

AdWrite Module

- ◆ Writes “smart” ads based on the most extensive research into homebuyer segments, habits, needs and wants.
- ◆ Creates ads that get response.
- ◆ In less than a second, analyzes the basic information about a listing and targets ads directly at the homebuyer segment(s) most likely to respond to that property.
- ◆ Creates multiple ads for any listing, using proven approaches developed by real estate advertising professionals. Choose one or run several as a series for maximum pulling power.
- ◆ Writes compelling sales copy for homes, townhomes and condominiums throughout the resale-housing price range, from multi-million-dollar estates to low-end condos.



UN ESTILO DE VANGUARDIA

**Writes in Spanish
(2 dialects)**

PORT BUSH \$284,900
763 BERKSHIRE AVE Dos pisos con 4 recámaras. Chimenea a gas acogedora. Vidrio térmico protector, comedor formal, lavadora/secadora. Paquete de garantía del hogar, aire central, calefacción a gas. Abrepuertas de garaje, garaje para 2 coches, sótano acabado. Spa. MLS#501327

**Writes in
English**



PORT BUSH \$284,900
763 BERKSHIRE AVE Pride of place comes with this enviable home. The many amenities include formal dining room, gas fireplace and finished basement. 4BR/2 and 1/2 baths. Ample layout. Energy-saving thermal glass, home warranty package. Spa. MLS#501327

The Mechanics Behind the Magic

At a loss for Words?

**THE ADWRITER LEXICON
discovers just the “write” ones.**

Curious clients often ask us, “Where does the AdWriter systems find all those great words they write?” The answer is simple yet complex.

Simply put, ‘All those great words’ come from a very specialized, unique “dictionary” compiled by AdWriter’s talented linguists. We call it the “Lexicon,” from the Greek lexikon, meaning “...pertaining to words.” And the Lexicon does indeed ‘pertain to words’ - more than 50,000 discrete words, according to AdWriter’s Director of Systems Development and Networking. Yet it is much more sophisticated than a mere dictionary.

We like to think of the Lexicon as a Word Bank, with word assets stored in various vaults to be used for various purposes. Many of the vaults can currently be drawn upon (under tightly-controlled circumstances) by the adwriting systems to which they are connected.

The “vaults” connected to the adwriting systems contain a large variety of language parts that cover almost every conceivable category of new home or resale dwelling at every price range for use in many different United States marketing areas. These “vaults” also contain carefully-calibrated language lengths to enable the adwriting system to write to pre-ordered character counts for precisely limited copy, as in the case of 14-character “lead-ins,” classified “label” ads of 25 characters in length, or up to ads of 150, 200 or 250 characters. The system also easily accommodates those Realtors™ who desire relatively free-flowing copy using up to 250 characters or more.