

# CALLS-TO-ACTION

*for estate agents*



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## What is a Call-to-Action?

Businessdictionary.com defines a Call-to-Action as follows:

*"Words that urge the reader, listener, or viewer of a sales promotion message to take an immediate **action**, such as "Write **Now**," "Call **Now**," or (on Internet) "Click **Here**."*

*A retail advertisement or commercial without a **call-to-action** is considered incomplete and ineffective."*

We've compiled Calls-to-Action directed at both buyers and sellers and an additional 40 general CTA's you can use in your marketing campaigns to help you get started.

# Calls-to-Action for BUYERS

1 - 10

- 1 Best Kept Secrets Buyers Need to Know
- 2 Best Value
- 3 Buy-to-Let Information
- 4 Buy Your Next Home for Less than the Cost of Paying Rent
- 5 Call Now for a Free Home Matching Consultation
- 6 Confused about Buying in Your Area? Ask Me Your Questions
- 7 Contact Us for a Free Report on Real Estate Investments in [Area]
- 8 Enjoy Your Virtual Tour
- 9 Enroll in Our Real Estate Investment Class
- 10 Find Out Which Houses You Do Not Want to Buy in [Area]

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# Calls-to-Action for BUYERS

11 - 20

- 11 [Finding Your Next Home Is Just a Click Away](#)
- 12 [Finding Your Next House Is Simply a Click Away](#)
- 13 [Foreign Investors — How to Buy Property in S.A](#)
- 14 [Free Download: First-Time Home Buyer's Guide](#)
- 15 [Get a Fast, Customized List of Homes That Meet Your Personal Specifications](#)
- 16 [Get the Most Important Details on This Home Now](#)
- 17 [How Do You Make the Winning Offer?](#)
- 18 [How to Save Thousands on Your Next Home](#)
- 19 [Learn How to Buy a Home for Less than Your Current Rent](#)
- 20 [Read How to Save Thousands on Your Next Home](#)

# Calls-to-Action for BUYERS

21 - 30

- 21 [Relax...Finding Your Next Home Is Just a Click Away](#)
- 22 [See How We're Helping Our Clients Find Their Dream Homes](#)
- 23 [Sign Up for Listings In \[Area\]](#)
- 24 [Subscribe Now for Free Tips on How to Buy a Bank Repossessed Property](#)
- 25 [Take Our Home Buyers Quiz](#)
- 26 [Tips on Buying Bank Repossessed Properties](#)
- 27 [20 Home Buying Tips](#)
- 28 [Watch This Free Video on Making the Most of Your Next Home Purchase](#)
- 29 [What Has the Listing Agent Not Told You? I Know. Call Me Now](#)
- 30 [15 Tips for Maintaining Your Home after Registration](#)

# Calls-to-Action for SELLERS

1 - 10

- 1 Call Me Now to Discuss How I Will Sell Your Home for More
- 2 Call Now to Find Out What Similar Homes on Your Street Have Sold for
- 3 Check Out Home Values in [Area]
- 4 Click Here to Receive Tips to Sell Your Home Fast
- 5 Download Our Sellers eBook for Helpful Advice
- 6 Download the 10 Biggest Mistakes Home Sellers Make
- 7 Fill Out This Form to Find Out Your Home's Value
- 8 Find Out What Your Home Is Worth (Free, No Obligation)
- 9 Free Market Evaluation
- 10 Free Relocation eBook

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# Calls-to-Action for SELLERS

11 - 20

- 11 Free Report: 10 Questions to Ask BEFORE Selling your Home
- 12 Get a Free CMA!
- 13 Get a Free Downsizing eBook
- 14 Get a Free Online Market Evaluation Now!
- 15 Get Your Free Relocation eBook
- 16 Here's Your Free Sellers Checklist
- 17 No Obligation Consultation
- 18 Read This Report to Sell Your Home FAST
- 19 Receive a Free Market Analysis
- 20 Request a Neighbourhood Market Report

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# Calls-to-Action for BUYERS

21 - 30

- 21 [Sell Your Home Fast](#)
- 22 [Sellers – Don't Make This Mistake](#)
- 23 [Sign Up for Free Marketing Tips](#)
- 24 [Subscribe to Our Sellers' Newsletter](#)
- 25 [The Home Selling Process – Download the eBook](#)
- 26 [Tips to Selling Your Home Quickly](#)
- 27 [Understanding the Transfer Process – The Complete Guide](#)
- 28 [Want Market Information on Sales in Your Area?](#)
- 29 [Want to Know How to Get Better Than Asking Price?](#)
- 30 [What's Your Home Worth?](#)

# Calls-to-Action for **GENERAL**

1 - 10

- 1 Call Us This Week to Schedule an Appointment
- 2 Click Here to Enroll Today
- 3 Click Here to Find Out All the Details
- 4 Download Free Report Instantly
- 5 Download Our eBook for More Information
- 6 Expires at Midnight Tonight
- 7 For a Short Time Only
- 8 Free Newsletter – Sign Up Here!
- 9 Get a Free...
- 10 Get All the Local Market Information You Need to Make The Best Decision

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# Calls-to-Action for **GENERAL**

11 - 20

- 11 Get It Now!
- 12 Get Professional Real Estate Advice
- 13 Get Started Today
- 14 Get TODAY'S Real Estate Market Data
- 15 Get Your Free Relocation eBook
- 16 I Can't Wait to Hear from You
- 17 I Invite You to...
- 18 Immediate Download
- 19 It's Important That You Respond Promptly
- 20 Join Our Monthly Mailing List

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# Calls-to-Action for **GENERAL**

21 - 30

- 21 Just Hit Reply and We'll Email You the Details
- 22 Just Reach for Your Phone
- 23 Limited Time Offer
- 24 No Question Too Small – Contact Us
- 25 Please Don't Hesitate to Call Us
- 26 Read This Newsletter and Start Saving Tomorrow
- 27 Register for Market Information
- 28 Request Your FREE Quote Today
- 29 Reserve Your Spot Now
- 30 Send for Our Free Brochure

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# Calls-to-Action for **GENERAL**

31 - 40

- 31 Sign Up for Our Free Newsletter Packed with Real Estate Tips
- 32 Subscribe Here for Free Market Reports
- 33 Subscribe to Our Monthly Newsletter Here
- 34 Talk to a Knowledgeable Agent
- 35 Talk to an Expert
- 36 Tell Us What's Important to You
- 37 We'd Like to Hear from You
- 38 We're Waiting for Your Call!
- 39 What Keeps Our Clients Coming Back?
- 40 Why Not Give Us a Call to Find Out All the Details?

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