**A close up of a sign

Description generated with very high confidence**

**Campaign Objective:**

a) If you have a home valuation landing page: Traffic  
b) If you do NOT have a home valuation landing page: Lead Generation

**Location:** Your City. Also select "People Who Live In This Location".

**Mile Radius:** 12 miles

**Age:** 35-65+

**Interests:**

Buying and Selling Real Estate, Fixer-upper, HGTV, Home Renovations, Home repair, House hunting, Mortgage calculator, Moving, Home improvement, Realtor.com, Zillow, Trulia, Home Depot, Lowes.