

The **Copy Cat Phrase Finder** is a real estate copywriting tool that removes the burden of producing dynamic, creative copy for your real estate ads...



The Copy Cat is an easy-to-use productivity tool that will help you to produce interesting, creative copy for your property listings.

INTRODUCTION

The Copy Cat can be used to write real estate listings from start to finish or to provide inspiration when you are looking for a heading, a closing, or that elusive phrase to describe a special aspect of the property you are promoting.

The website is split up into categories for ease of use and you'll soon become familiar with them to find exactly what you are looking for.

Simply browse through broad categories containing thousands of phrases via dropdowns, or narrow the number of results returned to you by typing in a keyword that relates to your search.

For example, if you want a heading for an apartment in the **city** you would select **city** from the dropdown menu, then type a descriptive word such as **apartment** or **modern** into the 'enter keyword' box, before clicking the **find** button.

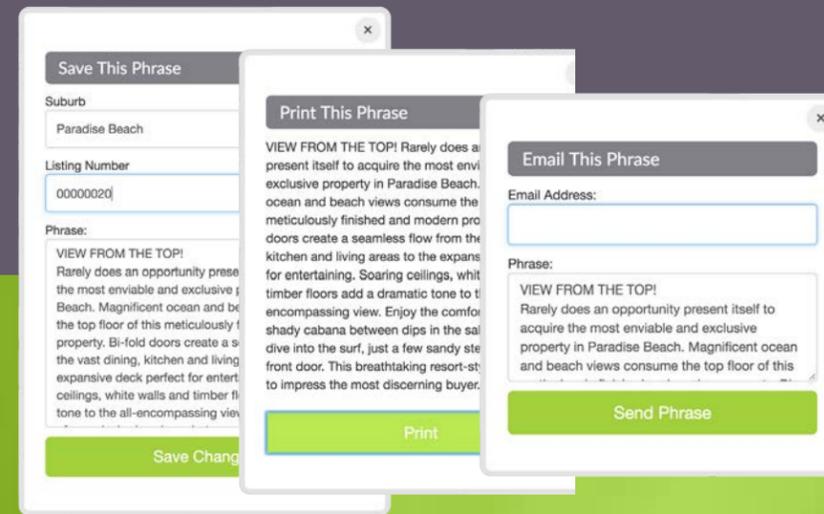
Perhaps you have a house in the suburbs that would suit a family. Select **suburban** from the dropdown menu, then type in **family** as your search string. See the next page for further examples.

The **closing phrases** are particularly useful. They finish off your ad with a short statement or a **call to action**. For example, search on **cheap** or **value** or **inspection**.

The Copy Cat tool includes a **word count**, **word limiting option** (great for creating bullet points), and a synonym-finder; you can **print**, **email** or **save** and retrieve your Copy Cat creation or **paste** it into a Microsoft Word or similar document using the **clipboard**.

COPY. ON TIME. ON TREND.

The Copy Cat Phrase Finder offers you unlimited access from any location on any device and not only gives you a competitive edge, but frees up valuable time and ensures accurate and interesting property descriptions.



Just listed a house that is falling down or needs remodeling? Bored with using the heading 'Renovate or Detonate'?

Go to Locality, select other from the dropdown menu, type 'needs work' and press the find button.

How about an apartment that is central to everything?

Go to Setting and type 'central' in the keyword search box.

Architectural style has you baffled?

Go to Dwelling, select Style and type 'Art Deco', 'Victorian' etc.

Need a closing you haven't used in a while?

Go to Closing and type 'look'

by
EXAMPLE

Got a property that is in walking distance to the beach?

Go to Setting, select coastal (dropdown menu), type 'walk to beach'

Would you like to appeal to those who want a convenient lifestyle?

Go to amenities, type 'walk to everything'

HEADING

LOCALITY

Coastal	surf, ocean, beach
Bushland	bush, retreat, quiet, hideaway
Harbour	water, sail, waterfront
Lake	water, fish
River	water, boat
Rural	private, natural, lights, chic, living
City	comfortable, bargain, cheap, big
Suburban	serenity, idyllic, acres
Acreage	special, dream, opportunity, renovate, family
Other	

BODY

ASPECT

	Search by Southern or Northern Hemisphere and/or Keywords
	outlook, perfect, sunny, natural light

SETTING

Coastal	coast, sea, beach, walk
Bushland	bush, quiet, tranquil, trees
Rural	country, environment, escape, peaceful
Private	secluded, quiet, private
Suburban	neighbourhood, community
City	busy, central, heart
Tropical	lush, rainforest
Waterside	water

VIEW

	Search by Keyword Examples
Coastal	ocean, surf, water, beach
Harbour	sparkling, boats, stunning, beautiful
Lake	water, lake, lakeside
River	river, beautiful
Rural	country, fields, farms
Valley	green, scenery
City	skyline, city lights
Mountain	spectacular, backdrop, vista
Bushland	bush, green, trees
Other	(leave blank)

DWELLING

Bathroom	modern, bright, glass, tiles
Bedroom	master, main, spacious
Deck	enjoy, patio, verandah, alfresco
Dining	open plan, casual, formal
Doors	bifold, concertina, sliding, glass
Eco-friendly	environmental, green, solar
Entertainment	entertain
Floor Coverings	timber, tiles, carpet
Indoor Construction	design, spacious, elegant, modern, fresh, airy, light
Interior	stainless steel, benchtop, modern, white
Kitchen	(leave blank)
Laundry	(leave blank)
Library	informal, family, comfortable
Living area	architect, brick, contemporary, unique, simple
Outdoor construction	courtyard, pool, garden, entertain
Outdoor Living	(leave blank)
Parents Retreat	(leave blank)
Rumpus	(leave blank)
Study	(leave blank)
Style	classic, contemporary, federation
Technology	latest, cutting edge, security
Windows	light, glass, natural light

AMENITIES

Shopping	Search by Keyword Examples
Transport	(Leave blank or try: close to, convenient, minutes)
Cafes	
Restaurants	
Parks	
Parking	
Leisure	
Services	
Schools	
Universities	
Other	

LINKING

Beginning	Search by Keyword Examples
Middle	opportunity, acquire, feature
End	incorporates, upstairs
	(leave blank)

CLOSING

	Search by Keyword Examples
	Inspection, see, buy, cheap, value


REAL ESTATE PHRASE FINDER

