

# ZILLOW'S TOP 16 ADS



*Easy Agent PRO*



# FACEBOOK ADS

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW

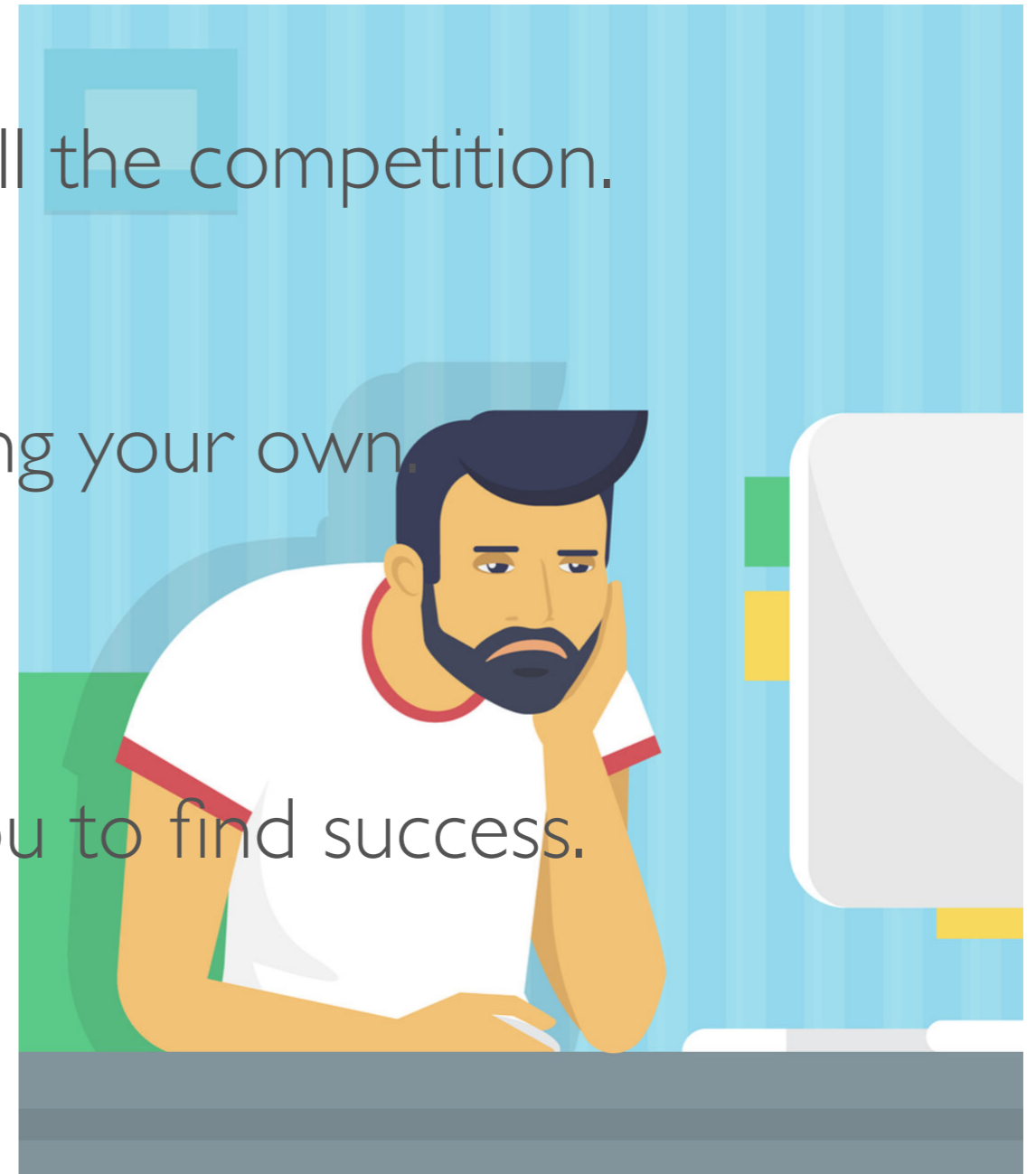
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# HOW TO USE THIS EBOOK

Facebook advertising can be hard! Especially in real estate with all the competition.

One way to make it easier is to study competitors ads before making your own.

In this ebook, you'll find 16 ads Zillow is running on Facebook right now! Hopefully, they inspire you to find success.



# HOW KARIN GETS 25 LEADS A WEEK



## BUT WHAT WORKS TO GET LEADS ON FACEBOOK IN REAL ESTATE?

We're about to cover 16 ads that are running for Zillow. They'll help you create ad copy, pick images, and launch campaigns. But if you've never done this before, you might get lost with the data below. Watch the video above if you need a tutorial on setting up Facebook ads to landing pages for real estate leads.

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# LET'S GET INTO IT

The 16 Ads Zillow Is Running Right Now On Facebook

**Profile Detail**

**Demographics**

Country:  
United States

Marital Status:  
Married

Ad Link Type:  
External

Ad Status:  
Regular

**Gender & Age**

Gender: Male  
Age: 49 Years

**Ad Preview**

**What's My Home Worth?**

<http://www.trulia.com>

Whether you're ready to move or just thinking about it, you can find out what your home is...

# HOW TO READ THESE GRAPHICS

The Red Text Shows You How To Interpret The Following  
16 Graphics

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**Profile Detail**

Country: United States

Marital Status: Married


Ad Link Type: External

Ad Status: Regular

  
**Jason Bell**

Gender: Male      Age: 49 Years

**Ad Preview**



**What's My Home Worth?**

<http://www.trulia.com>

Whether you're ready to move or just thinking about it, you can find out what your home is...

# FACEBOOK AD #1

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW


**Profile Detail**

Country: United States

Marital Status: Married

Ad Link Type: External


Ad Status: Regular



**Jason Bell**

Gender: Male      Age: 49 Years

**Ad Preview**



**Thinking of Selling?**

<http://www.trulia.com>

Whether you're ready to move or just thinking about it, you can find out what your home is...

# FACEBOOK AD #2

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW


### Profile Detail

Country: United States

Marital Status: Married

Ad Link Type: External


Ad Status: Regular



## Jason Bell

Gender: Male      Age: 49 Years

### Ad Preview



**Still need to be renting?**

<http://ad.doubleclick.net>

Find your dream home today with Zillow.

# FACEBOOK AD #3

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW




### Profile Detail

Country: United States

Marital Status: Married

Ad Link Type: External


Ad Status: Regular



## Steven King

Gender: Male      Age: 63 Years

### Ad Preview



**Ready to Sell? Find what your home is worth.**

<http://www.trulia.com>

Whether you're ready to move or just curious, you can find out what your home is worth ins...

# FACEBOOK AD #4

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW


**Profile Detail**

Country:  
United States

Marital Status:  
Single

Ad Link Type:  
External


Ad Status:  
Regular



**Jane Fonda**

Gender: Female      Age: 24 Years

**Ad Preview**



**Find your way home with Zillow.**

<http://zillow.com>

Browse millions of listings and photos.

# FACEBOOK AD #5

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW


**Profile Detail**

Country: United States

Marital Status: Single

Ad Link Type: External

Ad Status: Regular




**Sigourney**

**Weaver**

Gender: Female      Age: 27 Years

**Ad Preview**



**Find your way home with Zillow.**

<http://zillow.com>

Fast, free, thorough home search on America's most popular web portal, covering real estat...

# FACEBOOK AD #6

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW


**Profile Detail**

Country:  
United States

Marital Status:  
In a relationship

Ad Link Type:  
External


Ad Status:  
Regular



**Jodie Foster**

Gender: Female      Age: 27 Years

**Ad Preview**



**Find your way home with Zillow.**

<http://zillow.com>

Browse millions of listings and photos.

# FACEBOOK AD #7

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW


### Profile Detail

Country: Australia

Marital Status: Single

Ad Link Type: External


Ad Status: Regular



**Tom Horan**

Gender: Male      Age: 31 Years

### Ad Preview



**Find your way home with Zillow.**

<http://zillow.com>

Browse millions of listings and photos.

# FACEBOOK AD #8

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW


### Profile Detail

Country: United States

Marital Status: In a relationship

Ad Link Type: External


Ad Status: Regular



## Sally Field

Gender: Female      Age: 26 Years

### Ad Preview



**Find your way home with Zillow.**

<http://zillow.com>

Browse millions of listings and photos.

# FACEBOOK AD #9

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW


### Profile Detail

Country: Canada

Marital Status: In a relationship

Ad Link Type: External


Ad Status: Regular



**Alex Barris**

Gender: Male      Age: 29 Years

### Ad Preview



**Find your way home with Zillow.**

<http://zillow.com>

Browse millions of listings and photos.

# FACEBOOK AD #10

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW


**Profile Detail**

Country: United States

Marital Status: Single

Ad Link Type: External


Ad Status: Regular



**Mark Lewis**

Gender: Male      Age: 28 Years

**Ad Preview**



**Find your dream home on Zillow.**

<http://zillow.com>

Planning to move in 2016? Start looking for your new home today.

# FACEBOOK AD # 11

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW




### Profile Detail

Country: United States

Marital Status: Single

Ad Link Type: External


Ad Status: Regular



**Meryl Streeep**

Gender: Female      Age: 32 Years

### Ad Preview



**Find your dream home on Zillow.**

<http://zillow.com>

# FACEBOOK AD #12

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW


**Profile Detail**

Country:  
United States

Marital Status:  
Married

Ad Link Type:  
External


Ad Status:  
Regular



**Greta Garbo**

Gender: Female      Age: 26 Years

**Ad Preview**



**Find your dream home on Zillow.**

<http://zillow.com>

Planning to move in 2016? Start looking for your new home today.

# FACEBOOK AD #13

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW


**Profile Detail**

Country:  Canada

Marital Status:  Married


Ad Link Type:  External

Ad Status:  Regular

  
**Jordan**

Gender:  Male      Age:  30 Years

**Ad Preview**



**Find your dream home on Zillow.**

<http://zillow.com>

Planning to move in 2016? Start looking for your new home today.

# FACEBOOK AD #14

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW


### Profile Detail

Country: United States

Marital Status: Single

Ad Link Type: External


Ad Status: Regular



**Mark Lewis**

Gender: Male      Age: 28 Years

### Ad Preview



**Buying or selling a home?**

<http://ad.doubleclick.net>

Find your dream home today with Zillow.

# FACEBOOK AD #15

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW


**Profile Detail**

Country:  
United States

Marital Status:  
Married

Ad Link Type:  
External


Ad Status:  
Regular



**Paul Scholes**

Gender: Male      Age: 48 Years

**Ad Preview**



**Browse dream homes today**

<http://ad.doubleclick.net>

Kickstart your home search today with Zillow.

# FACEBOOK AD #16

THE 16 ADS ZILLOW IS RUNNING RIGHT NOW



# NOTICE ANYTHING?

The biggest thing to notice with these ads is that they are not that complicated! So, don't over think it. Here's another video showing you exactly how to setup an ad that gets leads.