

SUPER FB AD TEMPLATES

FOR
**REAL ESTATE
& PROPERTIES**



EDMUND LOH

FB Ad Templates For Real Estate & Properties

Real Estate is an amazing industry because even selling a single property can get you an ROI of 100s compared to ad cost. When running real estate ads, the information on the property is abundant and this helps with the targeting because the number of keywords in the ad copy is helpful for Facebook AI to use.

There are also real estate ads where not much information is given and instead focuses on simple information and encourages to talk with the real estate agents.

This is okay but this depends on where you're showing the ads, because based on data we Malaysians prefer ads regarding real estate to be more informative.

Real Estate is an industry that relies on Real Estate Negotiators and Agents and their biggest weakness is the marketing as it's common to see many showrooms or show booths in various places like malls or galleries.

With FB Ads, you can generate more leads for the negotiators and agents to talk to for a lot lower price compared to the standard marketing practices that real estate companies do.

In the Ad Templates below you will find ads by real estate developers, negotiators and even websites that promote all sorts of properties that is also using FB ads. From these ads you can see the different styles taken by each entity.

FB Ad Templates #1:

 Sponsored

Final call! A double-storey freehold development located in Jalan Kota Raja, Klang. Priced from RM682,000. Contact us now!

- Expected completion in Dec 2019
- Freehold
- Built up from 1,993 sq.ft
- Near to KTM Bukit Badak station
- Ceiling height up to 11 feet
- 7.8km to Central i-City, Shah Alam



JALAN KOTA RAJA, KLANG



**Freehold 2-Storey Terrace
in Kota Raja, Klang**

KARYA RESIDENSI IN JALAN KOTA RAJA, KLANG
Limited unit available. Book yours today.

[Book Now](#)

Here you can see how there is a list of information regarding the property being sold. This information is very helpful because it allows the FB AI to better target the right audience.

Pictures and videos to show the property is very important. In this picture it shows the setting and look of the property.

FB Ad Templates #2:



The image shows a Facebook advertisement for Damansara City. At the top left, there is a black profile picture placeholder and the word "Sponsored". Below this, the text reads: "Come home to an urban luxury sprawling from 904 sqft. Own your freehold unit today." The main visual is a photograph of a modern living room with a dark blue sofa, a coffee table, and large windows. In the top left corner of the image, there is a logo for "DAMANSARA CITY" and the text "UNLOCK MAGNIFICENCE". At the bottom left of the ad, there is a black redaction box. Below the image, the text says "The city's urbanist home" and "Luxury living starts today". On the right side, there is a "Learn More" button.

Sponsored

Come home to an urban luxury sprawling from 904 sqft. Own your freehold unit today.

DAMANSARA CITY
UNLOCK
MAGNIFICENCE

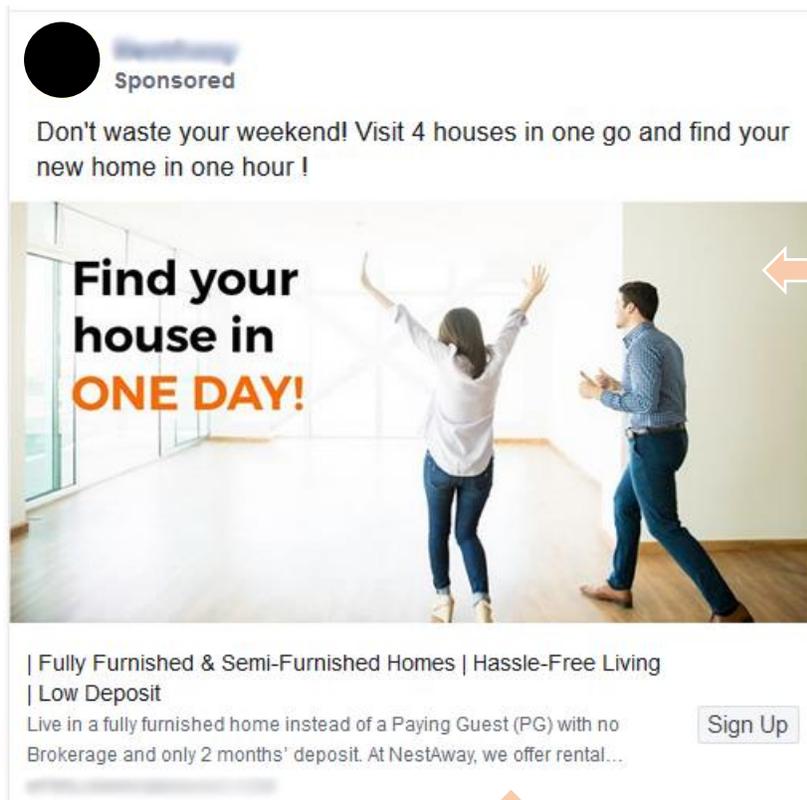
The city's urbanist home
Luxury living starts today

Learn More

This one has a short ad copy that share minimum information, this is not recommended because people won't be able to learn enough about the property but the lack of information will make them click on the Learn More button below, so a shorter ad copy can have the effect of instilling curiosity.

From this image, you can see the interior of the property and this builds u the curiosity, thus encouraging the leads to click on the learn more button.

FB Ad Templates #3:



A Facebook advertisement for NestAway. At the top left is a black profile picture and the word "Sponsored" in blue. Below this is the text "Don't waste your weekend! Visit 4 houses in one go and find your new home in one hour!". The main image shows a man and a woman in a bright, empty room. The woman has her arms raised in excitement. Overlaid on the image is the text "Find your house in ONE DAY!". Below the image is a sub-headline: "| Fully Furnished & Semi-Furnished Homes | Hassle-Free Living | Low Deposit". Underneath that is a short copy: "Live in a fully furnished home instead of a Paying Guest (PG) with no Brokerage and only 2 months' deposit. At NestAway, we offer rental...". A "Sign Up" button is located on the right side of the ad.

The text in the picture is making a claim, it is risky to make claims with FB Ads because Facebook takes claims seriously. But because this claim is not exaggerated it's still okay. Another thing to take note in using text in pictures is to make sure the text is less than 20%. Use this tool to check: https://www.facebook.com/ads/tools/text_overlay

Here, an informative headline and sub-headline is written. This is balancing the short copy written above.

FB Ad Template #4:

 **Sponsored**

Tired of paying huge deposit when renting a property?

Our Zero Deposit policy is still active... so, join the 100,000+ users today and rent your next home with zero deposit! 💎💎

Click to get started now!

Zero Deposit Rental Zero Deposit Rental



ZERO DEPOSIT



ZERO DEPOSIT

Rent Your Dream Home Now Safest End-to-End Rental Platform

[Learn More](#) [Learn More](#)

This is a company that promotes rental properties. With rentals, the method of approach is a little different. Here you can see; the copy starts with a problem and later talks about their unique solution.

Carousel is not recommended to use for property but in this case as its about rental property, if the pictures shown are within 3, its still okay.

FB Ad Template #5:

 **Sponsored**

Ever dream of moving to a **Landed Home in Sunway City?**

**FROM THE AWARD WINNING TOWNSHIP – SUNWAY CITY
THE LAST PHASE OF LANDED LAKESIDE HOMES**

 Sunway GEOLake within a **Gated and Guarded community**, offers everything you need to enjoy a true luxury lifestyle with World Class Amenities at your doorstep

 **Outstanding Resort Styled Facilities and Amenities** created with attention to detail by Landscape Architect, Seksan

 **Functional spaces** that elevate your living experience with a Swimming Pool by the lake and Rooftop Terraces cum Sky Garden, curated for the enjoyment of private moments and breathtaking view of the township

Don't miss out on **this rare and valuable offering** – AN OPPORTUNITY to live at an exceptional address with premium amenities to match the prestige of the location.

Call  or visit  to find out more.



**SUNWAY
GEOLAKE
residences**

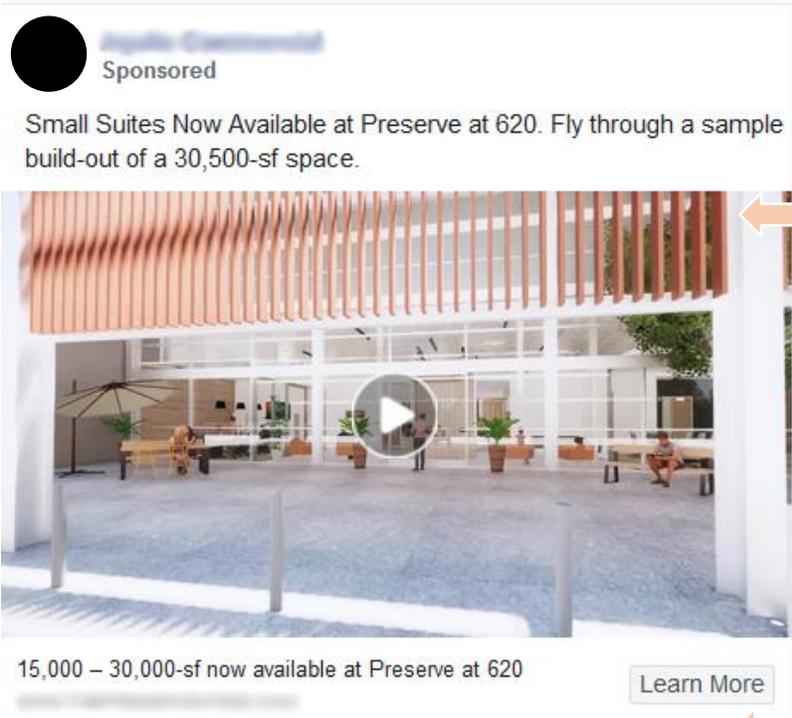
**Sunway City
From RM2 mil**

Landed Homes (25 ft x 98 ft) in Sunway City from RM 2mil [Sign Up](#)

This copy clearly states the problem which resonates with the leads and goes on to talk about the benefits of the property and ends with a number or website which promotes fast action.

Videos are an amazing way to showcase a property as it allows the leads to be able to experience what it's like to be in the property without being there.

FB Ad Template #6:



Sponsored

Small Suites Now Available at Preserve at 620. Fly through a sample build-out of a 30,500-sf space.

15,000 – 30,000-sf now available at Preserve at 620

[Learn More](#)

This ad follows the principal of letting the video do the talking. The copy gives an introduction of the video.

The Headline here gives a little bit more option for the property and a learn more button to promote fast action.

FB Ad Template #7:

The image shows a Facebook advertisement for a real estate property. At the top, there is a profile picture of a person and the name 'Real Estate' with a 'Like Page' button. The main text of the ad reads: '/// Upcoming Property Launch In Genting! /// There is a new up and coming property launch in the Genting Highlands area. Great for both investment and/or own stay (ideal for retirees or as a weekend home)'. This is followed by a list of features: '2-3 Bedrooms', 'Unique, modern design comes with balcony', 'Full furnished tastefully & luxuriously', 'Freehold title', 'Fantastic location: 30+ minutes from KL', 'Nearby attractions include Genting Highland Resort, Genting Premium Outlet and Sky Avenue', 'High occupancy rate throughout the year', 'Cool weather and quality air', and 'Area is surrounded by greenery & nature with no blocking view'. Below the list, it states 'Units are already selling fast, and begins from a reasonable RM730,000.' and 'To inquire more or get viewing on this upcoming property launch:'. There are two call-to-action options: 'Click this post' and 'Or Whatsapp directly to: https://api.whatsapp.com/send?phone=[redacted] (Larry)'. The central part of the ad is a collage of images showing a bedroom, a living area, and an aerial view of the property. A play button icon is overlaid on the collage. At the bottom, there is a sub-headline 'Genting Property Launch' and a 'Learn More' button. The ad also shows 6 likes.

Real Estate

Like Page

/// Upcoming Property Launch In Genting! ///

There is a new up and coming property launch in the Genting Highlands area. Great for both investment and/or own stay (ideal for retirees or as a weekend home)

- 2-3 Bedrooms
- Unique, modern design comes with balcony
- Full furnished tastefully & luxuriously
- Freehold title
- Fantastic location: 30+ minutes from KL
- Nearby attractions include Genting Highland Resort, Genting Premium Outlet and Sky Avenue
- High occupancy rate throughout the year
- Cool weather and quality air
- Area is surrounded by greenery & nature with no blocking view

Units are already selling fast, and begins from a reasonable RM730,000.

To inquire more or get viewing on this upcoming property launch:

- Click this post
- Or Whatsapp directly to: [https://api.whatsapp.com/send?phone=\[redacted\]](https://api.whatsapp.com/send?phone=[redacted]) (Larry)

Genting Property Launch

Click this post to learn more or whatsapp directly:

Learn More

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This is a good example of a well-informed ad because it has a list telling us the details of the property, create a sense of urgency by saying how its selling fast and promotes fast action by including a WhatsApp link

In the Sub-Headline, another reminder to take fast action is given including the learn more button.