FREE GUIDE

Getting More Value from Meta Ads as a Real Estate Agent

Meta ads can put you in front of local buyers and sellers every day. These basics help each dollar go further.



Pick one goal per campaign

Run separate campaigns for buyers and for sellers. Each one needs its own message, its own offer and its own form.

Know the housing ad rules

Meta treats real estate as a special ad category for housing. Targeting by age, gender and ZIP code is limited, so lean on your location, your creative and your message to reach the right people.

Start small and stay steady

- ✓ Choose a daily budget you can keep up for several weeks. Stopping and starting resets learning.
- ✓ Give a campaign time to learn before you judge it.
- ✓ Track cost per lead and, more importantly, conversations started.

Creative that works

- ✓ Real local photos and short phone videos often beat polished stock images.
- ✓ Lead with one clear benefit, like a free home value report or a new listings alert.
- ✓ Refresh creative every few weeks so your audience doesn't tune it out.

A sample seller campaign brief

This is an illustrative planning example, not a live Kap Rate Living campaign or a promise of leads.

> **Goal and offer**
> Start conversations with Tampa Bay homeowners considering a sale. Offer a seller preparation checklist—not a guaranteed sale price.
>
> **Creative**
> Use your own local photo or a short video explaining three things to do before listing photos. Include required brokerage identification.
>
> **Example wording**
> “Preparing to sell in Tampa Bay? Get a practical checklist covering photo preparation, paperwork, and questions to ask before listing.”
>
> **One next step**
> “Get the checklist.” Deliver exactly what the ad offers. Request only the information needed to deliver it, with a privacy notice and appropriate consent for any follow-up.
>
> **What to measure**
> Record spend, inquiries, conversations, and appointments separately. A submitted form is not the same as a qualified lead or a closed transaction.

Before launch, confirm the current Meta housing-ad requirements and your brokerage’s advertising rules. For a Chicago campaign, adapt the offer and images to that market; do not simply swap the city name on an unrelated photo.

After someone requests the checklist

Sample reply: “Hi [first name], here is the seller preparation checklist you requested. Are you gathering information, or working toward a particular move date?”

Send the resource first, then record their answer and next step. See follow-up message examples.

Respond while the inquiry is fresh

The fastest reply usually wins. Turn on instant lead notifications and reply within minutes, not hours. Then follow up for weeks, not days.

At Kap Rate Living, Meta campaigns are set up for you and inquiries route straight to you. How our marketing works.