UTN Carrera: Técnico Superior en Negociación de Bienes Materia: Inglés Técnico

Name: _____ **Course:** _____

Mock exam Nº3 (class nº10) - Real Estate Advertising

Real estate advertising is usually expensive so it is very important not to make mistakes when *placing a real estate ad* in the local newspaper or internet.

There are a few MUST rules. When you write real estate advertising always include the following: the **price, and** the **address.** Many people will not call if the price or address is not included. As a result, there is a loss of potential buyers that may purchase your house. Besides, if the house has some of the following features remember to include them in the ad: number of Bedrooms, number of Baths (if more than 1), Air-Conditioning, Fireplaces, Kitchen Features, Decks, Views and Garages. These are *benefits* rather than cold hard data so we should include them. Apart from including all the relevant features, it is important to use adjectives that create pictures and good feelings. For example: Use powerful adjectives that draw pictures like: "Stunning, Breathtaking, Relaxing, Warm, Inviting"

However, there are several details that should not be included in a Real Estate Advertisement. For instance: "close to an elementary school" or **"bus stop right at front door",** because not everyone likes having a school close by, or having the bus stop is not important to them because they have a car. The problem with writing ads is that we sometimes advertise lifestyle features that may not suit many people. In other words, what might be very important to us might not be important for others.

1- Read the previous article and choose the best summary.

2- Answer the following questions.

a- Which kind of words should we use when writing a real estate ad?
b- What should we always include when writing a real estate ad?
c- Why do we need to omit certain information in the ad?
d- Can you lose potential buyers if you do not include certain features?

3- Decide if the statements are true or false according to the text. Give reasons for your answers.

a- Advertising lifestyle features that might not be important for others is a good strategy.
b- Real estate advertising is costly.
c- If the price or address is not included many people won't call.
d- Use information that creates cold hard data.

4- Find words in the text which mean:

a- The short form of an advertisement **(n)** _____**(paragraphs 1,2 and 3)**
b- To communicate or try to communicate with by telephone **(v)** _____**(paragraph 2)**
c- At most times, used to describe what happens in most situations **(adv)** _____**(par. 1)**
d- Something that gives you advantages or improves your life **(n)**_____**(paragraph 2)**

5- Multiple choice. Choose the best answer according to the text.

A) (Real estate) **Advertising** is...
a- The activity or business of telling people publicly about a property or land in order to persuade them to buy it.
b- A property that is available.
c- To price properties.

B) **To Purchase** is...
a- The price that has to be paid if you want to buy something.
b- The person who buys something.
c- To buy something.