



### Buyer Campaign Ad Copy:

#### Ad Text:

As a Veteran, you've more than EARNED your piece of the American dream. After all, you've protected us selflessly.

Military families can qualify for an incredible closing cost assistance program for VA loans. Tap [Start Now] to see all the homes available on the market for sale in your area and let us team serve your family, the way you've served us.

#### Ad Headline:

Ready for a Home? VA Loans Are Here!

#### Ad Call To Action:

Start Now

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### Buyer Campaign Ad Targeting:

**Campaign Objective:** Lead Generation.

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

**Mile Radius:** 12-15 miles

**Age:** 25-65+

#### Interests:

Buying and Selling Real Estate, Real Estate, Buying a House, Veteran, House hunting, Mortgage calculator, Realtor.com, Zillow, Trulia. Demographics > Work > Employers > U.S. Military, Demographics > Work > Industries > Veterans (US).

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### Buyer Campaign Follow Up Texts

Hi (first name), Agent name following up to see if you had any questions about the list of homes for sale that are perfect for VA loans? What Military branch are you with?

Hi (first name), Agent name here. Did you know that with a VA loan you can purchase a home with zero down and other amazing benefits? Do you have time to talk about the homes you want?