

# Facebook Ad Cheat Sheet for Real Estate Agents

## Quick Facts to Know Before You Start

1. You'll need a **Business Page** to advertise on Facebook. [Check out our steps to create one here!](#)
2. Create your [Business Manager Account](#) if you do not have one already.
3. Install your **Facebook Pixel** onto your website & pages. Not sure what your pixel is? Head to your [Ads Manager Account](#) here. This will make sure you are tracking the activity from Facebook!
4. Determine your **budget**. It's important to have a set budget for your Facebook ads!

## Specs for Creating Ads



### Recommended Sizes

1,200 x 1,200 Pixels (Feed)  
1,080 x 1,920 Pixels (Stories)



### Required File Type

JPG or PNG



### Ad Text Length

Body: 125 characters  
Headline: 40 characters  
Description: 30 characters



### Video Ads

Less than 1 minute in length. Shorter is better!



Since you're most likely advertising property for sale, you must advertise under the **Housing Special Ad Category!**

Include the **Equal Opportunity Housing Logo** on your Ad Image itself to differentiate your ads as non-discriminatory!



If your ad falls under the Housing Special Ad Category - you will have more limited targeting options. That's okay! Hone in on your **Geographic Areas** to capture your leads!