



Eight ad copy frameworks to boost your ROI

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Why Your Ad Copy Matters

Ad copy is the spoken-or-written hook that turns a scrolling stranger into a hot lead. Whether it's a single punchy line under a static image or one laser-focused sentence per scene in a video, the copy is what translates attention into action.

Creative alone won't save a flat headline; the right words do the heavy lifting to:

- 1 Stop the scroll** – A tight, benefit-first line forces the prospect to pause.
- 2 Frame the value** – Copy makes it crystal-clear why your offer beats every other tab open in their browser.
- 3 Drive the click (or tap, or call)** – Every word either moves them forward or clogs the funnel.

Great ad copy for estate agents is:

- 1 Hyper-specific:** Names the pain, the suburb, the outcome – no fluff.
- 2 Benefit-stacked:** Leads with what the prospect gains, not what you do.
- 3 Singular:** One message, one promise, one CTA – especially in video where each scene must pull its weight.
- 4 Charged with urgency:** A reason to act right now, not “sometime soon.”

Rex Pro Tip

Test out one of the ad copy ideas in this workbook and find your best fit!

ONE

Attention, Interest, Desire, Action!

The AIDA framework marches the prospect through four mental checkpoints: grab their attention, spark genuine interest, turn that into burning desire, and finish with an unmistakable call to action.

How to use this framework:

Break up your ad copy into the following segments.

Attention
Struggling to sell your home?

Interest
Discover why hundreds of sellers in [Your Area] trust our expert team...

Desire
...to sell their home at the best price

Action
Book your free valuation today.



Test it out:

Try out this framework by taking one of your recent ads and rewrite using this framework:

Attention
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Interest
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Desire
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Action
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Problem-Agitate-Solution

In the PAS framework start by naming the prospect's biggest headache, twist the knife to amplify discomfort, then present your offer as the obvious, fast-relief fix.

How to use this framework:

Break up your ad copy into the following segments.

Problem

Tired of long void periods?

Agitate

Every day your property sits empty, you lose income

Solution

Our dedicated lettings team is able fill properties faster with quality, long-term tenants.



Test it out:

Try out this framework by taking one of your recent ads and rewrite using this framework:

Problem

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Agitate

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Solution

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THREE

Promise, Picture, Proof, Push!

The 4 P's framework opens with a bold promise, paint a vivid picture of success, back it with credible proof, then push for immediate action.

How to use this framework:

Break up your ad copy into the following segments.

Promise	At [Your Agency], we promise to get you moving fast.
Picture	Picture handing over the keys stress-free within weeks.
Proof	With 500+ five-star reviews and a 98% sale rate, we can deliver.
Push	Ready to make the switch? Contact us today.

Test it out:

Try out this framework by taking one of your recent ads and rewrite using this framework:

Promise	
Picture	
Proof	
Push	

FOUR

Features, Advantages, Benefits.

The FAB framework translates technical features into real-world advantages, then slam-dunk with the tangible benefit the client actually cares about.

How to use this framework:

Break up your ad copy into the following segments.

Features
Our agents are experts in [Your Area]

Advantages
helping you attract the right buyers fast

Benefits
At [Your Agency], we can sell your home quickly for the best possible price.



Test it out:

Try out this framework by taking one of your recent ads and rewrite using this framework:

Features
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Advantages
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Benefits
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FIVE

Before-After-Bridge.

The BAB framework sketches the “before” pain state, reveal the “after” dream scenario, and bridge the gap with your service as the essential link.

How to use this framework:

Break up your ad copy into the following segments.

Before
From empty viewings
and zero offers

After
to 3 offers in just
7 days

Bridge
our innovative marketing
strategy can bridge the gap
to get you moving.

Test it out:

Try out this framework by taking one of your recent ads and rewrite using this framework:

Before

After

Bridge

SIX

Useful, Urgent, Unique, Ultra-specific.

In the 4 U's framework every line must be genuinely useful, time-sensitive, clearly different, and packed with precise detail.

How to use this framework:

Break up your ad copy into the following segments.

Useful
Boost rental yield with the 2025 Landlord Health Check.

Urgent
Free for 7 days—gone [insert date].

Unique
Written by rental-marketing strategists at [your agency]

Ultra-specific
58 landlords increased their rental yield—join them.



Test it out:

Try out this framework by taking one of your recent ads and rewrite using this framework:

Useful
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Urgent
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Unique
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Ultra-specific
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SEVEN

Clear, Concise, Compelling.

The 3 C's framework strips the message to its essentials: crystal clarity, zero waffle, and a hook strong enough to compel immediate action.

How to use this framework:

Break up your ad copy into the following segments.

Clear

Need more landlords?

Concise

We help agents generate high-quality landlord leads

Compelling

no cold calls, just smart ads that deliver.

Test it out:

Try out this framework by taking one of your recent ads and rewrite using this framework:

Clear

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Concise

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Compelling

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EIGHT

Goal, Reality, Obstacle, Way Forward.

The GROW framework aligns on the buyer's goal, reflects their current reality, spotlights the obstacle blocking progress, then maps the path forward—your solution.

How to use this framework:

Break up your ad copy into the following segments.

Goal	Looking to move before the end of summer?
Reality	In today's market,
Obstacle	many agents struggle to make your property stand out online.
Way Forward	At [Your Agency], our innovative marketing attracts serious buyers fast, so you can make your next move without delay.

Test it out:

Try out this framework by taking one of your recent ads and rewrite using this framework:

Goal
Reality
Obstacle
Way Forward



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