



Step-by-Step On How To Create A Listing Ad



Step-by-Step on How To Create an Ad Overview

High quality Ads are key in generating a large number of high quality leads.

A great Ad complete with professional photos, an informative description, and other relevant details lets clients know you are an experienced professional that has the knowledge and skill to help them with their rental needs.



Step-by-Step on How To Create an Ad - Write The Description

The Header

Always include the neighborhood and number of bedrooms and bathrooms in the header. For example:
“2 BEDS 2 BATHS IN TRIBECA”

The Description

Include details about the neighborhood, building, and apartment. Well written descriptions are presented nicely and clearly and are not a wall of text.

Important Details To Include

- Distance from nearby trains
- Walking distance to relevant places nearby.
- Interesting details about the neighborhood.
- A bulleted list of apartment features such as laundry, central air, or dishwashers.

End Of The Description

For questions and showing please email or contact me' with your name and contact information.
Good income and credit is a must. Guarantors welcome. 12 months lease.

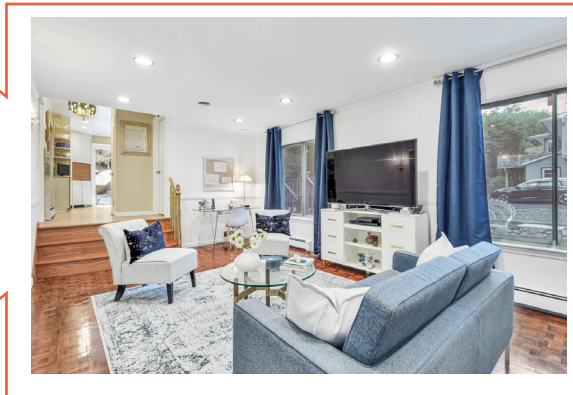
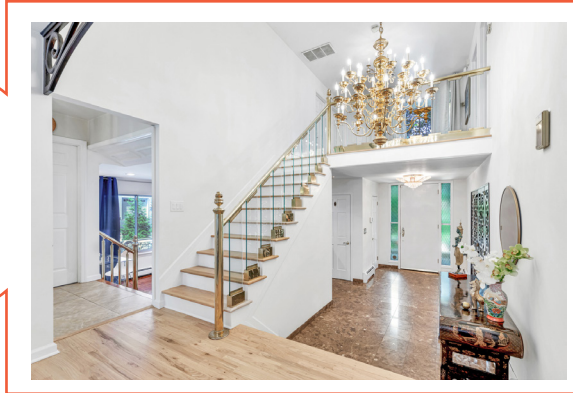


Step-by-Step on How To Create an Ad Photos Do's & Dont's

Here are a few rules to follow when taking photos of a listing to ensure your Ads attract leads:

1. First photo should be a common area with bright lights.
2. Include photos of the bedrooms next with as little clutter as possible.
3. Include photos of bathrooms last. Toilet seats should always be closed.
4. Take photos from a wide angle to make rooms appear larger.
5. Be sure that all spaces shown in photos are decluttered and clean.

Step-by-Step on How To Create an Ad- Photos Do's & Dont's





Step-by-Step on How To Create an Ad How to Make a Compelling Video

Including a video in your Ad is a quick and easy way of catching the attention of potential clients. Here are a few tips for creating an engaging video of your listing:



Walk around slowly.



Highlight important features.



Turn on the lights.

Step-by-Step on How To Create an Ad - Ad Accounts

Create an account on all major sites using your spiralny.com email to get started on posting your Ads and generating leads. Here are a few major platforms any real estate agent should be active on:

craigslist

trulia

 Apartments.com™

 Zillow®

 renthop

Step-by-Step on How To Create an Ad - StreetEasy

To post your Ad on StreetEasy, follow these steps:

1. We will add you to the **SPiRALNY** StreetEasy account.
2. Get approval from Marcel prior to posting any Ads on StreetEasy.
3. Mark your Ads as “co-exclusive” on StreetEasy and begin collecting leads!





WWW.SPIRALNY.COM

575 Fifth Ave, Floor 14 New York, NY 10017

