

MORE HEADACHE AD CAMPAIGN IDEAS:

- You're a pack rat who wants to put your house on the market next week.
- Another offer comes in on your dream house.
- Your Beaver Cleaver house sits on a busy street.
- Your roof is having a mid-life crisis.
- Your house lacks curb appeal.
- Your house smells like "eau de pet"
- Your house has LP siding.
- Even you admit your house has a funky floor plan.
- Your three bedroom house is one bedroom short.
- Your teenage kids no longer fit in your starter home.
- With another child on the way, your 3 bedroom home is 1 bedroom short.
- You have "Street of Dreams" taste on a "fixer-upper" budget.
- Your home-based business has outgrown your kitchen table.
- Your "room to grow" home no longer fits your "time to downsize" life.
- Your house's charm can't hide a funky floor plan.
- You need a bigger house but the kids don't want to leave the neighborhood.
- The market has heated up so fast, the loan appraiser can't find comparable sales to justify your price.
- Oops! The seller forgot to mention the abandoned oil tank.
- They say, "You can't take it with you," but the seller took the stove!
- You forgot to exclude Aunt Martha's antique chandelier.
- Your appraisal came in under the sales price.