

# Who Will Write The Ad That Sells Your Home?

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*Gorgeous view*

*Cozy Den*

*Safe Neighbourhood*

*Quiet Streets*

*Shaded Backyard*

*Clean*

*FIREPLACE*

**EXCLUSIVE**  
\$1,900 / MONTH  
1003-40 Homewood Ave,  
Toronto, ON M4Y2K2  
1 Beds 1 Baths 700 Sq ft  
**CLICK FOR MORE INFO**

**EXCLUSIVE**  
\$865,000  
136 Victoria St,  
Chatsworth, ON N0H 1G0  
1 + 2 Beds 3 Baths - Sq ft  
**CLICK FOR MORE INFO**

**EXCLUSIVE**  
\$566,333  
505-3151 Bridletowne Circ,  
Toronto, ON M1W2T1  
2 + 1 Beds 2 Baths 1100-1500 Sq ft  
**CLICK FOR MORE INFO**

**EXCLUSIVE**  
\$849,333  
1-5035 Ninth Line,  
Mississauga, ON L5M0E5  
4 Beds 3 Baths 1799 Sq ft  
**CLICK FOR MORE INFO**

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*The Right Word Chosen Can Make a \$20,000.00 Difference*

## Words Matter.

Mario Daniel Sconza has written thousands of Real Estate ads. Over 18,000 Realtors worldwide pay for the privilege of using those ads and learning how to write ads and other materials, to present properties in the best light possible. And Mario personally writes or approves every ad, every flyer, and every website for every property – including yours!

### **Consider this simple example:** Backyard with Mountain Views

There is one letter – not even a word – one letter that makes a significant difference. Further, there are over 200 descriptive words to choose from, to put in front of Mountain Views.

Tranquil Mountain Views



Private Mountain Views

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Different descriptive words attract different types of buyers, prepared to pay different prices. There is a **SCIENCE** to this, perfected by Mario **over 17 years, over 4,000 transactions, over 800-million dollars in total homes sold.**

**VAUGHAN** – lovely home on private treed lot, family neighborhood, quiet court location, mature trees, large family room with cozy fireplace.  
**No money down.** Free recorded message

1-800-449-2090 ID#1074

**VAUGHAN** – 1 ½ story, 2 bedroom, new windows, C/A, C/V, professionally decorated, main floor laundry, (416) 230-3476, Mario Daniel Sconza, eXp Realty

**Which ad do you think will attract more buyers?**

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## The Word Wizard Behind The Curtain

The program used in Mario's office to craft the perfect ad, flyer, postcard, web site posting, etc. was developed over sixty six years, at an investment of more than **\$250,000.00**. No other sales representative in York Region possesses it. Realtors in other cities throughout Canada pay licensing fees to use it.



[www.MarioDanielSconza.com](http://www.MarioDanielSconza.com)

416-230-3476