

Sample Headlines for DREA Agents' PushAds

Headlines should always include the following 3 Components:

1. Describe the Primary Features and Key Selling Points of the property. Sell the story in a compelling manner
2. Include any special promotion (E.g. Discount, Price Reduced) and Key Benefits to Reader
3. Call to Action (E.g. Download an Independent Review of this Property now)

***Long sentences and paragraphs tend to be ineffective. Avoid using overly "gimmicky" words**

****Headlines should match Key Message in Header and Photo**

Identify the Key Features of Your Property (Select no more than 2 – 3)					
Features of Property / Suggested Sentences	Design	Beautiful Finishing / Furniture	Good Value / Investment	Location	Special Promotion
1	Inspired by nature, this sophisticated and luxurious resort-home	Intricately designed furniture	If you've been searching high and low for investment properties...	A dream home in a high-end private community	Currently offering 5% Developer Discount
2	One-of a kind home created by renowned architect	Wall-to-wall glass doors to balcony	At this psf, you only need \$Xk in rent to have x% rental yield	Nestled in a private residential enclave	Price Alert!
3	Unobstructed views that are unparalleled	Home office with gorgeous built-ins	Don't let investment deals get away	Great neighbourhood with X nearby	Unit just listed on market
4	Crème de la Crème of homes	Master bedroom with walk-in	So little for so much!	Minutes from Top 10 School	Unit will be taken off market in 1 week
5	A perfect setting for relaxing and entertaining	Lovingly maintained	Cheaper than renting!	All within easy walking distance from your home	ABSD Fees are waived
6	Merging inspiration and luxury	Remodeled to perfection	Priced cheaper than XX% of homes in this area	This home is best positioned to enjoy the best of (Neighbourhood)	Reduced prices for ...
7	Masterful design and modern luxury embodied in one unit	All the work has been done for you, you just need to move in			Call-to-Action
8	This home is the ultimate retreat to return to at the end of the day	Generous living space and stylish finishing	For most people renting, this unit will likely come out as cheaper than renting	Schools nearby for every stage of your child's life	Download Developer's Discount Pass now
9	Living is easy in this impressive, generously spacious residence	Enjoy the space to create and think in this beautiful home		Live on one of the finest streets in Singapore	Download an Independent Review of this unit. Pricing analysis included
10	Open floor plan encompasses 3BR with plenty of space for living and storage	Divine master suite with massive windows overlooking city		Awake in the morning and step out into one of the most vibrant neighbourhoods in Singapore	Download an E-brochure of this unit, with floor plans

