!!!!"

Tip #2: Do appeal to your target buyer: "A Master Chef kitchen..."

Tip #3: Appeal to vanity: "Have a [yard] you can be proud of..."

Tip #4: Imply existing consensus: "Who else wants..."

Tip #5: Have your cake and eat it too: "Now you can retreat to Napa every night with this home built for wine snobs!"

Bonus Tip: Write an ad that would appear when someone looks for a listing in a Google search. The more timely and relevant, the more likely it will place higher on Google. Example "OPEN HOUSE in (popular area) on Mother's Day 1-4"

Ad Samples

No Brainer for first-time home buyer!

DON'T BLINK - YOU'LL MISS IT

Want to see a million dollar foreclosure

View Views Views and More views!

HELP!!!! My price has fallen and it won't go up!

GET IT BEFORE THE BANK DOES

It's just a short sale - it won't bite!

FLIP IT OR FLOP IT? YOU DECIDE

A HOME WITH AIR CONDITIONING

(area name) OPEN HOUSE—Preview it before it's on the Market!

Master Chef Kitchen in (area name)—Designed to make you drool!

Your Mini Ranch awaits

YOUR BEST YEARS? Are Yet to Come in YOUR New Custom Home

You'll be eager to come home to this Oasis!

Little TLC. Handyman's Special. Bring your shrink, your contractor, and a bottle of Scotch.

You don't need to go to Aruba- Look at this at (area name) Property.

Yes-you can afford the Beach!

Wicked Awesome Listing...we are in New England after all!

Why Don't YOU Live Here??

Why deal with hours of traffic when you can live here!

STOP! If you haven't seen this you're missing out!

What a view! See for yourself!

NO EXTRA CHARGE FOR GARAGE

This Is A Lifestyle, Not Just A Parcel Of Land

This house suits your active life style

This Beauty is Close to hiking and Biking Trails.

The Beach is your Backyard!

SO YOU WANT TO BUY A SHORT SALE?

LOVE FINDING A DEAL? LOOK AT THIS!!

SHUT THE FRONT DOOR –This house is amazing!

The Beach is Here, Where Are You?
Survey says, "With this kitchen, you can impress your friends and enjoy the party."
Splish Splash in your own pool!
Spectacular Waterfront Home on (area name)!
I didn't know they still made them like this!
HOME IS WHERE THE HEART IS ♥
Snowbirds Build Your New Nest
Sniff, Sniff...Smells Like New
Save Gas--House Close to Metro Station
Retire in Style in this luxurious golf course home!
Relax in your cozy (hot tub, back yard, etc)
Privacy Privacy Privacy
Seller Must Sell Immediately
Play golf and go skiing the same weekend!
Own the Home that Wows Your Friends!
Near it all - Beach - University - Downtown.
Master Chef- this kitchen is for you!
Magnificent Mountain Views!
Love The Floors
Lush landscaping surrounds beautiful and inviting swimming pool.
HOTTIE next door
4 bedroom split priced for quick sale
Adult Lake Playground- Fun for everyone!
As Billy Ocean would say "Get out of that Lease and into this House"
Be the envy of the neighborhood with this awesome yard!
Big yard in family friendly neighborhood
Blingy Bling Bathroom

Breathtaking Deluxe Oceanfront Penthouse
Buy the Pool, Get the House for FREE
Catch dinner from your own dock! :)
Fixer upper only a carpenter would love
Country living just minutes from downtown
Daily 'happy hour' with views from your deck
Dream big...why rent when you can own
Fido needs a new place to live?
Free home with purchase of garage!
Gorgeous water view for the fisherman you always longed to be
Got Boom-a-rangs, In-Laws or Out Laws? ... we have room for them all!
Great Country Home and Low Maintenance
Great Investor Listing!
Great Location, Affordable, & Spacious 3 Bedroom Home for Sale in (area name)
Great Man Cave, pool room, bar area, fireplace and private gym room.
High End Granite
Home for your student child near (area name)
Huff and Puff on this Brick House
Hunters Wanted! To buy 10+ acres of land!
Improve your game - live on the 15th hole!
Just 5 minutes from (major Landmark)
Keep Up With The Joneses! Stately Manor In (area name)
Large Private Yard With Views
Light Up Your Life with Soaring Ceilings
Like entertaining? This great room is for you!

