



# FACEBOOK AD TEMPLATES

## 1. RENT VS. BUY

### Headline

OWN Your Home for the Same Amount You Pay in Rent?

### Primary Text

**XYZ AREA** FIRST TIME HOME BUYERS:

See if you can OWN your home for the same amount you pay in rent!

If rent is somewhere in the neighborhood of \$**X,XXX**/month, you may be able to OWN one of these homes...

Most people can even get help with their down payment!

Find out if you qualify >>

## 2. JUST LISTED

### Headline

"Just Listed in **XYZ Area** (See It Now!)"

### Primary Text

**XYZ AREA:** This pristine, recently updated ranch home with a beautifully maintained yard is move-in ready for you and your family!

Enjoy all new stainless steel appliances, white cabinets, stunning granite countertops, and the large eat-in kitchen...

Beautiful wood flooring flows throughout the home, which has great spaces for entertaining or just relaxing...

Outside, take advantage of a huge two-car garage with a third garage door leading to the backyard (the finished basement is accessed right from the garage).

Click here to see this and other amazing homes for sale... It's fast and easy to search from your computer, smartphone, or tablet >>



Don't delay, see it before it's sold!

### **3. DOWN PAYMENT ASSISTANCE**

#### **Headline**

Get Help With Your Down Payment & Become a Homeowner!

#### **Primary Text**

**XYZ AREA** FIRST TIME HOME BUYERS:

Concerned you may not have a big enough down payment to get you and your family into the home of your dreams?

WE CAN HELP!

We have been able to help many families get into the home of their dreams with 0% down!

See if we can do the same for you >>