The Copy Cat Phrase Finder is a copywriting tool that removes the burden of producing dynamic, creative copy for your real estate listings...
The Copy Cat Phrase Finder is a productivity tool that will help you to produce interesting, creative copy for your property listings.

**REAL ESTATE COPY**

**ON TIME. ON TREND.**

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 with practice 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.

**THE INTERFACE**

NEW V 3.2 - Upload thumbnails for reference or inspiration

Upload Property Thumbnails

NEW V 3.2 - Upload thumbnails for reference or inspiration

Search Headings

Search Linking Phrases: Beginning, Middle & End

Body Phrases: Categories: Aspect, Setting, View, Dwelling, Amenities (Sub-categories are listed over page).

Closing & Call-To-Actions

Phrase Search Results

Make selections here. Your phrases will be transferred to the compiling window.

NEW V 3.2 - Search All Phrases

Enter a keyword to return ALL database results listed by category.

Compiling Window - Phrase selections will be transferred here for further editing.

Word Count & Word Limiting

Live word count and phrase filtering option - return phrases of 7 words or less for bullet points.

Copy Listing to Clipboard, Email, Print & Save Options

(Off-Screen) Synonym Finder

Search for similar words.


www.thecopycat.com.au
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.

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

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

How about an apartment that is central to everything?

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

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

Go to amenities, type ‘walk to everything’

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’