

Content You Can Turn Into Marketing

Messaging Themes for Real
Estate Agents



Tested Messaging You Can Use Today

In the following document you will find tested rent-to-own messaging content you can use to promote Divvy Homes across social media and in online advertisements. Whether you just need some inspiration or you want to take the language as written, this document exists as a resource for you to help you grow your clientbase and to get more people into their very-own home!

This Document Includes

- Sample scripts and talking points to use in ads: just copy and paste!
- Sample ad headlines and descriptions
- How many ads to run?
- Formatting themes for Facebook

Messaging Themes + Ad Content

Ad Format Recommendations for Facebook

- Organic-feeling content
- Trustworthy + educational tone

How many ads should you run?

- **Recommendation:** 2-4 ads per Facebook ad set
- **Tip:** Swap out lower performing ads every 1-2 months
- **Tip:** Use organic posts as ads if they're gaining traction

Example Messaging Themes

How rent-to-own works

Reasons for using Divvy

Economic impacts (rates, inflation)

Local callouts, mentioning counties

Reviews, testimonials (social proof)

Divvy vs. traditional rental

Tip: Mentioning Divvy as a partner in ads can build trust and show legitimacy.

This messaging theme is becoming more relevant as rates rise and home purchase demand decreases.

How rent-to-own works

Sample Headline:

“Pick a home. We’ll buy it for you.”

Sample Description:

“All the benefits of homeownership now, minus the 30-year commitment. Live in the home you love, walk away and cash out your savings if life changes.”

Stop burning money on rent and start building equity in your future! I’ve partnered with Divvy, a new kind of real estate company, that makes it possible for you to move into your dream home today. Rent with built-in savings for your down payment, then when you’re ready, turn your savings into a mortgage—and give yourself the power of homeownership.

Divvy is a great program that works for many of my clients. The two big qualifications you need are a credit score above 550 and 3 months of stable income.

Sign up today and get prequalified to start shopping tomorrow.

Saving for a down payment is difficult. Divvy helps you get on track to become a homeowner. Find a home you love, save every month, and buy when you’re ready. It’s easy and free to apply. Learn more today!

Why this content?

- Alleviates confusion
- Catches attention

Reasons for using Divvy

Sample Headline:

“Rent with built-in down payment savings.”

Sample Description:

“Rent your dream home while we help you save for a down payment. You make one monthly payment, your savings build automatically.”

Hi, I’m Cindy Last Name with ABC Real Estate.

Are you:

- Tired of renting?
- Ready to feel like a homeowner?
- But not quite ready for a mortgage?

I believe that having your own home and space is more important now than ever. That’s why I partner with a rent-to-own program that puts you on the path to homeownership.

You choose the home, Divvy buys it for you, you rent it for up to 3 years, and then you can either buy it or walk away. I’ll be there as your agent to advise you through every step.

Give me a call or click my link below to get qualified!

Hold onto more of your savings. Rent-to-own the home of your choice with just 1-2% down, and buy when you’re ready. It’s easy and free to apply. Learn more today!

Why this content?

- Catches attention

Economic impacts (rates, inflation)

Sample Headline:

“Homeownership, within reach”

Sample Description:

“You can benefit from your dream home's appreciation without the pay-to-play fees of a mortgage. I can help you get started with my rent-to-own partner.”

Are you:

- Tired of everything getting more expensive?
- Ready to feel like a homeowner?
- But not quite ready for a mortgage?

I'm Cindy Smith with ABC Real Estate, and I have a new option for you.

I partner with a rent-to-own company that lets you choose a home, rent it for up to 3 years, and lock in your price for up to 3 years.

That's right - every cost is 100% predictable. No surprise increases, no crazy changes for a full 3 years.

With rent-to-own, you can enjoy the stability of homeownership without spending an arm and a leg every month.

Cindy Smith with ABC Real Estate is your agent for all your real estate needs. If you're tired of renting, tired of unpleasant surprises, give me a call or click my link today to get qualified.

Why this content?

- Catches attention

Local call-outs, mentioning counties

Sample Headline:

“Move in now, buy later”

Sample Description:

“Sick of wasting money on rent? Get on a path to owning even with 550 credit. Qualify with Divvy.”

Are you tired of renting in **Dallas**? The cost to rent a single-family house has gone up **14.3%** since last year in our area.

If you want the security and stability of knowing exactly what your rent will be for the next 3 years, call me! I work with a rent-to-own company called Divvy Homes where you choose the home, Divvy buys it for you, and then you rent it for up to 3 years. You can either buy it when you're ready or walk away. Call me today if you're ready to hear more.

Hey **Jacksonville**, who else is apartment-hunting right now? If you're tired of sending out application after application and never hearing back from landlords, I have a new option for you.

I work with a rent-to-own company called Divvy Homes where you choose a home for sale, Divvy buys it for you, and then you rent it for up to 3 years. You can either buy it when you're ready or walk away. Call me today if you're ready to hear more.

Why this content?

- Catches attention
- Builds trust

Reviews, testimonials (social proof)

Sample Headline

“Home at last”

Sample Description:

“See how my clients are living in their dream home as they save to buy it.”

Congratulations to my clients, **Bianca and Joe**, who got their new keys today!

Bianca and Joe thought they wouldn't qualify to buy a home. But thanks to a company that I partner with called Divvy Homes, they can rent the home of their dreams and then buy it later.

I am so happy for you two. Call me if you're looking to buy or sell or if you want to rent the home of your choice with Divvy too!

5/5 stars

My realtor **Cindy Lastname** got me into the home of my dreams. She was there for me every step of the way. Thank you, **Cindy**! Awesome agent.

Why this content?

- Builds trust
- Catches attention

Divvy vs. traditional rental

Sample Headline

“Homeownership, within reach”

Sample Description:

“You can benefit from your dream home's appreciation without the pay-to-play fees of a mortgage. I can help you get started with my rent-to-own partner .”

Sick of wasting money on rent? Get on a path to owning even with 550 credit. Ask me how I can help you move in today and buy when you're ready.

Tired of loud apartment buildings? Choose a home for sale on the market to rent instead!

I partner with a rent-to-own company that lets you choose the home to rent for up to 3 years. You can buy it when you're ready or walk away. Call me today to get started.

Pit bull? No problem. I partner with a rent-to-own company that allows up to 3 pets - no breed restrictions!

Call me today to get into a home with a backyard of your dog's dreams.

Why this content?

- Catches attention
- Alleviates confusion

Step-by-step directions in our [PDF HERE](#)

Facebook Campaign Setup Walkthrough



Building Campaigns in Facebook Ads Manager

Ad Set Settings

Budget Settings

We recommend lifetime budgets, but consider testing daily budgets to see if they drive stronger performance.

Budget & schedule

Budget

Lifetime Budget USD

You won't spend more than \$1,000.00 during the lifetime of your Ad set. You'll spend more on days with more opportunities and less on days with fewer opportunities. [Learn more](#)

Schedule

Start date

Sep 19, 2022 Pacific Time

End

Nov 20, 2022 Pacific Time

Optimization Settings

While Facebook often does a good job at maximizing results with smaller budgets, consider setting target cost per result amounts to have more manual control.

Optimization & delivery

Optimization for ad delivery

Link clicks

Cost per result goal (optional)

Meta will aim to spend your entire budget and get the most link clicks using the highest volume bid strategy. If keeping the average cost per result around a certain amount is important, enter a cost per result goal.

Divvy

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Building Campaigns in Facebook Ads Manager

Ad Set Settings (cont.)

Geotargeting

We recommend radius targeting or county targeting based on your local metro. Make sure you select 'People living in this location' for the targeting setting!

Locations

People living in this location

United States

Atlanta, Georgia City +25mi

Include Search locations Browse

Placement Settings

Facebook auto-optimizes ad delivery by placement depending on your goals, but consider removing 'Audience network' to ensure ads only show on FB+IG properties.

Platforms

Facebook Instagram

Audience network Messenger

Asset customization

17/17 placements that support asset customization

Placements

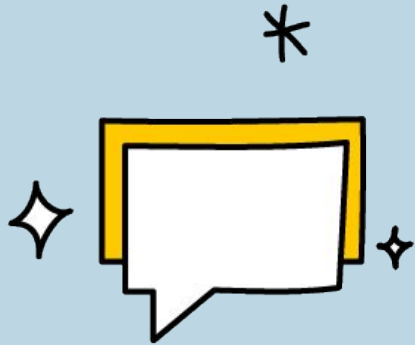
Feeds

Get high visibility for your business with ads in feeds

Facebook Feed

Instagram feed

How to Become a Divvy Expert as an Agent



Agent Support

Email: partners@divvyhomes.com

(For client specific questions, please include email address!)

Call: 833-600-0096, option 2

FAQs for your clients:

help.divvyhomes.com

FAQs for Agents:

<http://agents.divvyhomes.com/en/>

Become a Divvy Certified Agent by completing our Agent Learning On-Demand online training

[Divvy Certified Agent Training Here](#)