



TASK CARD 6

The **Property (or Domain)** section of a newspaper is for people who are interested in *BUYING* or *SELLING* property – including rural property. Have a look through the **Domain** section of your newspaper and/or the Internet. The ads are written in a special way:

TOP BLOCK IN A TOP SPOT
Yellowwood, Capella

- 9 km East Capella
- Bitumen Road frontage
- 693 acres Freehold
- 4 Paddocks, 1 Dam
- Quality scrub soils
- Approx 100 ac cult. Bal. Buffel

Agents Comments: Highly productive wall to wall Buffel on first class undulating red and black scrub soils. Originally timbered by Brigalow yellow-wood and Bottletrees. Close proximity to Capella. Excellent additional area or lifestyle block with position.

When writing a **property** advertisement, the aim is to focus on the property's best features..

YOUR TASK is to write an advertisement to SELL ALEX'S FAMILY'S FARM!

SOME TIPS:

1. Write positive headlines when writing a real estate ad.
2. Describe the best features of the home.
3. Put the price of the home in the real estate ad.
4. Use positive words; "cozy" instead of "small," "charming" for "old", etc.