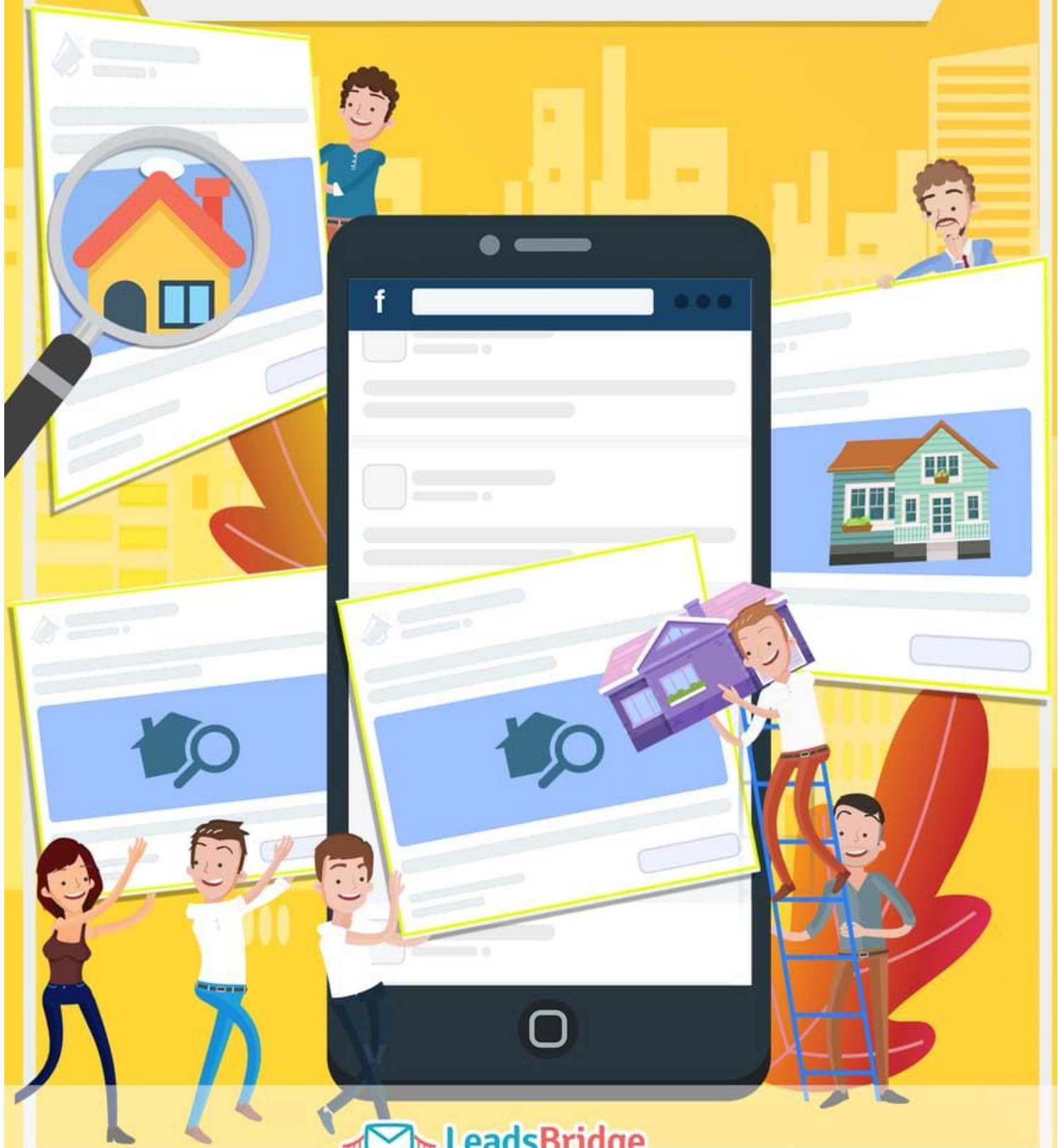


7 High-Converting Facebook Ads Templates for **Real Estate**



Food is to the body what leads are to real estate agents. It is the lifeline of real estate businesses. This is why [60% of agents search for leads daily](#). However, it is difficult to generate leads. But thanks to technology, real estate marketing is becoming easier. Even clients expect real estate agents to use online marketing tactics for their businesses. A study revealed that [19% of sellers](#) showed that they wished their realtor used more online marketing tactics.

But the question is:

What online marketing tactics can you use to generate leads?

It is simple: Facebook ads.

Facebook ads are a cheap and fast way to generate more customers for your business. However, if you want to generate targeted leads, you need proven and high-converting templates you can copy.

In this article, you will learn about the 7 high-converting templates for real estate Facebook Ads.

Let's get started.

Before we dive into the real deal, let's check out the elements that make up high-converting Facebook ads.

Three basic elements of a high converting ads

There are three elements your Facebook ads must possess if you want to create a high converting ad. They are:

1. The ad

The Facebook ad is made of three parts: The campaign, ad set and the Ad itself. The first part is the campaign where you specify the ads you want to run (shown below). The ad set level is where you determine who sees your ad and who doesn't, the budget, the ad duration, and the ad placement.

2. The lead magnet

The second element you need in your Facebook Ad is your lead magnet. A lead magnet is a resource you give away for free to get users to give you their emails. Examples are a list of off-market homes for sales, a list of upcoming open houses, foreclosures, single-story homes, poor homes, etc. It can also be a guide on a neighborhood. It must be a resource of high quality that can help your audience solve a problem.

3. The landing page

A landing page is a page you design for users to land when they click on your ad. It contains an opt-in form where people can subscribe. This is also where you get users' email.

Below are three different Facebook ads you can use for your real estate business.

High converting Facebook Ad Types for real estate

There are different ad types on Facebook, but if you are a real estate agent, you need to know the ads that will work for your business. Below are three types of ads you should create for your real estate business.

1. Engagement Ads

Engagement ads are shown to Facebook users who have the tendency to engage with ads. These are users who click on like, comment or share posts. The ad is optimized for likes, comment, and share so it is great for building your brand. They are suitable for advertising your real estate post on local events or community news.

2. Traffic Ads

Traffic ads are shown to people that are likely to click on your ads. They are optimized for clicks so it is great to use them to drive traffic to a landing page where people can opt in to become a lead. They are great for lead generation purposes.

3. Retargeting ads

Retargeting ads are shown to users who already know your real estate business. They have read your posts and they like and trust your business. The retargeting ads are optimized for people who are already familiar with your business. Use them when you want to get more leads and referrals from your database or you want your audience to keep you at the top of their minds.

Now that you know the ad types you can create on Facebook and the components of a converting ad, it is time to see the 7 real estate Facebook ad templates you can use as an inspiration to design your real estate ads.

7 High-Converting Templates for Real Estate Facebook Ads

1. Real Estate Facebook Ad template from W Real Estate

The first high-converting Facebook Ad template is from the W Real Estate. The real estate company created a Facebook ad on Foreclosure homes in the Ukiah area.

People are looking for good deals, and the one presented in the ad below is great. The ad is well-structured with the ad description showing what people will get when they click on the ad. The call to action is cool and direct, telling people what they need to do to assess the information advertised.

See the template below:



Kasie Gray - W Real Estate at **Kasie Gray - W Real Estate.**
January 4 at 4:37pm · Ukiah, CA [Like Page](#)

Looking for a 💰 sweet deal 💰 on a foreclosure in the Ukiah Area? 🏡
I've Compiled the listings of every foreclosure in the Ukiah Area. 📄

Click the link to get access and score the deal of a lifetime! ➡️



FREE List of Foreclosures in the Ukiah Area
Click the link for a free list of all the current homes in foreclosure or short sale!
Call me at 707-391-7963 for more info!

KASIE.REALTOR

2. Real Estate Facebook Ad template from Northern Atlanta Real Estate

The second real estate Facebook ads worth emulating is from the Northern Atlanta Real Estate. It is an ad on single-story properties put up for sale in the Canton/Woodstock area. The company compiled a list of customers they have worked with in the past year. The list includes the income, age, and property features. They used it as a lead magnet to get people to subscribe to their email list.



Northern Atlanta Real Estate
November 22 at 11:24am · 🌐

Need to move to a single story home? I've compiled a list of every one-story home for sale in the Canton / Woodstock area. Click the photo to get access to that list AND get an updated list weekly!



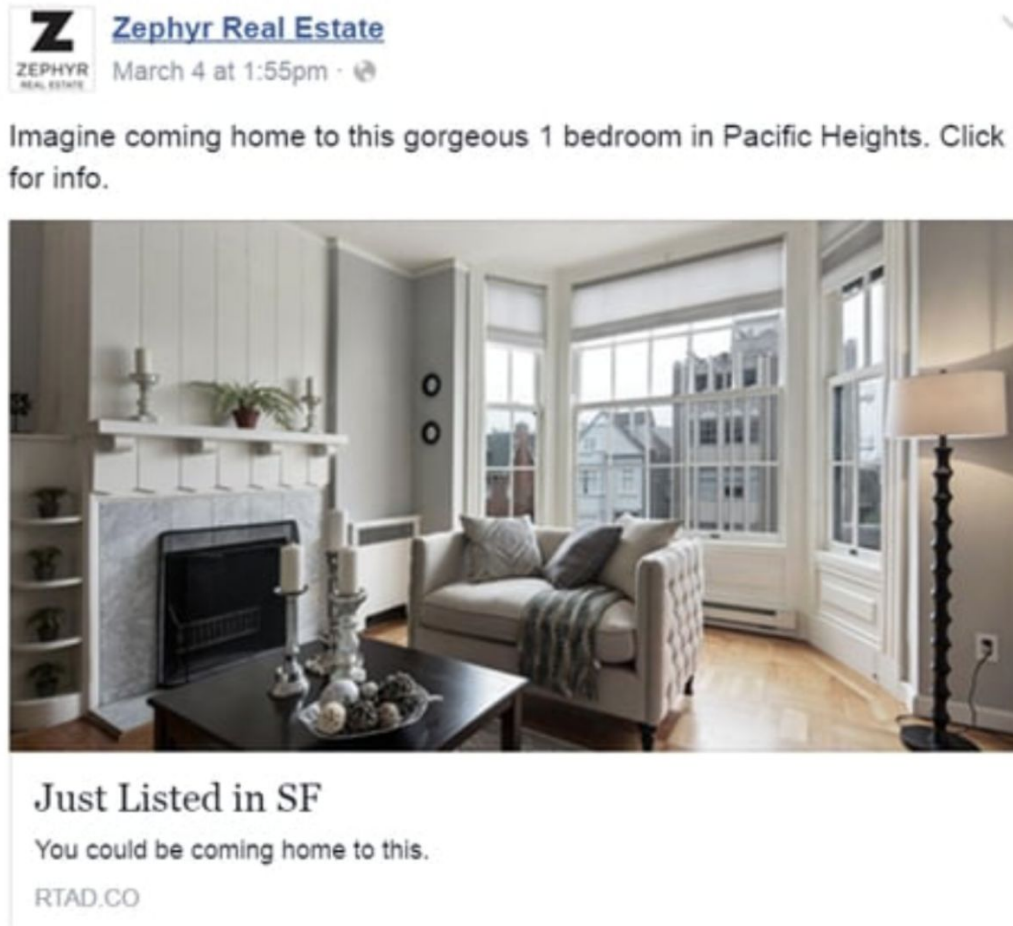
Need to move to a single story home?
Courtesy of Karin Carr, Keller Williams Realty Partners. O: 678-494-0644
NORTHERNATLANTADREAMHOMES.COM [Learn More](#)

1,358 people reached

It is a great ad because it is direct and straight to the point. The users know what they will get by clicking on the link.

3. Real Estate Facebook Ad template from Zephyr Real estate

The Zephyr real estate Facebook ad shown below is an ad on listing details. It shows a clear photo of the home being advertised and a call to action for users to check out the property.




Z
ZEPHYR
REAL ESTATE

Zephyr Real Estate

March 4 at 1:55pm · 🌐

Imagine coming home to this gorgeous 1 bedroom in Pacific Heights. Click for info.



Just Listed in SF

You could be coming home to this.

RTAD.CO

4. Real Estate Facebook video ad template from Windermere Real Estate



The image shows a Facebook video ad for Zephyr Real Estate. At the top left is the Zephyr Real Estate logo, a stylized 'Z' with 'ZEPHYR REAL ESTATE' below it. To the right of the logo is the text 'Zephyr Real Estate' with a verified badge, 'Written by', and '4 hrs · 🌐'. Below this is the text 'Check out this home that just hit the market!' and 'CalBRE #: 01118526'. The main visual is a video frame showing a modern living room with a white sofa, a dark armchair, and large windows overlooking a city skyline. A blue 'NEW' banner is in the top right corner. In the bottom left of the video frame is a circular profile picture of Vikki Hoven, with the text 'Vikki Hoven Zephyr Real Estate' overlaid. Below the video frame is the text '2 bed, 2 bath in San Francisco' and a description: 'Breathtaking city views from all rooms in the best penthouse in the Onyx! With soaring ceilings, this exquisite corner unit has the only exclusive private roof-deck in the bldng w/ its own panoramic skyline views.'

Using video ads on Facebook is cost-effective. In fact, video ads cost per view is around \$0.01, which is very cheap. Videos are also a great way to get brand exposures. A study revealed that [73% of homeowners say they are more likely to list](#) with a real estate agent who uses video to sell properties.

A good template of a Facebook video ad is the one from Windermere Real Estate. They created a [video ad](#) to educate people about their services. They employed humor to get the attention of their audience. The ad helps to build brand awareness.

5. Real Estate Facebook Ad template from Holley Real Estate

Apart from using video ads, if you have access to a drone, you can use drone footage to show properties and their surrounding neighborhood. Real estate is expected to account for more than [20% of all drone use by 2020](#). Yet, more than 55% of real estate agents are not using drones, with around 22% of agents reporting their agents do use drones.

This is what Holley Real Estate did. They used drone footage to advertise a just listed property - a 4 bedroom home in Northview.



The Facebook ad brought both the buyer and the seller to the listing.

6. Real estate Facebook ad template from Zillow Premier Agent

The Zillow Premier Agent created a real estate Facebook ads to promote their free lead magnet with an enticing call to action - "*Download our FREE guide to learn more*". Check it out below.



Premier Agent - Zillow & Trulia ✓

about 3 years ago



Listings are gold. Are you doing everything you can to get more of them? Download our FREE guide to learn more.



10 Ways to Get More Listings

Uncover tactics that will boost your business and put more money in your pocket.

WWW.ZILLOWPREMIERAGENT.COM

👍 1.7K 💬 40 ➦ 94

7. Real estate Facebook ad template from HomeUnion

The last real estate Facebook ad template on our list is from HomeUnion. They use a negative headline to make the ad go viral - "*Be an investor, not a landlord*". In a world where everyone is looking forward to becoming a landlord, that advice is upside down. They made being an investor sounds better than owning a house.



HomeUnion
about 2 years ago



You can now get cash flow, equity, appreciation, and tax deductions with single family cash flow properties.



Be an Investor, Not a Landlord



Be An Investor Not a Landlord

Download our free guide to successfully invest in single family rental properties. Learn how you can ...

WWW.HOMEUNION.COM

👍 2.5K 💬 70 ➦ 1K

Congratulations! You have the 7 high converting templates to use for your Facebook ads. It is time to ensure that you quickly contact the leads as they sign up. There are two ways to do it. One, download the CSV file directly to upload it in your CRM. This will take a lot of time as you have to do it all day and every day. Not to worry, there is a way out.

Leadsbridge [Facebook lead ads sync](#) to the rescue!

This tool helps you to connect your leads Ads campaign to your CRM so you can import the lead into your CRM immediately they sign up to your offer. With this, you can send them an email to warm them up. This tool removes the stress of having to download your leads every day.

Conclusion

Above are 7 high-converting Facebook ads template you can copy to create your real estate agent Facebook ad. Remember you need to [sync your Facebook leads with your CRM](#) for effective marketing and advertising efforts.